

**City of Sandy Springs, Georgia  
Hospitality Board Minutes  
Regular Meeting  
Thursday, September 22, 2022  
8:00 AM**

**(Hybrid Format)  
Live via Zoom/LaQuinta Inn and Suites  
Atlanta Perimeter Medical**

**Member Present:** Mayor Rusty Paul, Chairman  
Tom Mahaffey, Vice Chairman  
Bruce Alterman, Board Secretary  
John Visconti, 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 & Communications Mgr. -Visit Sandy Springs  
Toni Carlisle, Assistant Finance Director-City of Sandy Springs

**Others Present:** Anton miller, VTC/AV Technician, City of Sandy Springs  
Mary Owoo, Dual Manager, Sonesta ES Suites Atl. Peri. Ctr/ Sonesta Atl. NW Galleria  
Scott Richmond, Director of Sales, SpringHill Suites Atlanta Perimeter Center

The meeting was called to order at 8:02 AM by Mayor Paul

Mayor Paul asked for a motion to approve the September 22, 2022 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Alterman and seconded by Mr. Mahaffey. The Meeting Agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the August 11, 2022 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Mahaffey and seconded by Ms. Visconti. The Meeting Minutes were unanimously approved by Board members present.

**I. Finance****Toni Carlisle**

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

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

Marks presented the print and digital ads for July and August 2022. Summaries of campaign objectives, display videos, social ads, and search ads, were presented for July and August 2022. She also reported goal recaps and target market website traffic growth.

**Social Media**

Gunn presented the social media reports for Facebook, Instagram, Twitter, Tik Tok, LinkedIn, and blog content for July and August 2022. Gunn also reported on the latest content newsletter.

**Sales**

July and August were busy for sales with shows, tradeshows, sales calls and activities. Cruce reported that Hysa had several meetings including Discover DeKalb, Huntcliff River Club, Ray's on the River, J Ladson Weddings, SerFam, Pontoon Brewing, Inspire Brands and City Springs Theater Company. Hysa attended assorted networking events, site inspections, tradeshows including GMOA Regional Meeting, Syta 2022 and Atlanta Wedding Extravaganza Show. Calls to hotels were Westin, Hilton Suites, Holiday Inn Express, ES Sonesta, Sonesta Galleria, Fairfield Inn and Suites, LaQuinta, Springhill Suites, and Hyatt House. Cruce reported the sales activities and lead report for July and August 2022.

**Smith Travel Report**

Cruce reported on Smith Travel Report monthly metrics for July and August 2022 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 monthly review meetings with Advance Travel and Tourism (Cruce, Marks), Quarterly Simpleview SEO call (Marks), CRM Training (Hysa), Meeting with City Manager's office to discuss joint public relations effort (Cruce), Community Assistance Center workday (staff), Meeting with Arrivalist (Cruce), Perimeter First/Last Stakeholder Group meetings (Cruce), Meetings with 100 Digital Creative (Cruce, Marks), Meeting with Butch Elmgren and Mike Moors re: St. Pat's event (Cruce, Gunn), MINT demonstration (Cruce, Hysa), Open enrollment (Staff).

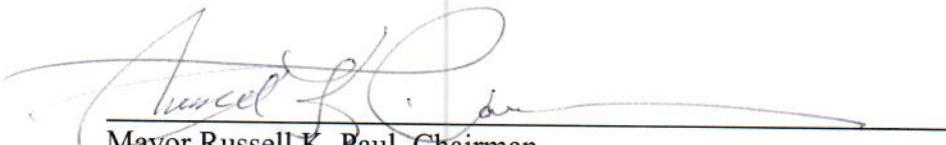
### **III. Discussion**

Mayor Paul stated that the City is searching for a new Director of Sales for the Conference Center. Mr. Visconti stated that the Westin is starting a remodel. The hotel will not completely close but remodel floor by floor. The ballroom will be closed for a couple of months. It has been 8 years since the last remodel.

Mayor Paul adjourned the Board Meeting at 9:07 A.M.

Next Meeting: December 15, 2022

Faithfully submitted:



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Mayor Russell K. Paul, Chairman

ATTEST:



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Jennifer Cruce, Executive Director-Visit Sandy Springs