

**City of Sandy Springs, Georgia
Hospitality Board
Minutes
Regular Meeting
Thursday, June 22, 2017
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: Mayor Russell K. Paul, Chairman
Tom Mahaffey, Board Member
Bruce Alterman, Board Member
John Visconti, Board Member
Pam Rosenthal, Board Member
Eugene Jordan, 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
Karen Ellis, Finance Director, (City of SS)
Sharon Kraun-Communications Director, (City of SS)
Wendell Willard-Hospitality Board Attorney

Elaine Szeto-Director of Sales-Hawthorn Suites
Dave Rossman-General Manager-Wyndham Atlanta Galleria
Andre' Moret-General Manage-LaQuinta Atlanta Perimeter

The Meeting was called to order at 8:03 AM by Mayor Paul.

Mayor Paul asked for a motion to approve the May 11, 2017 Hospitality Board meeting minutes. Bruce Alterman 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

Finance reported on April 2017 and May 2017. Ellis reported that financials are trending positively with revenues at 100% and expenditures under budget. Reports were included in the Board packets. The Fiscal Year 2018 budget was presented by Ellis. Ellis reported a slight increase mainly in

Advertising and Creative Development. After a small discussion on some of the expenditure items, Mayor asked for a motion to approve the Fiscal Year 2018 budget. Tom Mahaffey made the motion to approve the FY 2018 budget and Eugene Jordan seconded. The Fiscal Year 2018 budget was unanimously approved by board member present.

II. Sandy Springs H&T Reports

Jennifer Cruce

Advertising and Marketing

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

Smith Travel Report

Cruce reported on Smith Travel Report statistics for April 2017 and May 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, Savor Restaurant Council Meetings, Bi-weekly meetings with Pineapple PR and Paramore Digital, and Bi-weekly meetings with Paramore. She also reported other key meetings related to sales, event development and marketing for the office.

Public Relations

Cruce reported on the following efforts in Marketing and PR for April and May 2017: Marks and Cruce provided information on publicity received for April and May 2017 from assorted media sources handled by Pineapple PR.

Sales Missions & Events

Cruce presented the FY 18 sales plan to the Hospitality Board that included information on Key Objectives, Target Markets, and Goals. She also presented a mid-year update to the Marketing Plan describing the emphasis on digital media, content, print in target drive markets, new branding, SEO, and research. The agenda for the board meeting stated that there would be a presentation and approval vote for the Sales and Marketing Plans from the Hospitality Board. There was no approval vote.

Cruce reported on completed event, including a booth at Rhythm and Brews in April and the Sandy Springs tasting event, Food That Rocks, in May. Cruce reported that she had attended the GDEcD Travel Media Marketplace, that Kemp had attended the Georgia Society of Association Executives Conference and the Simpleview Summit (with Marks). She also reported that Marks completed her 3rd and final year of the Southeast Tourism Society Marketing College and had attended the Digital Summit (Digital Media Training), and that Adams had attended the GDEcD RVIC Annual Workshop. Cruce also provided a report on upcoming sales travel and professional development/tourism events coming up, including the GSAE Conference, GMOA/AMA/SCMA Marketplace, Connect Meetings, Going on Faith, SYTA Marketplace and USTA's ESTO.

Presentation and Approval of Sales Plan

Presented but no Approval vote was performed.

Presentation and Approval of Marketing Plan

Presented but no Approval vote was performed

Presentation and Approval of New Branding

Cruce presented the new branding, created by Imbibe, for Visit Sandy Springs. After the discussion Mayor Paul asked for Motions to approve the new branding (name, logo and tag line) for Visit Sandy Springs. Pam Rosenthal made the motion to approve the new branding and John Visconti seconded. The new branding was unanimously approved by board members present.

III. Discussion

During the general discussion, Cruce introduced Amy Metzler, the new SMERF Sales Manager and Nadia Merritt, the new Welcome Center Information Specialist. There was discussion about meeting with Corporate Travel Managers on a regular basis and what opportunities and benefits could come from doing so. Mayor Paul spoke about new legislature passed for the promotion of the music industry. Board member Visconti praised Cruce for having a well laid out plan for the future of Visit Sandy Springs.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Bruce Alterman made the Motion to Adjourn the Meeting and Tom Mahaffey seconded the Motion. Mayor Paul adjourned the Board Meeting at 9:28 A.M.

Next meeting August 24, 2017 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism