

**City of Sandy Springs, Georgia  
Hospitality Board Minutes**

**Regular Meeting**

**Thursday, September 28, 2023**

**8:00 AM**

**Barfield Room (City Hall) 2<sup>nd</sup> floor**

**Member Present:** Mayor Rusty Paul, Chairman  
Tom Mahaffey, Vice Chairman  
John Visconti, Board Member  
Eugene Jordan, Board Member  
Pam Rosenthal, Board Member  
Ann Delmas, Board Member  
Jason Sheets, Board Member  
Amanda Singer, Board Member

**Staff Present:** Jennifer Cruce, Executive Director-Visit Sandy Springs  
Samantha Marks, Dir. Marketing & Communications -Visit Sandy Springs  
Myriam Hysa, Director of Sales-Visit Sandy Springs  
Cynthia Adams, Office & Welcome Center Manager-Visit Sandy Springs  
Mitchell Gunn, Content & Communications Manager-Visit Sandy Springs  
Toni Carlisle, CFO, City of Sandy Springs  
Caroline Galvin, Executive Project Manager, City of Sandy Springs  
Anton Miller, VTC/AV Technician, City of Sandy Springs  
William Haggett, Executive Director of the PAC, City of Sandy Springs

The meeting was called to order at 9:01 AM by Mayor Paul.

Mayor Paul asked for a motion to approve the September 28, 2023 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Mahaffey and seconded by Mr. Sheets. The Meeting Agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the June 8, 2023 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Mahaffey and seconded by Mrs. Rosenthal. The meeting minutes were unanimously approved by Board members present.

**I. Finance**

**Toni Carlisle**

Financials were presented for July and August 2023. Financial Highlights reports were included in the board packets.

## II. Sandy Springs Hospitality & Tourism Reports

Jennifer Cruce

### Marketing and Public Relations

Samantha Marks

Marks presented digital ad campaign reports for July and August 2023. Marks reported campaign overview recaps, overview metrics, notes and highlights for July and August, and print advertising. Marks also reported on the digital video creative for Meta and Google. Marks presented the latest projects and partnerships for July and August 2023, which included Topsider Tap Trail Beer Crawl, Access Atlanta, and the 360-degree virtual tour of City Springs, to the board. Marks presented the latest public relations for July and August 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 July and August 2023.

### Sales

Myriam Hysa

Cruce reported on the various outside sales efforts that she has engaged in, including meetings with Create City Springs, MINT, Cvent, ACVB, Roswell CVB, Brookhaven CVB, Inspire Brands, and Trenches Consulting. Hysa attended various networking events, including GBTA July, PCMA Networking Orlando, GSAE Networking Breakfast, AWE Vendors Networking, INCLUSIVV Networking, and SSPC Coffee Connect. Hysa attended site inspections at the Springhill Suites, Homewood Suites, Hyatt House, and Home2Suites. Hysa attended the GMOA Annual, Atlanta Wedding Extravaganza, Destination Southeast, and SYTA 2023 tradeshows. She called on the following hotels: Hilton Atlanta Suites, Aloft, La Quinta, Westin Perimeter, Courtyard Marriott, Springhill Suites, Homewood Suites, and Hyatt House.

Cruce also presented the July and August Sales Activity and Sales Activity Highlights including Georgia Motorcoach Operators Association (GMOA) annual meeting, Professional Convention Management Association (PCMA) Educational and Networking event, Atlanta Wedding Extravaganza Bridal show, Destination Southeast 2023, Student Youth Travel Association (SYTA) 2023. Cruce reported the upcoming sales-related shows including Small Market Meeting and Mitzvah Martini Show.

### Smith Travel Report

Jennifer Cruce

Cruce reported on Smith Travel Report monthly metrics for July and August 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 TKPR (Cruce, Marks), a quarterly Simpleview SEO call (Marks, Gunn), the initial meeting to discuss data with new vendor Vartico (Cruce, Marks, Gunn), SSPC Restaurant Council Meetings (Cruce, Marks), Simpleview CRM and SEO Meetings (Marks, Gunn), and a status call with 100 Digital Creativity for a virtual tour. Other key meetings included Fig Industries to discuss visitor guides (Cruce, Marks, Gunn), a research project kickoff meeting with Gray Research Solutions (Cruce, Marks), a meeting with Beer Crawl USA to finalize Topside Tap Trail Beer Crawl details (Marks), client check-in with Bandwango re: Dine Like a Local 2024 (Cruce, Marks, Gunn), family tours of Sandy Springs hotels with PAC event staff (Cruce, Hysa), and a Sandy Springs Wing Festival meeting (Cruce).

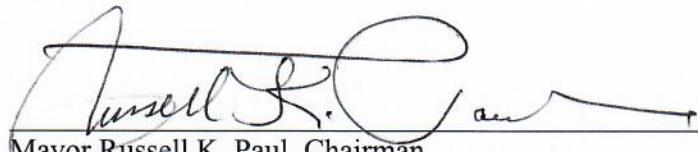
**III. Discussion**

Mayor Paul asked Bill Haggett the Executive Director for the Sandy Springs Performing Arts Center to introduce himself to the Hospitality board and the Visit Sandy Springs staff. Mr. Haggett talked about upcoming acts and shows for the PAC. He wants to bring more higher end acts to the PAC on the weekends (Thursday through Sunday) and put the PAC on the map with better deals than Atlanta. Mr. Haggett talked about how to bring more traffic to City Springs by reengineering the City Bar by changing the hours adding breakfast and lunch, and adding a dinner and show package. They also added 2 new marquees and redoing the PAC VIP memberships with more perks. He wants to spread the word about the PAC. Mayor Paul talked about the upcoming Blue Stone Festival and there are still concerts on the City Green to come. Mayor Paul talked about the new development coming to City Springs with condos, office space, restaurants, and retail. There is only 5% of retail remaining available. The area will be relandscaped and rework the springs. The new Veterans' Park will be completed by 11/10/2023, ready for the dedication. Mayor Paul informed the meeting attendees that there will be an ice-skating rink in front of the stage at City Green.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Mr. Mahaffey made the motion to adjourn the meeting and seconded by Mr. Jordan. The motion was passed unanimously. Mayor Paul adjourned the Board Meeting at 10:28 A.M.

Next Meeting: November 30, 2023

Faithfully submitted:



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Mayor Russell K. Paul, Chairman

ATTEST:



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Jennifer Cruce, Executive Director-Visit Sandy Springs