

**City of Sandy Springs, Georgia
Hospitality Board Minutes
Regular Meeting
Thursday, December 9, 2021
8:00 AM**

**(Hybrid Format)
Live via Zoom/Barfield Room (City Hall)**

Member Present: Mayor Rusty Paul, Chairman
Tom Mahaffey, Vice Chairman
Bruce Alterman, Secretary/Treasurer
Eugene Jordan, Board Member
John Visconti, Board Member
Pam Rosenthal, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Samantha Marks, Marketing & Social Media Manager-Visit Sandy Springs
Cynthia Adams, Office & Welcome Center Manager-Visit Sandy Springs
Peyton Callanan, Marketing Coordinator-Visit Sandy Springs
Toni Carlisle, Assistant Finance Director-City of Sandy Springs
Dan Lee-Attorney for Visit Sandy Springs
Jason Fornicola, Communications Director-City of Sandy Springs
Caroline Davis, Economic Develop Manager-City of Sandy Springs

Others Present: Kate Burda, Principal-Kate Burda & Co.
Scott Richmond, Director of Sales-Springhill Suites Atlanta Perimeter
John Von Haussen, Sales Manager-Hyatt House Atlanta/Perimeter Center
Mary Baron, Resident, City of Sandy Springs

The meeting was called to order at 7:58 AM by Mayor Paul

Mayor Paul asked for a motion to approve the December 9, 2021 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Mahaffey and seconded by Mr. Jordan. The Meeting Agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the September 30, 2021 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Jordan and seconded by Mr. Visconti. The Meeting Minutes were unanimously approved by Board members present.

I. Finance **Toni Carlisle**
Financials were presented for September and October 2021. The September and October 2021 Financial Highlights report were included in the board packets.

II. Sales Program Analysis **Kate Burda**
Findings and Recommendations
Kate Burda & Co.

Kate Burda presented her findings and recommendations for the Visit Sandy Springs sales program. She answered questions from the board about the findings and recommendations and left the meeting. Cruce discussed the findings and recommendations with the board, described her experience during the process so far and answered some questions from the board. The board then discussed the planned next steps in the process and their questions and concerns about them with regard to the Visit Sandy Springs sales program.

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

Marketing and Public Relations

Marks presented the print and digital ads for September and October 2021 and a summary of partnership initiatives during that period. She also reported on paid social ads, paid search and search retargeting and organic traffic.

Social Media

Callanan presented the social media reports for Facebook, Instagram, Twitter and blog content for September and October 2021.

Smith Travel Report

Cruce reported on Smith Travel Report monthly metrics for September and October 2021 including Occupancy, ADR, and RevPar.

Meetings, Projects, and Communications

Cruce reported on some of the key meetings attended by the staff including Topside Tap Trail meetings, including meetings with potential transportation associates such as Rockin Road Trip (Cruce), Food That Rocks planning meetings (Cruce), Perimeter Connects meetings to discuss hotel staffing assistance (Cruce), Meetings with Kate Burda & Company (Cruce, Callanan), Atlanta Magazine Central Perimeter section planning meetings (Cruce, Marks), Hospitality Highway Annual Meeting (Cruce), City Springs tour with Martin Bay, IAEE Board (Cruce), Create City Springs bi-weekly Marketing Update (Cruce).

IV. Discussion

Due to the meeting running longer than usual, there was no discussion.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Mr. Visconti made the motion to adjourn the meeting and seconded by Mr. Alterman. The motion was passed unanimously. Mayor Paul adjourned the Board Meeting at 9:19 A.M.

Next meeting January 27, 2022

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director-Hospitality & Tourism