

**City of Sandy Springs, Georgia
Hospitality Board Minutes
Regular Meeting
Thursday, January 25, 2024
8:00 A.M.**

**Westin Atlanta Perimeter North
Concourse Room (Lower Level)**

Member(s) Present: Mayor Rusty Paul, Chairman
Tom Mahaffey, Vice Chairman
John Visconti, Board Member
Eugene Jordan, Board Member
Pam Rosenthal, Board Member
Amanda Singer, Board Member
Jason Sheetz, Board Member
Ann Delmas, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Samantha Marks, Director of Marketing & Communications-Visit Sandy Springs
Cynthia Adams, Office Manager-Visit Sandy Springs
Mitchell Gunn, Content & Communications Manager-Visit Sandy Springs
Myriam Hysa, Director of Sales-Visit Sandy Springs
Craig Hurlbut, Sales and Marketing Coordinator-Visit Sandy Springs
Toni Carlisle, CFO, City of Sandy Springs

Others Present: Benisa Woolford, General Manager, Waterwalk Atlanta Perimeter Center
Veronica Jackson, Director of Sales, Waterwalk Atlanta Perimeter Center
Olivier Cugny, General Manager, Home2Suites by Hilton Atl. Perimeter Center
Kavita Mursalim, Director of Sales, Aloft Atlanta Perimeter Center

The meeting was called to order at 2:30 P.M. by Mayor Paul

Mayor Paul asked for a motion to approve the January 25, 2024 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Mahaffey and seconded by Ms. Singer. The meeting agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the December 6, 2023 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Jordan and seconded by Mrs. Delmas. The meeting minutes were unanimously approved by Board members present.

I. Finance **Toni Carlisle**
Financials were presented for November and December 2023. The November Financial Highlights reports were included in the board packets. The December Financial Highlights were emailed to the Hospitality Board the next morning.

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

Marketing and Public Relations **Samantha Marks**
Marks presented digital ad campaign reports for November and December 2023. Marks reported campaign overview recaps, metrics, notes and highlights for November and December, and print advertising. Marks also reported on the digital video creative for Google and Meta. Marks presented additional campaigns for November and December 2023 for Access Atlanta. Marks presented the latest public relations for November and December 2023, including coverage and the details of some recent regional media visits.

Social Media **Mitchell Gunn**
Gunn presented the social media reports for Instagram, Facebook, and the latest social posts. Gunn also reported on blog content and newsletter content for November and December 2023. Gunn also reported on the Zartico data for November and December 2023.

Sales **Myriam Hysa**
Hysa reported on the various outside sales efforts that she has engaged in, including meetings with Gray Research Team, Visit Sandy Springs DOS meeting, CTN Global Transportation, Topper Transportation, and the GHIA Perimeter Hotel Council meeting. Hysa also reported that she attended various networking events including, MPI monthly luncheon, SSPC Coffee Connect, SSPC monthly luncheon, GSAE networking luncheon, N ATL Voices Concert. MPI/PCMA Holiday luncheon. Hysa told the group that she attended the Travel South International Showcase and GACVB Sales Symposium. She also reported that she had called on the following hotels: Hilton Atlanta Suites, Home2Suites, Sheraton Atlanta, Holiday Inn and Suites, Hyatt House, Extended Stay America (4 properties). Hysa also presented the November and December Sales Activity and Sales Activity Highlights including GACVB Sales Symposium, Travel South International, holiday basket distribution to hotel partners, sponsored a table at the PCMA/MPI holiday luncheon.

Smith Travel Report **Jennifer Cruce**
Cruce reported on Smith Travel Report monthly metrics for November and December 2023, including occupancy, ADR, and RevPar.

Meetings, Projects, and Communications **Jennifer Cruce**
Cruce reported on the recurring and key meetings attended by the staff, including digital media planning meetings with Ravenel Digital Media (Cruce, Marks, Gunn), meetings with TK PR (Cruce, Marks), a quarterly Simpleview SEO call (Marks, Gunn), Zartico Research Data planning (Cruce, Marks, Gunn), SSPC Restaurant Council meetings (Cruce, Marks), Simpleview CRM and SEO meetings (Marks, Gunn), calls with 100 Digital Creativity for a virtual tour (Cruce, Marks), Gray Research Solutions planning meetings (Cruce, Marks, Hysa), and Bandwango

meetings re: DLAL 2024 (Cruce, Marks, Gunn). Other key meetings included Gray Research/VSS board meeting (Staff), Gray Research/hotel DOS meeting (Cruce, Hysa), GHLA Perimeter Hotel Council meeting (Cruce, Hysa), meeting with transportation partner CTN Global (Cruce, Hysa), meetings/photo shoot for Sparkle and Santa (Cruce, Marks), meeting with Expedia Media Solutions (Cruce, Marks), GACVB board dinner re: GACVB Sales Symposium (Cruce), meeting with Madden Media re: medical tourism (Cruce, Marks), Dine Like a Local meetings with new restaurants (Cruce).

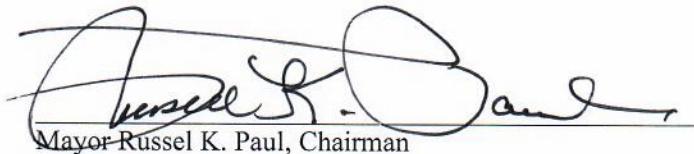
III. Discussion

Mayor Paul discussed the success of the ice-skating rink, which the City intends to have again next year. Mayor Paul also discussed the Performing Arts Center and their plans for the next year's season. Mayor Paul also discussed the next phase of City Springs and said that construction is expected to begin sometime in 2024, for an expected opening in late 2026 to early 2027. Mayor Paul led a discussion about corporate travel and expressed some optimism about the market. The representatives for the hotels who were present introduced themselves to the board when invited to do so.

Mayor Paul adjourned the Board meeting at 3:55 P.M.

Next Meeting: March 28, 2024

Faithfully submitted:



Mayor Russel K. Paul, Chairman

ATTEST:



Jennifer Cruce, Executive Director-Visit Sandy Springs