

**City of Sandy Springs, Georgia  
Hospitality & Tourism Board  
Minutes  
Regular Meeting  
Thursday, February 28, 2019  
8:00 am**

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

**Members Present:** Mayor Rusty Paul, Board Chairman  
Bruce Alterman, Board Member  
Eugene Jordan, Board Member  
John Visconti, 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  
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)  
Karen Ellis-Finance Director (City of SS)  
Andrea Townsend-Sales, Westin Atlanta Perimeter North  
Sunita Bastola-Sales, Westin Atlanta Perimeter North  
Evelyn Andrews-Reporter Newspaper

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

Mayor Paul asked for a Motion to approve the January 10, 2019 Hospitality Board Meeting Minutes. Bruce Alterman made the motion to approve the Minutes and Eugene Jordan seconded. The Meeting Minutes were unanimously approved by Board members present.

**I. Financials**

**Karen Ellis**

Financials were presented by Karen Ellis. All revenues and expenses are trending as expected. The December and January 2019 Financial Highlights reports were included in the board packets.

## II. Visit Sandy Springs Reports

Jennifer Cruce

### Marketing and Public Relations

Marks presented the ads for December and January 2019, including reports from Advance Travel and Tourism concerning digital ad buys and performance. Marks also presented the print ads that were placed in several publications, and a summary of PR activities and publicity received through Pineapple PR for those months. She noted that using Influencers and Bloggers such as "Kasey Trenum, Date Weekend Getaway" on Instagram and other social media channels seems to be providing effective reach. Cruce briefly discussed recent changes with the hiring of Advance Travel and Tourism on digital advertising.

### Smith Travel Report

December and January 2019 reports included Occupancy, ADR, and RevPar. Reports were included in board packets.

### Meetings Attended

Cruce reported on meetings, events and conferences attended with GATA Board, AMTA, SS Conservancy Communications Committee, Cultural Center Updates, City Springs Marketing & PR, Crowdriif Training and Implementation, Ethic Visitor Guide design, ArtSS in the Open Committee, COSS Customer Service Committee, Strategic Planning RFP, Presentation of research to hotels, Meeting with Brian Clowdus/Serenbe Playhouse and Brian Clowdus Experience, City Bar marketing campaign meeting with COSS, City Council Retreat for Hotel Research Presentation, and a tour operator dinner at GMEA, co-sponsored with GA Aquarium.

### Events

Cruce reported that Anna Nikolas will be working with Sharon Kraun as events manager for the COSS in the future. All the 2019 dates for events have been set. There was a display of photos from Sparkle Sandy Springs showing everyone having a great time.

### Sales

Metzler presented the Sales Activity which included e-mail, phone calls or in-person meetings by the Sales Team. Sales activities reported by Kemp and Metzler included attendance at City Springs Discussion with Planners, Georgia Group Sales Symposium and ACVB Potential Citywide Meeting, Expedia Market Update, GSSE Holiday Luncheon, Holiday Gift Delivery to Hotel Partners, Research Presentation to Hotel Partners Georgia Music Educators Association Conference and the American Bus Association Marketplace. Metzler reported on the upcoming sales events (beginning in February),

including Tennessee Motorcoach Convention, Bridal Extravaganza of Atlanta, Travel South Showcase, Bar & Bat Mitzvah Expo, and Connect Diversity.

**III. Discussion of Atlanta Eats video**

Cruce informed the board that Atlanta Eats would like to partner on creating a program that will focus on the City Springs area restaurants. There is enough in the budget to fund the project but a budget amendment may or may not be required in future for another project that was originally budgeted. Mayor Paul asked the board if there were any objections. The board approved moving forward with the Atlanta Eats project.

**IV. Discussion of Short Term Rentals in Sandy Springs**

City attorney Dan Lee discussed short term rentals in Sandy Springs at the request of the board in the prior board meeting. Lee explained that Sandy Springs has contracted with a company to locate unregistered short term rentals to get them to comply with the ordinance that is now in effect. This ordinance will require short term rental properties to pay the hotel/motel tax to the City as do the hotels. Code Enforcement will be helping with getting the offenders into compliance.

**V. Discussion**

Mayor Paul briefly spoke about the success and popularity of the Performing Arts Center. He also discussed the fact that Sandy Springs has cut ties with Spectra Comcast and that the City has taken over the management of the PAC.

Mayor Paul asked for a Motion to adjourn the Board Meeting. John Visconti made the Motion to Adjourn the Meeting and Eugene Jordan Seconded the Motion. Mayor Paul adjourned the Board Meeting at 9:12 A.M.

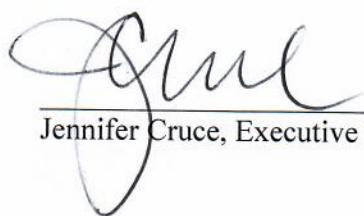
**Next meeting April 25, 2019 at 8 AM.**

Faithfully submitted:

A blue ink signature of "Russell K. Paul" in cursive script, followed by a horizontal line.

Mayor Russell K. Paul, Chairman

ATTEST:

A blue ink signature of "Jennifer Cruce" in cursive script, followed by a horizontal line.

Jennifer Cruce, Executive Director – Hospitality and Tourism