

**City of Sandy Springs, Georgia
Hospitality & Tourism Board
Minutes
Regular Meeting
Thursday, February 22, 2018
8:00 am**

**Sandy Springs Chamber of Commerce Offices
Six Concourse Parkway, Suite 3300
Sandy Springs, Georgia 30328**

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

The Meeting was called to order at 8:04 AM by Mayor Paul

Mayor Paul asked for a motion to approve the January 4, 2018 Hospitality Board meeting minutes. Eugene Jordan made the motion to approve the minutes and John Visconti seconded. The meeting minutes were unanimously approved by board members present.

I. Financials

Financials were presented by Toni Carlisle for the FY 2nd quarter, October-December 2017. All revenues and expenses are trending well. The October, November and December Financial Highlights reports were included in the board packets.

**II. Sandy Springs H&T Reports
Advertising and Marketing** **Jennifer Cruce**

Marks presented the ads for December 2017 and January 2018, including reports from Paramore Digital Media concerning digital ad buys and performance. Marks also presented the print ads that were placed in several publications.

Smith Travel Report

Cruce reported on Smith Travel Report statistics for December 2017 and January 2018 including Occupancy, ADR, and RevPar. Reports were included in board packets.

Meetings, Sales Missions, Events

Key Meetings Attended

Cruce reported on recurring meetings with AMTA, Hospitality Highway, Restaurant Council Meetings, bi-weekly meetings with Pineapple PR and Paramore Digital, and bi-weekly meetings with Paramore. She also spoke about the research meetings that will be held at Lost Corner with hotels and venues.

Public Relations

Marks reported on the efforts in Marketing and PR for December 2017 and December 2018. Marks provided information on publicity received for December 2017 and January 2018 from assorted media (digital and print) sources handled by Pineapple PR.

Sales Missions & Events

Nikolas discussed the upcoming Lantern Parade taking place on April 21st and the new lanterns that will be added to the water display. Nikolas spoke about the special spinoff event for the patients at Children's Healthcare of Atlanta. The event will include a workshop and a mini parade. Metzler presented the Sales Activity which included e-mail., phone calls or in-person meetings by the Sales Team. Sales activities were reported by Metzler including the City Springs Hard Hat Tour for Hotel Directors, MPI/PCMA/IAEE Holiday Luncheon, GSAC Holiday Luncheon, Sonesta ES Holiday Open House, Holiday Gift Delivery to Hotels/Venues, J. Ladson Wedding 2nd Fam Tour, and the 2018 State of Tourism Breakfast and Tourism Day. Kemp discussed the GSAC Holiday Luncheon will be held at City Springs next year. Metzler spoke on the upcoming sales related events which are Select Traveler, the Georgia Bridal & Wedding Expo, the Your Military Reunion Connection Workshop and Bar & Bat Mitzvah Expo in February and Christian Meetings & Convention Association Showcase, the HelmsBriscoe Meeting Planner FAM Tour and Travel South USA in March.

Cruce reported on completed events including the Birmingham desk sides, Atlanta Magazine Tourism Celebration Event, GATA State of Tourism Breakfast and Tourism Day at the Capitol, Atlanta Jewish Film Festival Opening Gala and the Active Shooter Class, in which the staff participated. Upcoming events reported by Cruce included Connect Marketing Leadership Conference (Cruce and Marks) and GACVB Winter meeting (Cruce).

III. Discussion

Mayor Paul discussed what it will take to relocate of the Visit Sandy Springs Welcome Center.. Mayor Paul also discussed the upcoming City Springs opening. Dan Lee brought up the new ordinance passed in reference

to the issue of the unregulated Air BnBs, VRBO's, etc. and in the Sandy Springs area.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Bruce Alterman made the motion to adjourn the Meeting and Eugene Jordan seconded the motion. Mayor Paul adjourned the Board Meeting at 9:04 A.M.

Next meeting April 26, 2018 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism