

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

Regular Meeting

Thursday, June 8, 2023

8:00 AM

Barfield Room (City Hall) 2nd floor

Member Present: Mayor Rusty Paul, Chairman
Tom Mahaffey, Vice Chairman
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
Myriam Hysa, Director of Sales-Visit Sandy Springs
Toni Carlisle, CFO, City of Sandy Springs
Caroline Galvin, Executive Project Manager, City of Sandy Springs
Anton Miller, VTC/AV Technician, City of Sandy Springs

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

Mayor Paul asked for a motion to approve the June 8, 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 March 22, 2023 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 2023. The March and April 2023. Financial Highlights reports were included in the board packets.

Presentation/Approval of Budget Amendment FY2023

Toni Carlisle stated that additional budget amendments had been proposed to remove funds from Contingency, Printing and Binding, Advertising, Small Tools and Equipment and Creative Development and move to Professional Services, Technical Services, Contractual Services, Program Supplies, Dues and Fees, and Bank Service Charges so the funds will not exceed the FY 2023 budget. Also in the budget amendment is a recommended one-sided entry to adjust Hospitality's revenue to match the total fees (\$173,009.62) that the City will collect this year. Mr. Jordan and Mr. Mahaffey had questions about the budget amendment. A motion to

adopt the budget amendment made by Mr. Jordan and seconded by Mr. Mahaffey. The budget amendment was approved unanimously by the board members present.

Presentation and Approval of Proposed FY 2024 Budget

Carlisle reported that the FY2024 Hospitality budget will have increased expenditures in Salaries that include 6% COLA increase, 5% performance bonus, there will be a one headcount increase for Sales/Marketing Coordinator role that is planned for July 2023. An 11% increase in Medical and Dental fees is included in the upcoming budget. Carlisle explained all the increases in the FY 2024 Operations budget corresponding benefits, including Professional Services, Technical Services, Advertising, Printing and Binding and Contractual Services having the largest increases. Mayor Paul asked Cruce to give some explanation on the increases in Professional Services, Technical Services and Advertising. A motion to approve the FY2024 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

Samantha Marks

Marks presented digital ads for March and April 2023. The ads included digital video creative for Google and Meta. Marks also reported Campaign Overview Recaps, Overview Metrics, Notes and Highlights for March and April, and print advertising.

Social Media

Mitchell Gunn

Marks presented the social media reports for Facebook, Instagram, social content and blog content for March and April 2022. Marks also reported on the latest content newsletters. Marks presented the Hospitality board the Arrivalist Data. Marks reported on the upcoming Visit Sandy Springs website redesign & 360 Video Virtual Tour.

Sales

Myriam Hysa

Hysa reported on the various outside sales efforts that she has attended including Discover Dunwoody, City Springs Theater Company, Atlanta Party Connection, Meetings Connect, Splatter Studios, Concourse Club, Cox Enterprises, Recreation and Parks, 3 Sisters Catering, DeKalb CVB, HelmsBriscoe, CVENT, Nothing Bundt Cakes, Power of Self Love LLC. Hysa attended assorted networking events including March MPI Monthly Event, April GBTA Volunteer Event and March Monthly Luncheon, Nordic Business Expo, Coffee Connect March and April, Networking at Noon (SSPC Event) INCLUSIVV Council Event, Global Meetings Day International (Zoom Event). Hysa attended site inspections including Westin Perimeter, Water Walk Hotel, Sonesta Galleria, ROAM, Town Square Day Center. Tradeshows included Mitzvah Expo, Perimeter North Family Reunion Workshop, and STS Domestic Showcase. Calls to hotels were Hilton Atlanta Suites, Holiday Inn Express, Homewood Suites, Hyatt House, LaQuinta, Sonesta Galleria, Springhill Suites,

Westin Atlanta, Water Walk, and Aloft. Hysa reported the sales activities and lead report for March and April 2023.

Smith Travel Report

Myriam Hysa

Hysa reported on Smith Travel Report monthly metrics for March and April 2023 including Occupancy, ADR, and RevPar.

Meetings, Projects, and Communications

Jennifer Cruce

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 TKPR (Cruce, Marks), 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), Marketing/PR Coordination meeting with Communications and PAC (Cruce), Exhibit hall space meeting with D. Versel (ConsultEcon) (Cruce) 3/14, Annual bonus discussion with HR (Cruce) 1/17, Nordic Business Exchange & Virtual Trade Mission discussion with Economic Development (Cruce, Hysa) 3/16, Call with Shannon Gray (Gray Research) re: follow up research project (Cruce) 3/20, Meeting with Adam Forrand (SSPC) re: Reanimation of Restaurant Council (Cruce) 4/2, CHOA Lantern Parade and Workshop (Cruce, Gunn) 4/13, GHC Days of Remembrance event at the Capitol (Cruce) 4/28.

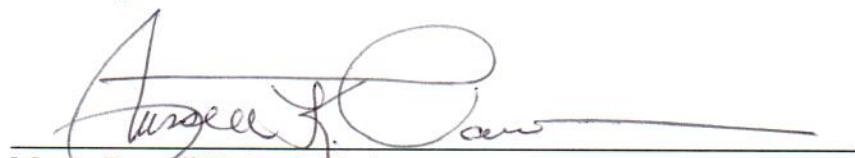
III. Discussion

Mayor Paul announced that the City now has a new Director of the Performing Arts Center named William Haggett. Mr. Haggett will start his position July 1, 2023.

Mayor Paul adjourned the Board Meeting at 9:18 A.M.

Next Meeting: July 27, 2023

Faithfully submitted:

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

Mayor Russell K. Paul, Chairman

ATTEST:

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

Jennifer Cruce, Executive Director-Visit Sandy Springs