

**City of Sandy Springs, Georgia
Hospitality Board
Minutes
Regular Meeting
Thursday, October 24, 2019
8:00 am**

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

Members Present: Mayor Rusty Paul, 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
Samantha Marks, Marketing & Social Media Manager- Visit Sandy Springs
Bree Kitchens-SMERF Sales 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)
Andrea Worthy-Economic Development Director, (City of SS)
Tim Burrows-Attorney-FMG Law
Caroline Davis-Economic Development Specialist, (City of SS)
Richard Palmisano-General Manager-Wyndham Atlanta Galleria

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

Mayor Paul asked for a motion to approve the August 22, 2019 Hospitality Board meeting minutes. John Visconti made the motion to approve the minutes and Tom Mahaffey Seconded. The meeting minutes were unanimously approved by board members present.

**I. Discussion of vacant seat on
Hospitality Board** **Mayor Paul**

Mayor Paul stated that in January 2017 the bylaws were amended to add 1 more member seat to the Hospitality Board. This board member was chosen due to their background of corporate travel. The bylaws state that if you miss 3 consecutive meeting then you can be terminated from the Hospitality Board. Mayor Paul motioned if the board wanted to keep the board the same number or move back to six seats. The board

members present voted unanimously to keep the board 7 members. The search will begin and requires that this seat remain with a corporate travel related background.

II. Temporary Amendment: Mayor Paul
Consideration of amendment to Travel
And Entertainment expense policy

Mayor Paul made a temporary amendment to the policy as stated: In the event Sandy Springs Hospitality and Tourism is requested to participate in a Hospitality related dinner or reception, it may pay for up to 2 drinks per participant. The temporary amendment was unanimously approved by board members present.

III. Consideration of amendment to Travel Tim Boughey
And Entertainment expense policy

Boughey explained that this policy was already approved for employees to drink alcohol at Hospitality events. The change is to make the policy more explicit towards others who can drink and if Hospitality can use their budget to pay for the alcohol at the events. The policy was unanimously approved by board members present.

IV. Consideration of the first amendment to Shopping Center lease between Jamestown Parkside Shops, LP, and Sandy Springs Hospitality & Tourism, Inc.
(d/b/a Visit Sandy Springs)

Mayor Paul explained that the lease was originally started between Mimms and Sandy Springs Hospitality & Tourism and was then sold to Jamestown Parkside Shops, LP. The lease needs to be between Jamestown Parkside Shops, LP. and Sandy Springs Hospitality & Tourism. Tom Mahaffey made the motion to approve and John Visconti Seconded. The consideration was unanimously approved by board members present.

V. Consideration of the first amendment to Lease Agreement between the Sandy Springs Hospitality & Tourism, Inc. and the Georgia Commission on the Holocaust for the Anne Frank Center Exhibition

Mayor Paul stated that this is the sub-lease for the Anne Frank Exhibit and that it means that Sandy Springs Hospitality & Tourism, Inc. is responsible for the Exhibit. Eugene Jordan made a motion to approve and

Tom Mahaffey Seconded. The consideration was unanimously approved by the board members present.

VI. Financials

Toni Carlisle

Financials were presented for July, August and September 2019. The financial Highlights reports for July-September were included in the board packets.

VII. Sandy Springs H&T Reports

Jennifer Cruce

Marketing and Public Relations

Marks presented the print and digital ads for August and September that were placed in several publications, and a summary of PR activities and publicity received through Pineapple PR for those months.

Smith Travel Report

Cruce reported on Smith Travel Report statistics for August and September 2019 including Occupancy, ADR, and RevPar. Reports were included in board packets.

Sales

Kemp presented the Sales efforts which included e-mail, phone calls or in-person meetings by the Sales Team. Kemp and Kitchens discussed the sales activities attended this month which included The Georgia Bridal Show (Kitchens), The Student Youth Travel Association held in Birmingham (Kemp), The Bridal Extravaganza (Kitchens), My Big Fat Fake Wedding (Kitchens), Connect Marketplace held in Louisville, KY (Kemp and Kitchens), Going on Faith (Kemp), Family Reunion Workshop (Kitchens), Small Market Meetings held in Green Bay, WI (Kemp). Upcoming Sales Events include Destination Southeast, Atlanta Mitzvah Connection and The Georgia Group Sales Symposium.

VIII. Discussion

Jordan had a question about the change in website hits and why the change in website hits after May 2019. Cruce explained that we had are using a different company and that is why you are seeing better numbers on website hits. Jordan wanted to know about the status on the new hotels in the Sandy Springs area. Worthy mentioned that there is an RFP looking to build a new hotel at City Springs. The Aloft hotel has been

approved by Mayor and Council. In reference to the Cultural Center, the Anne Frank Exhibition are fundraising to raise their portion of the cost of the Cultural Center. There has been great progress with construction starting in 2020.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Eugene Jordan made the motion to adjourn the meeting and Tom Mahaffey seconded the motion. Mayor Paul adjourned the Board Meeting at 9:18 A.M.

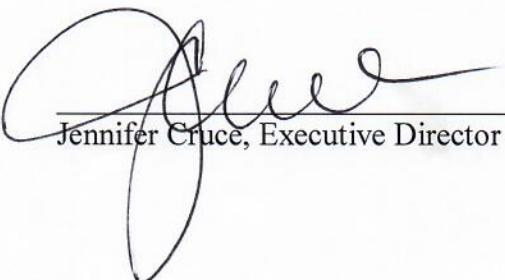
Next meeting January 9, 2020 at 8 AM.

Faithfully submitted:

A handwritten signature in black ink, appearing to read "Russell K. Paul".

Mayor Russell K. Paul, Chairman

ATTEST:

A handwritten signature in black ink, appearing to read "Jennifer Cruce".

Jennifer Cruce, Executive Director – Hospitality and Tourism