

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

Regular Meeting

Thursday, July 27, 2023

8:00 AM

Barfield Room (City Hall) 2nd floor

Member Present: Mayor Rusty Paul, Chairman
Tom Mahaffey, Vice Chairman
John Visconti, Board Member
Eugene Jordan, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Samantha Marks, Dir. Marketing & Communications -Visit Sandy Springs
Myriam Hysa, Director of Sales-Visit Sandy Springs
Cynthia Adams, Office & Welcome Center Manager-Visit Sandy Springs
Mitchell Gunn, Content & Communications Manager-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
Olivier Cugny, General Manager, Home2 Suites by Hilton Atl. Per. Center

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

Mayor Paul asked for a motion to approve the July 27, 2023 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 June 8, 2023 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Visconti and seconded by Mr. Jordan. The meeting minutes were unanimously approved by Board members present.

I. Finance

Toni Carlisle

Financials were presented for May and June 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 ad campaign reports for May and June 2023. The ads included digital video creative for Google and Meta. Marks also reported campaign overview recaps, overview metrics, notes and highlights for May and June, and print advertising. Marks presented the latest public relations for May and June 2023 included coverage and the details of some recent regional media visits. Photography from City Springs photo shoot was presented to the board.

Social Media

Mitchell Gunn

Gunn presented the social media reports for Instagram, Facebook, Flick (the new social media management tool), and the latest social posts. Gunn also reported on a recently planned LinkedIn strategy, blog content and newsletter content for May and June 2023.

Sales

Myriam Hysa

Hysa reported on the various outside sales efforts that she has engaged in including meetings with Pontoon Brewery, the City Springs Create Team, Atlanta Party Connection, DaVinci's Pizzeria, CTN Transportation Company, Discover Atlanta, Arts Sandy Springs, Explore Brookhaven, Discover Dunwoody, and Just Love Coffee. Hysa attended various networking events including May GBTA and June Monthly Luncheon, Coffee Connect May and June, INCLUSIVV Council Event June, Cox Enterprises EA Meeting (Virtual), and Food That Rocks.

Hysa attended site inspections at the Water Walk Hotel, Sonesta Galleria, and Westin Atlanta. She called on the following hotels: Hyatt House, LaQuinta, Sonesta Galleria, Springhill Suites, Westin Atlanta, Water Walk, and the Aloft.

Hysa also presented the May and June Sales Activity and Sales Activity Highlights including Georgia Society of Association Executives (GSAE) Annual Meeting in Charleston, South Carolina and Tennessee Motorcoach Association Annual Meeting in Chattanooga, Tennessee. Hysa reported the upcoming sales-related shows including Georgia Motorcoach Operators Association Annual Meeting in Springfield, Arkansas, Professional Convention Management Association: Educational and Networking Event in Orlando, Florida, and the Atlanta Wedding Extravaganza Bridal Show at the Avalon Hotel in Alpharetta, Georgia.

Smith Travel Report

Jennifer Cruce

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

Meetings, Projects, and Communications

Jennifer Cruce

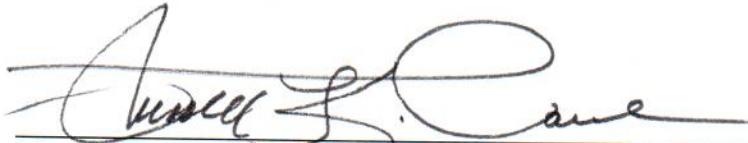
Cruce reported on the recurring and key meetings attended by the staff including Digital media planning meetings with Ravenel Digital Media (Cruce, Marks, Gunn), Meetings with TKPR (Cruce, Marks), Quarterly Simpleview SEO call (Marks, Gunn), the monthly meeting to discuss visitor data with Arrivalist (Gunn), meetings with Simpleview re: website redesign (Marks, Gunn), SSPC Restaurant Council Meetings (Cruce, Marks), Simpleview CRM and SEO Meetings (Marks, Gunn). Other key meetings included Access Atlanta campaign meetings (Cruce, Marks, Gunn), City Springs photo shoot meetings (Cruce), Sandy Springs Wine Festival meetings (Cruce), Carl Vinson Institute Best Practices Panel participant for Destination Leadership: Fundamentals of Tourism (Cruce), Digital Asset Management system set-up (Marks).

III. Discussion

Mayor Paul announced that Michael Pauken is leaving his position as Interim Executive Director of the Sandy Springs Performing Arts Center and his replacement is Bill Haggett from Coral Gables, FL. Mayor Paul also reported that a development partner for the new construction south of City Springs is Regent Partners and the new development will have upscale condos, retail, restaurants, and a parking deck. He also mentioned that the Blue Stone Arts and Music Festival will be held Friday and Saturday, September 29-30, 2023 and The Sandy Springs Wine Festival will be held on Sunday, October 1, 2023, with some of the wine for the VIP tasting part of the festival being donated from various private wine cellars. Mayor Paul reported that the Morgan Falls Trail is now in development. Mahaffey asked about where Visit Sandy Springs will relocate if the old buildings will be torn down by the end of 2023. Cruce stated that she is in talks with Economic Development about potential sites for a new location for the CVB. Mayor Paul stated that the City's Fleet department (the Police Vehicle Enhancement Center) is in a similar situation. The mayor discussed public concerns about the look of the Fleet buildings. Mahaffey asked about a new dog park and the mayor explained the limitations the City faces to changes at the existing dog park and the desire to find new locations. Jordan asked for further details about the festival and Cruce replied with the limited information that was then available. Mahaffey stated that there needs to be better marketing for happy hour for City Bar and Mayor Paul discussed recent efforts to promote City Bar. Cruce indicated that the CVB hopes to collaborate with the PAC team on photo shoots for City Bar and the Byers Lobby in the coming months.

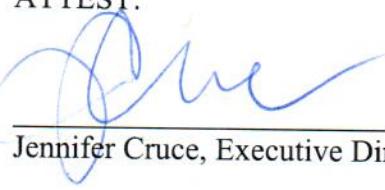
Mayor Paul adjourned the Board Meeting at 9:23 A.M.

Faithfully submitted:



Mayor Russell K. Paul, Chairman

ATTEST:



Jennifer Cruce, Executive Director-Visit Sandy Springs