

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

Regular Meeting

Wednesday, March 22, 2023

8:00 AM

Barfield Room (City Hall) 2nd floor

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

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

Others Present: Scott Richmond, Director of Sales, Springhill Suites Atlanta Perimeter Center

The meeting was called to order at 8:01 AM by Mayor Paul

Mayor Paul asked for a motion to approve the March 22, 2023 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 February 3, 2023 Hospitality Board meeting minutes. A motion to approve the minutes was made by Ms. Alterman and seconded by Mr. Visconti. The meeting minutes were unanimously approved by Board members present.

I. Finance

Toni Carlisle

Financials were presented for January and February 2023. The January and February 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 ads for January and February 2023. The ads included digital video creative for Google and Meta. She also reported campaign goals, campaign overview recaps and target market website traffic growth.

Social Media

Mitchell Gunn

Gunn presented the social media reports for Facebook, Instagram and blog content for September and October 2022. Gunn also reported on the latest content newsletter. Marks reported on the campaign highlights for Dine Like A Local and the upcoming Visit Sandy Springs website redesign & 360 Video Virtual Tour. Gunn presented the Hospitality board the Arrivalist Data.

Sales

Myriam Hysa

Hysa reported on the various outside sales efforts that she has attended including Cobb CVB, Discover Dunwoody, Explore Brookhaven, City Springs Theater Company, SMART Community Exchange (Zoom), Crimson Blue Events, Atlanta Party Connection (Zoom) Wedding Style Magazine, Spring in Austell Inc. (Zoom), STS GA Members Call (Zoom), Roswell CVB, Cvent Training, NorthStar Meeting Group Training, SYTA Online Panel. Hysa attended assorted networking events including January MPI Monthly Event, January GBTA GA Luncheon Event, and February GSAE Monthly Networking, site inspections including Hyatt House, Hilton Suites, Sonesta Galleria, and ROAM, tradeshows including RCMA Emerge 2023, Atlanta Wedding Extravaganza Show. Calls to hotels were Courtyard by Marriott, Hilton Atlanta Suites, Holiday Inn Express, Homewood Suites, Hyatt House, LaQuinta, Sonesta Galleria, Springhill Suites, and Westin Atlanta. Hysa reported the sales activities and lead report for January and February 2023.

Smith Travel Report

Cruce reported on Smith Travel Report monthly metrics for January and February 2023 including Occupancy, ADR, and RevPar.

Meetings, Projects, and Communications

Cruce reported on some of the recurring and key meetings attended by the staff including Digital media planning meetings with Ravenel Digital Media (Cruce, Marks, Gunn), Meetings with Hemsworth PR for DLAL (Cruce, Marks, Gunn), Quarterly Simpleview SEO call (Marks, Gunn), Virtual tour meetings with 100 Digital Creativity (Cruce, Marks, Gunn), Monthly meeting to discuss visitor data with Arrivalist (Cruce, Marks, Gunn), Meetings with Simpleview re: Website redesign (Marks, Gunn), Digital Asset Management kick off meeting (Cruce, Marks, Gunn) 1/4, Annual bonus discussion with HR (Cruce) 1/17, Nordic Business Exchange & Virtual Trade Mission discussion with Econ. Dev. (Cruce, Hysa, Marks) 1/20, Meeting with Debra Bell, City Springs Marketing re: wedding photos (Cruce) 1/24, Meeting with Mark Putnam, AJFF (Cruce) 11/17, Call with Act3 board chair re: Penguin Project (Cruce), 2/28

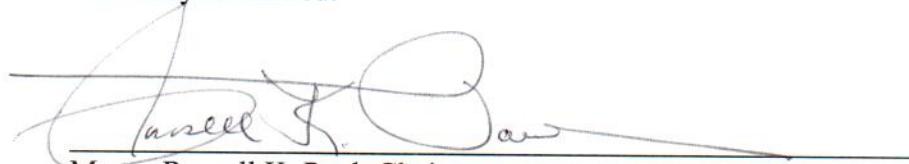
III. Discussion

There was a brief discussion from many attendees on how to get back to having weddings on City Springs Terrace or at Heritage.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Mr. Alterman made the motion to adjourn the meeting and seconded by Mr. Visconti. The motion was passed unanimously. Mayor Paul adjourned the Board Meeting at 9:39 A.M.

Next Meeting: June 8, 2023

Faithfully submitted:

A handwritten signature in black ink, appearing to read "Russell K. Paul". The signature is fluid and cursive, with "Russell" on the left and "K. Paul" on the right, separated by a small circle.

Mayor Russell K. Paul, Chairman

ATTEST:

A handwritten signature in blue ink, appearing to read "Jennifer Cruce". The signature is fluid and cursive.

Jennifer Cruce, Executive Director-Visit Sandy Springs