

**City of Sandy Springs, Georgia  
Hospitality & Tourism Board  
Minutes  
Regular Meeting  
Thursday, November 1, 2018  
8:00 am**

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

**Members Present:** Mayor Rusty Paul, Board Chairman  
Tom Mahaffey, Board Member  
Bruce Alterman, Board Member  
John Visconti, 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  
Anna Nikolas, Event & Tourism Product Development-Visit Sandy Springs  
Samantha Marks, Marketing & Social Media Manager- Visit Sandy Springs  
Cynthia Adams, Welcome Center Manager - Visit Sandy Springs  
Amy Metzler-SMERF Sales Manager-Visit Sandy Springs  
Nadia Merritt-Welcome Center Information Specialist-Visit Sandy Springs  
Dan Lee-Attorney for Visit Sandy Springs  
Sharon Kraun-Communications Director (City of SS)  
Toni Carlisle-Assistant Finance Director (City of SS)  
Caitlin Grace-Executive Meetings Manager-Westin Atl. Perimeter North  
Shannon Gray-CEO-Gray Research Solutions (via join.me)

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

Mayor Paul asked for a Motion to approve the August 23, 2018 Hospitality Board Meeting Minutes. Bruce Alterman made the motion to approve the Minutes and Eugene Jordan 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 September 2018 Financial Highlights reports were included in the board packets.

## **II. Presentation of Visitor Profile Study**

Shannon Gray of Gray Research Solutions presented the visitor profile study of Sandy Springs with the objective to thoroughly assess various visitor types to Sandy Springs and to understand what drives visitation for these groups in order to grow tourism. These methods included immersion, meetings and reconnaissance, a lodging product assessment and survey, a group travel analysis, and a leisure visitor profile study.

## **III. Visit Sandy Springs Reports**

**Jennifer Cruce**

### **Marketing and Public Relations**

Marks presented the ads for August and September 2018, including reports from Paramore Digital Media concerning digital ad buys and performance. Two new “Well Played” social media videos were presented. 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. Cruce and Mayor Paul discussed recent changes at Paramore and the intention to move forward working with another digital agency.

### **Smith Travel Report**

August and September 2018 reports included Occupancy, ADR, and RevPar. Reports were included in board packets.

### **Meetings Attended**

No report for meetings attended.

### **Events**

Nikolas reported that Spooky Springs was a well-attended success. The planning stages continue for Restaurant Week November 3<sup>rd</sup> -9<sup>th</sup>. Nikolas continues to work with more restaurants she is asking to participate in the event, which incorporates the Elegant Elf and the introduction of featured cocktails/drinks to help promote marketplace. Sparkle Sandy Springs is in the planning stage and is being moved to City Springs. The number of houses will be increased from 10 to 20. Nikolas would like to include the Aston Apartments’ participation in Sparkle with a balcony decorating contest. Nikolas also reported that the Lantern Parade received the IFEA Bronze Award, Best Parade (under \$250,000) category.

### **Sales**

Metzler presented the Sales Activity which included e-mail, phone calls or in-person meetings by the Sales Team. Sales activities reported by Kemp and Metzler recounted the sales-related events which are 2018 Atlanta Lodging Outlook Seminar, Perimeter North Family Reunion Workshop, Going on Faith Travel Conference, Bridal Extravaganza of Atlanta, Connect Association

Conference, SYTA Annual Conference, Destination Southeast. Metzler reported on the upcoming sales events which are Connect Faith, Connect Georgia and GACVB Group Sales Symposium.

**IV. Discussion**

Mayor Paul talked about a possible Phase II of City Springs, a cultural center to be built in a location near City Springs, which could include a long term solution for Hospitality. .

Mayor Paul asked for a Motion to adjourn the Board Meeting. Tom Mahaffey made the Motion to Adjourn the Meeting and Pam Rosenthal Seconded the Motion. Mayor Paul adjourned the Board Meeting at 9:14 A.M.

Next meeting January 10, 2018 at 8 AM.

Faithfully submitted:

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Mayor Russell K. Paul, Chairman

ATTEST:

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Jennifer Cruce, Executive Director – Hospitality and Tourism