

**City of Sandy Springs, Georgia  
Hospitality Board  
Minutes  
Regular Meeting  
Thursday, July 23, 2020  
8:00 am**

**Live via Zoom Webinar**

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

**Staff Present:** Jennifer Cruce, Executive Director-Visit Sandy Springs  
Samantha Marks, Marketing & Social Media Manager- Visit Sandy Springs  
Cynthia Adams, Office and Welcome Center Manager - Visit Sandy Springs  
Peyton Callanan-Marketing Coordinator-Visit Sandy Springs  
Raquel Gonzalez-City Clerk, (City of Sandy Springs)  
Toni Carlisle, Assistant Finance Director, (City of Sandy Springs)  
Andrea Worthy-Economic Development Director, (City of Sandy Springs)  
Caroline Davis-Economics Development Specialist, (City of Sandy Springs)  
Sharon Kraun- Communications Director, (City of Sandy Springs)  
Dan Lee-Attorney for Visit Sandy Springs  
K.T. Edwards-Director of Sales-Springhill Suites

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

Mayor Paul asked for a motion to approve the May 21, 2020 Hospitality Board meeting minutes. A motion to amend the minutes to correct the incorrect dates on the minutes by Jordan and seconded by Visconti. Mayor Paul polled the board members and the motion was carried unanimously.

**I. Financials** **Toni Carlisle**

Financials were presented for May and June 2020. Carlisle reported that due to the Coronavirus pandemic there was less cash in the fund balance and collections of Hotel/Motel were significantly lower than from a year ago. The financial Highlights reports for May and June were emailed to all board members.

**Presentation and Approval of FY 2021 Budget Amendment** **Toni Carlisle**

A budget amendment was presented to the board by Carlisle. Carlisle reported that the amendment was necessary to add the Signature Northside building lease expense to the FY 2021 budget. Mayor Paul asked for a motion to approve the budget amendment. Mahaffey made the motion for the budget amendment to be approved. Rosenthal seconded the motion. Mayor polled the board members separately. The motion to approve was unanimously approved and carried.

**II. Sandy Springs H&T Reports** **Jennifer Cruce**

**Marketing and Public Relations**

Marks presented the print and digital ads for May and June that were placed in several publications, and a summary of PR activities and publicity received through Pineapple PR for those months.

**Social Media**

Callanan presented the social media reports for Facebook, Instagram, Twitter and blog content for May and June.

## **Smith Travel Report**

Cruce reported on Smith Travel Report weekly statistics for May and June 2020 including Occupancy, ADR, and RevPar.

## **Meetings, Projects, and Communications**

Cruce reported on the meetings attended by the staff including Performing Arts Center “Create Sandy Springs” Marketing (Cruce, Marks weekly), Econ. Dev. Wayfinding Project (Cruce), Reopening planning (external) with COSS Comm. (Cruce), Destinations International DMO CEO Update Webinars, GACVB Peer Check In meetings (Sales, Marketing), and GACVB Board and CEO member check-in meetings. Projects included Hotel “Special Deals” page and Extranet rollout, which were completed in July, Topsider Tap Trail Website (completed in June), VSS move to Heritage (currently suspended), Food That Rocks (completed in July), and an SSPC/COSS Econ. Dev/VSS Zoom check in with restaurants. Communications included bi-weekly newsletters to hotels and the restarted monthly subscriber newsletter.

## **III. Discussion**

Mayor Paul made a statement in reference to the current pandemic and noted that this is the most challenging time by far, and that it will be with us for a while. He expressed hope that a vaccine will be ready soon and mentioned that City departments were already planning locations for vaccinations in order to be ready to start quickly. He asserted that we can lead by example by wearing masks and mentioned that he was heartened to see more people wearing masks than ever before. He also indicated that City Springs will discontinue City-sponsored events for the rest of the year. Rosenthal expressed her appreciation for the “Civic Dinner” project and said that she enjoyed the one in which she participated.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Eugene Jordan made the motion to adjourn the meeting and John Visconti seconded the motion. The motion was passed unanimously. Mayor Paul adjourned the Board Meeting at 9:08 A.M.

Next meeting September 24, 2020 at 8 AM.

Faithfully submitted:

---

Mayor Russell K. Paul, Chairman

ATTEST:

---

Jennifer Cruce, Executive Director – Hospitality and Tourism