

**City of Sandy Springs, Georgia
Hospitality Board
Minutes
Regular Meeting
Thursday, January 4, 2018
8:00 am**

**Concourse Office Park
Building 5 (Queen Building)
Lobby Level / Lower Lobby Conference Room
Five Concourse Parkway,
Sandy Springs, GA 30328**

Members Present: Tom Mahaffey, Board Member
Bruce Alterman, Board Member
John Visconti, Board Member
Pam Rosenthal, Board Member
Eugene Jordan, Board Member
Susan Rimmer, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Dennis Kemp, Director of Sales-Visit Sandy Springs
Anna Nikolas, Event & Tourism Product Development-Visit Sandy Springs
Samantha Marks, Marketing & Social Media Manager- Visit Sandy Springs
Cynthia Adams, Welcome Center Manager - Visit Sandy Springs
Amy Metzler-SMERF Sales Manager-Visit Sandy Springs
Nadia Merritt-Welcome Center Information Specialist-Visit Sandy Springs
Andrea Worthy-Economic Development Director, (City of SS)
Dan Lee-Attorney for Visit Sandy Springs

The Meeting was called to order at 8:07 AM by Bruce Alterman.

Bruce Alterman asked for a motion to approve consideration of amending the bylaws to increase the number of Board members to up to 10 members. Tom Mahaffey made the motion to approve the consideration to increase the number of Board members up to 10. John Visconti seconded the motion. The motion to increase the Board to up to 10 members was unanimously approved by board members present. Susan Rimmer was formally introduced to the Board member and attendees.

Bruce Alterman asked for a motion to approve the October 26, 2017 Hospitality Board meeting minutes. John Visconti made the motion to approve the minutes and Tom Mahaffey seconded. The meeting minutes were unanimously approved by board members present.

I. Financials

Karen Ellis

No financials were presented due to the decision of the Finance Director that the Financials will be presented on a quarterly basis, instead the Board and attendees were introduced to Toni Carlisle who will be presenting the financials report to the Board in the future. The October and November Financial Highlights reports were included in the board packets.

II. Sandy Springs H&T Reports

Jennifer Cruce

Advertising and Marketing

Cruce and Marks presented the ads for October and November, including reports from Paramore Digital Media concerning digital ad buys and performance. Marks also presented the print ads that were placed in several publications.

Smith Travel Report

Cruce reported on Smith Travel Report statistics for October 2017 and November 2017 including Occupancy, ADR, and RevPar. Reports were included in board packets.

Meetings, Sales Missions, Events

Key Meetings Attended

Cruce reported on recurring meetings with AMTA, Hospitality Highway, Restaurant Council Meetings, bi-weekly meetings with Pineapple PR and Paramore Digital, and bi-weekly meetings with Paramore. She also reported key meetings related to sales, event development and marketing for the office.

Public Relations

Cruce reported on the efforts in Marketing and PR for October and November 2017. Marks and Cruce provided information on publicity received for October and November 2017 from assorted media (digital and print) sources handled by Pineapple PR.

Sales Missions & Events

Metzler presented the Sales efforts which included e-mail., phone calls or in-person meetings by the Sales Team. Many sales activities were mentioned by Metzler including the Georgia Governor's Tourism Conference, City Springs Site Tour that was taken by the Hospitality staff, the Military Reunion Fam Tour, J. Ladson Wedding Fam Tour, Meeting with the John Hardy Group, and ACVB Connect Event. Metzler and Kemp attended the GHES Back to Basics Sales Training and Destinations International Sales Academy. Metzler spoke on the upcoming sales related events which are 2018 State of Tourism Breakfast, the Great Bridal Expo, and American Bus Association in January, and Select Traveler, Tennessee Motor Coach Association, Your Military Reunion Connection Workshop, and Bar & Bat Mitzvah Expo in February.

Cruce and Nikolas reported on completed events including Restaurant Week, Spooky Springs, Elegant Elf and Sparkle Sandy Springs. There are some upcoming event that were mentioned by Cruce that will be attended by Cruce, Marks, Kemp and Metzler which are the Media Showcase in Atlanta for GA Tourism Coop Program, GATA State of the Industry Breakfast, Tourism/Hospitality and Arts Day at the Capitol, GACVB Winter in Dalton. Upcoming events for 2018 in Sandy Springs are The Lantern Parade in April, Food That Rocks, Star & Stripes Celebration, Spooky Springs, Haunted Sandy Springs, Restaurant Week and Sparkle Sandy Springs

III. Discussion

Bruce Alterman discussed the success of Restaurant Week. There was discussion on gauging how the restaurant patrons rated Restaurant Week and whether they ordered from the Restaurant Week menu or the restaurant menu. Nikolas discussed making passports for Restaurant Week 2018 and that idea was favorably accepted by the Board. Tourism Attorney spoke on the issue of the unregulated Air BnBs and such in the Sandy Springs area and what the impact that is having on the City and Tourism.

Bruce Alterman asked for a Motion to adjourn the Board Meeting. Eugene Jordan made the motion to adjourn the Meeting and Pam Rosenthal seconded the motion. Bruce Alterman adjourned the Board Meeting at 9:05 A.M.

Next meeting February 22, 2018 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism