

**City of Sandy Springs, Georgia  
Hospitality Board Minutes  
Regular Meeting  
Thursday, January 27, 2022  
8:00 AM**

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

**Member Present:** Mayor Rusty Paul, Chairman  
Tom Mahaffey, Vice Chairman  
Eugene Jordan, Board Member  
Pam Rosenthal, Board Member

**Staff Present:** Jennifer Cruce, Executive Director-Visit Sandy Springs  
Samantha Marks, Marketing & Social Media Manager-Visit Sandy Springs  
Cynthia Adams, Office & Welcome Center Manager-Visit Sandy Springs  
Peyton Callanan, Marketing Coordinator-Visit Sandy Springs  
Toni Carlisle, Assistant Finance Director-City of Sandy Springs  
Jason Fornicola, Communications Director-City of Sandy Springs  
Caroline Davis, Economic Develop Manager-City of Sandy Springs  
Samantha Dulac, Assistant to City Manager-City of Sandy Springs  
Caroline Galvin, Executive Assistant-City of Sandy Springs

**Others Present:** Scott Richmond, Director of Sales-Springhill Suites Atlanta Perimeter  
Tochie Blad, Resident, City of Sandy Springs  
Ashley Payne, Director of Sales and Marketing-Home2  
Elizabeth Alexander, VP of Sales-Home2  
Tracy Weatherly, Sales Executive-Comfort Inn

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

Mayor Paul asked for a motion to approve the January 27, 2021 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Jordan and seconded by Ms. Rosenthal. The Meeting Agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the December 9, 2021 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Jordan and seconded by Mr. Mahaffey. The Meeting Minutes were unanimously approved by Board members present.

**I. Finance** **Toni Carlisle**  
Financials were presented for November and December 2021. The November and December 2021 Financial Highlights report 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 November and December 2021 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**

Callanan presented the social media reports for Facebook, Instagram, Twitter and blog content for November and December 2021.

**Smith Travel Report**

Cruce reported on Smith Travel Report monthly metrics for November and December 2021 including Occupancy, ADR, and RevPar.

**Meetings, Projects, and Communications**

Cruce reported on some of the key meetings attended by the staff including Meetings with Media One (Digital Media Agency) in preparation for 3 months trial campaign (Cruce, Marks), Create City of Sandy Springs bi-weekly Marketing Update (Cruce), Sparkle Sandy Springs meetings and work on the Sparkle house (Cruce, staff), Leadership Sandy Springs Mentor Program meetings (Cruce), Meeting with Lee Thomas and Craig Dominey of the GA Film Office to discuss filming at City Springs (Cruce), Lunch with Ray Ezelle, new ED at Dunwoody CVB and Renee Areng of Brookhaven CVB (Cruce), GACVB Sales Symposium (Cruce, Callanan) Smith Travel meeting about improving the day in our STR report (Cruce), Meeting with Camera Ready (Cruce), Delivery of holiday gift to hotel partners (Cruce, Callanan, Adams), Introduction of new sales staff at Springhill Suites (Cruce, Callanan). Upcoming Sales Related Events: Atlanta Wedding Extravaganza (Callanan), GACVB Winer Meeting (Cruce).

### **III. Discussion**

Mayor Paul started the discussion stating the Performance Arts Center is struggling. Due to cancellations that happen just before the event is to take place. Many refunds had to be given. The PAC was looking forward to the Atlanta Jewish Film Festival taking place, but due to the Omicron surge, all filming will be virtual. This reverberates through the whole City including the hotels and restaurants. Mayor Paul stated that Create Sandy Springs will be acquiring Sales and Marketing Directors so that they can become aggressive on pricing and sales calls. The hope is to be back operational by summer. Conversation started about the Heritage building and what will become of it-renovate or tear down. More to come about that in future. Mayor Paul was asked about the Art building. He stated that it is in need of renovation due to it being built in the early 2000's and many things need to be renovated or updated.

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

Next meeting March 31, 2022

Faithfully submitted:

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Mayor Russell K. Paul, Chairman

ATTEST:

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Jennifer Cruce, Executive Director-Hospitality & Tourism