

**City of Sandy Springs, Georgia
Hospitality & Tourism Board
Minutes
Regular Meeting
Thursday, January 9, 2020
8:00 am**

**Sandy Springs City Hall
Meeting Room A-3rd Floor
1 Galambos Way
Sandy Springs, GA 30328**

Members Present: Mayor Rusty Paul, Board Chairman
Tom Mahaffey, Board Member
Eugene Jordan, Board Member
Pam Rosenthal, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Dennis Kemp, Director of Sales-Visit Sandy Springs
Samantha Marks, Marketing & Social Media Manager- Visit Sandy Springs
Cynthia Adams, Welcome Center Manager - Visit Sandy Springs
Peyton Callanan, Marketing Coordinator-Visit Sandy Springs
Toni Carlisle-Assistant Finance Director (City of SS)
Caroline Davis-Economic Development Specialist (City of SS)
Sharon Kraun, Communications Director (City of SS)
Dan Lee, Attorney for Visit Sandy Springs

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

Mayor Paul asked for a Motion to approve the October 24, 2019 Hospitality Board Meeting Minutes. Eugene Jordan made the motion to approve the Minutes and Tom Mahaffey seconded. The Meeting Minutes were unanimously approved by Board members present.

I. Financials

Toni Carlisle

Financials were presented by Toni Carlisle. All revenues and expenses are trending as expected. The October and November 2018 Financial Highlights reported were included in the board packets.

**II. Visit Sandy Springs Reports
Marketing and Public Relations**

Jennifer Cruce

Marks presented the advertising for Winter/Holiday events in Sandy Springs and also for Restaurant Week. She noted that itineraries were finalized for bloggers Winona Rogers' Girls Night Out and Jamie Garvin of Boots, Bows and Beaches for the holidays. Marks presented the advertising for October and November 2019, including reports from Advance Travel and Tourism concerning digital ad buys and performance. Marks also presented the print ads that were placed in several publications, and a summary of PR activities and publicity received through Pineapple PR for those months. Mayor Paul expressed a desire to explore promoting restaurants outside of the City Springs District during City Springs Live and other events on the green. Cruce and Sharon Kraun discussed potential promotions and agreed to meet to discuss further.

Smith Travel Report

October and November 2019 reports included Occupancy, ADR, and RevPar. Reports were included in board packets.

Meetings and Events Attended

Cruce reported on the meetings and events attended including Performing Arts Center Marketing, VSS Strategic Plan Evaluation Committee, Wayfinding Project, COSS Employee Recognition Committee, SS Conservancy Communications Committee, Atlanta Metro CVB Partnership, ArtSS in the Open committee meeting, GATA Board, and new meetings included the Sandy Springs, Alpharetta and Roswell co-op "Topside Tap Trail" to jointly promote the breweries and brew pubs Key events mentioned included Atlanta Magazine Custom Media FAM tour, GACVB and Southeast Tourism Society (STS) Sales Symposium, STS and GACVB Board meetings. Cruce also advised that the Strategic Planning contract had been awarded to NorthStar and Legal was working on the contract, she also advised that Craig Miller Productions was working on an update to our promotional video.

Sales

Kemp presented the Sales Activity for October and November which included e-mail, phone calls or in-person meetings by the Sales Team. Sales activities reported by Kemp included attendance at Destination Southeast (Kemp) in Kissimmee, FL, Atlanta Mitzvah Connection (Kitchens) in Dunwoody, GA, 2019 MPI Georgia Golf and Bocce Ball (Kemp) in Atlanta, GA. Upcoming

Sales-related events include American Bus Association, Georgia Music Educators Association and Bridal Extravaganza.

III. Discussion

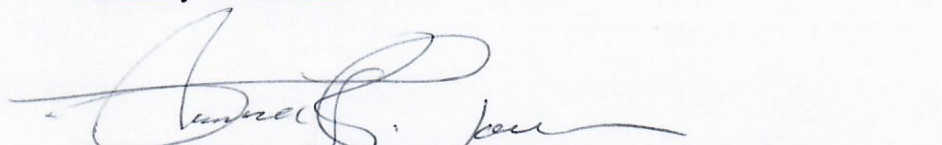
Mayor Paul and Dan Lee opened a discussion about the development of a policy for alcohol purchases. Lee pointed out that Hospitality has been using the City of Sandy Springs' policy even though Visit Sandy Springs is a DMO and as such is only a quasi-governmental agency. Lee also advised that the DMO's liability in this regard is a key concern. Mayor Paul said that the temporary policy that was voted on previously is still in place. There followed a discussion concerning entertaining sales prospects, in which the purchase of alcohol is an industry practice. Mayor Paul said to leave the temporary policy in place until the next meeting with no objections from the board members present. Cruce agreed to research the policies of other DMOs as Legal continues to work on an employee manual for the DMO that addresses these and other issues.

Mayor Paul also stated. That planning for the new season for City Springs Live is in progress. As those events are well attended by local citizens, Mayor Paul stated that he would like to see those events producing some room nights. He also mentioned that progress is being made on the Cultural Center.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Tom Mahaffey made the motion to adjourn the meeting and Eugene Jordan seconded the motion. Mayor Paul adjourned the Board Meeting at 9:30 A.M.

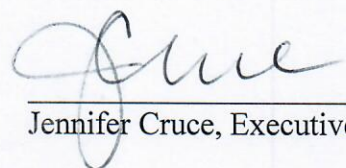
Next meeting February 27, 2020 at 8 AM.

Faithfully submitted:



Mayor Russell K. Paul, Chairman

ATTEST:



Jennifer Cruce, Executive Director – Hospitality and Tourism