

**City of Sandy Springs, Georgia
Hospitality Board Minutes
Regular Meeting
Thursday, August 11, 2022**

**(Hybrid Format)
Live via Zoom/Sonesta Atlanta NW Galleria**

Member Present: Mayor Rusty Paul, Chairman
Bruce Alterman, Board Secretary
John Visconti, Board Member
Eugene Jordan, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Samantha Marks, Director Marketing & Communications-Visit Sandy Springs
Cynthia Adams, Office & Welcome Center Manager-Visit Sandy Springs
Myriam Hysa, Director of Sales-Visit Sandy Springs
Mitchel Gunn, Content & Communications Manager-Visit Sandy Springs
Toni Carlisle, Finance Director-City of Sandy Springs
Caroline Galvin, Executive Assistant-City of Sandy Springs
Dan Lee-Attorney for Visit Sandy Springs

Others Present: Andrea Barzey, Director of Sales/Marketing, Sonesta Atlanta NW Galleria
Mary Owoo, Dual Manager, Sonesta ES Suites Atl. Peri. Ctr/Sonesta Atl. NW Galleria

The meeting was called to order at 8:00 AM by Mayor Paul

Mayor Paul asked for a motion to approve the August 11, 2022 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Alterman and seconded by Mr. Jordan. The Meeting Agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the May 26, 2022 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Visconti and seconded by Mr. Alterman. The Meeting Minutes were unanimously approved by Board members present.

I. Finance

Toni Carlisle

Carlisle presented financials for May and June 2022. The May and June 2022 Financial Highlights reports were included in the board packets.

II. Sandy Springs Hospitality & Tourism Reports

Staff

Marketing and Public Relations

Marks presented the print and digital ads for May and June 2022 and a summary of campaign objectives, display ads, social ads, search ads, during that period. She also reported on target market website traffic growth, and the FY 2023 campaign creative.

Social Media

Gunn presented the social media reports for Facebook, Instagram, Twitter and blog content for May and June 2022. Gunn also reported on the hotel and consumer newsletter and discussed what kind of content to expect moving forward.

Sales

Hysa reported that the focus in May and June 2022 for sales activities was her introduction to the hotel staffs via emails, phone calls, or in person. Hysa also reported that she trained on the CRM for Meeting Sales Groups and Member/Partner Groups. Hysa informed the group on the sales activity for May and June 2022, which included the GBTA Monthly Meeting, the GMOA 2022 Regional Meeting, and various upcoming sales events.

Smith Travel Report

Cruce reported on Smith Travel Report monthly metrics for May and June 2022 including Occupancy, ADR, and RevPar.

Meetings, Projects, and Communications

Cruce reported on some of the recurring and key meetings attended by the staff including Digital media monthly review meetings with Advance Travel and Tourism (Cruce, Marks), Quarterly Simpleview SEO call (Marks), Restaurant Week Meetings (Cruce, Marks), Create City Springs Bi-Weekly Update Brief meetings (Cruce), LSS Mentor Post Program follow-up meetings (Cruce), Meetings with hotel sales teams (Cruce, Hysa), Stakeholder Meetings: Roswell Road Access Management Plan (Cruce), Meeting with Mutation Brewing-VSS and Economic Development (Cruce, Marks), Introductory call with Ravenal Media (Cruce, Marks), VSS discussion with Dr. Melody Kelly of COSS Council (Cruce), Meeting with Representative Betsy Holland (Cruce), Meeting with Unum do discuss Short Term Disability policy (Cruce), Meeting with Arrivalist (Cruce, Marks), Meeting with Bandwango (Cruce, Marks).

III. Discussion

Mayor Paul informed the board that the City is interviewing candidates for the PAC General Manager position. Mayor Paul also stated that a new PAC Sales position is in the budget, to secure sponsorship for future programming. He described some upcoming performances (Christopher Cross and Kansas) and the ticket sales progress for those. Mayor Paul stated with the right marketing, we can expect to draw overnight visitors to attend those shows.

Mayor Paul adjourned the Board Meeting at 8:47 A.M.

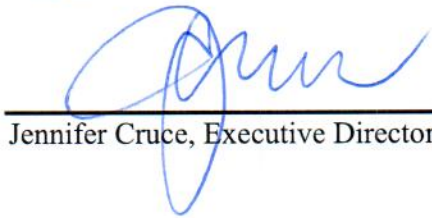
Next Meeting: September 22, 2022

Faithfully submitted:

A handwritten signature in black ink, appearing to read "Russell K. Paul", written over a horizontal line.

Mayor Russell K. Paul, Chairman

Attest:

A handwritten signature in blue ink, appearing to read "Jennifer Cruce", written over a horizontal line.

Jennifer Cruce, Executive Director-Hospitality & Tourism