

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

**Thursday, May 26, 2022
8:00 AM**

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

Member Present: Mayor Rusty Paul, Chairman
Tom Mahaffey, Vice Chairman
John Visconti, Board Member
Pam Rosenthal, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy rings
Samantha Marks, Marketing & Social Media Manager-Visit Sandy Springs
Cynthia Adams, Office & Welcome Center Manager-Visit Sandy Springs
Myriam Hysa, Director of Sales-Visit Sandy Springs
Toni Carlisle, Assistant Finance Director-City of Sandy Springs
Jason Fornicola, Communications Director-City of Sandy Springs
Caroline Galvin, Executive Assistant-City of Sandy Springs

Others Present: Richard Palmisano, General Manager, Sonesta Atlanta NW Galleria
Andrea Barzey, Director of Sales and Marketing, Sonesta Atlanta NW Galleria
Sharon Kraun
Faith Njoku

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

Mayor Paul asked for a motion to approve the May 26, 2022 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Mahaffey and seconded by Mr. Visconti. The Meeting Agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the March 31, 2022 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Visconti and seconded by Ms. Rosenthal. The Meeting Minutes were unanimously approved by Board members present.

I. Finance**Toni Carlisle**

Financials were presented for March and April 2022. The March and April 2022 Financial Highlights reports were included in the board packets.

Presentation and Approval of Proposed FY 2023 Budget

Carlisle reported that the FY2023 Hospitality budget will have increased expenditures that include COLA increases, restructured salaries (including the rehire of the vacant Sales/SMERF position at mid-year) and corresponding benefits, including the profit-sharing contribution to the 401K, increased advertising spending and costs associated with a website redesign. Mr. Mahaffey asked about whether or not the cost of the redesign was in line with expectations. Cruce described the extent of the project, the first since the website was launched 6 years prior, and said that in light of those volume of updates required, the cost was as expected. A motion to approve the FY2023 budget was made by Mr. Mahaffey and seconded by Mr. Visconti. The budget was approved unanimously by the board members present.

II. Sandy Springs Hospitality & Tourism Reports**Jennifer Cruce****Marketing and Public Relations**

Marks presented the print and digital ads for March and April 2022 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

Marks presented the social media reports for Facebook, Instagram, Twitter and blog content for March and April 2022.

Smith Travel Report

Cruce reported on Smith Travel Report monthly metrics for March and April 2022 including Occupancy, ADR, and RevPar.

Meetings, Projects, and Communications

Cruce reported on some of the key meetings attended by the staff including Digital media monthly review meetings with Media One (Cruce, Marks), Senior Leadership Team meetings (Cruce), SSPC Restaurant Council meetings (Cruce, Marks), Create City Springs Bi-Weekly Update Brief meetings (Cruce), a Springs Cinema and Taphouse meeting with April Kemp (Group Sales), 3/24 (Cruce, Marks, Callanan), an Illuminarium ATL Site Visit, 3/31 (Marks, Callanan), a Topsid Tap Trail CVB Marketing Partners meeting 4/4 (Marks), a Restaurant Week call with SSPC, 4/5 (Cruce, Marks), Food That Rocks and Sandy Springs Restaurant Week discussion with Dale DeSena, 4/22 (Cruce, Marks), meeting with 100 Digital Creativity, Fabio Musio, 4/27 (Cruce, Marks), Meeting with D. Lovett and C. Colbert, Cobb Travel & Tourism re: Northern Perimeter Family Reunion Workshop, 4/27 (Cruce), GA Comm. On the Holocaust Days of Remembrance event, 4/29 (Cruce)

III. Discussion

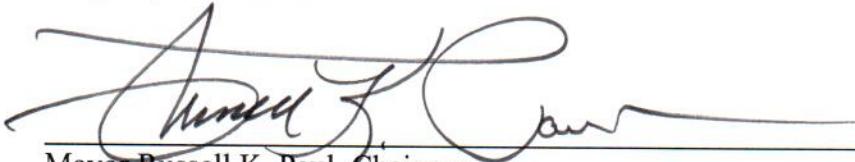
Ms. Rosenthal stated that The Color Purple was phenomenal. Mayor Paul discussed issues noted with the sound system in the Byers Theater and upcoming efforts to

rectify those issues. Mr. Mahaffey stated that there is a new restaurant in Sandy Springs called NoriFish. Mayor Paul mentioned the upcoming concerts coming to City Springs.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Mr. Visconti made the motion to adjourn the meeting and seconded by Ms. Rosenthal. The motion passed unanimously. Mayor Paul adjourned the Board Meeting at 9:06 A.M.

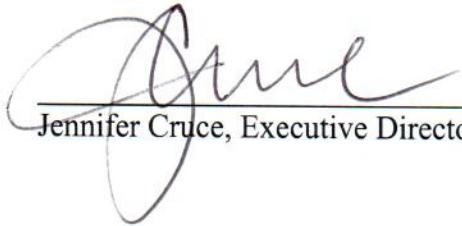
Next meeting August 11, 2022

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 & Tourism