

**City of Sandy Springs, Georgia
Hospitality Board Minutes
Regular Meeting
Thursday, March 25, 2021
8:00 am**

Live via Zoom Webinar

Members Present: Mayor Rusty Paul, Chairman
Tom Mahaffey, Vice Chairman
Bruce Alterman, Secretary/Treasurer
Eugene Jordan, Board Member
John Visconti, Board Member
Pam Rosenthal, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Samantha Marks, Marketing & Social Media Manager- Visit Sandy Springs
Cynthia Adams, Office and Welcome Center Manager - Visit Sandy Springs
Peyton Callanan-Marketing Coordinator-Visit Sandy Springs
Toni Jo Howard, Finance Director (City of Sandy Springs)
Toni Carlisle, Assistant Finance Director, (City of Sandy Springs)
Sharon Kraun-Communications Director, (City of Sandy Springs)
Caroline David-Economic Development Specialist, (City of Sandy Springs)
Raquel Gonzalez-City Clerk, (City of Sandy Springs)
Dan Lee-Attorney for Visit Sandy Springs

Others Present: Katyana Edwards, Director of Sales, Springhill Suites Atlanta Perimeter Center
Rakeem Jackson, Assistant General Manager, Extended Stay Amer., Hammond
Tochie Blad, Resident, Sandy Springs, GA

The Meeting was called to order at 8:01 AM by Mayor Paul.

Mayor Paul asked for a motion to approve the January 28, 2021 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Jordan and seconded by Mr. Alterman. The Meeting Minutes were unanimously approved by Board members present.

I. Finance **Toni Carlisle**

Financials were presented for November and December 2020. The financial highlights reports for January and February 2021 were emailed to all board members prior to the meeting.

II. Sandy Springs Hospitality & Tourism Reports **Jennifer Cruce**

Marketing and Public Relations

Marks presented the print and digital ads for January and February 2021 and a summary of Partnership Initiatives during that period. Samantha reported on Advance Travel and Tourism's current campaign, which includes paid social ads, paid search and search retargeting and organic traffic.

Social Media

Callanan presented the social media reports for Facebook, Instagram, Twitter and blog content for January and February 2021.

Smith Travel Report

Cruce presented the Smith Travel Research monthly metrics reports for January and February 2021 including Occupancy, ADR, and RevPar.

Meetings, Projects, and Communications

Cruce reported on some of the key meetings attended by the staff including an Atlanta Eats & Sandy Springs 2021 discussion (Cruce, Marks), Virtual Concert/Restaurant promotion discussion with Create SS (Cruce), call with the NOC Marketing Team (Marks, Callanan), Leadership Sandy Springs Virtual Meet & Greet with Class of 2022 (Marks), and a GA Comm. on the Holocaust Zoom "Parlor" Meeting (Cruce). Projects reported included the completion of the application for the PPP loan and it was noted that approved funds were deposited on 3.4.2021. Cruce also thanked Toni Carlisle for extensive help on the application for the PPP loan.

III. Discussion


Mayor Paul discussed plans for reopening of City Springs and facilities, noting that with increased vaccinations in the works, the reopening is expected to happen soon and he also noted that an announcement of the grand is expected in May 2021.

Mayor Paul also discussed adaptive measures that were taken up for the pandemic, such as working from home and Zoom meetings, and the long-term impact those adaptations could have on business travel and corporate meetings in our market.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Mr. Jordan made the motion to adjourn the meeting and seconded by Mr. Visconti. The motion was passed unanimously. Mayor Paul adjourned the Board Meeting at 9:10 A.M.

Next meeting May 27, 2021 at 8 AM.

Faithfully submitted:



Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism