City of Sandy Springs, Georgia
Hospitality Board Minutes

Regular Meeting
Thursday April 23, 2026
8:00 A.M.

Barfield Meeting Room-2nd Floor

Member(s) Present: Mayor Rusty Paul, Chairman
Pam Rosenthal, Secretary/Treasurer
Ann Delmas, Board Member
Eugene Jordan, Board Member
John Visconti, Board Member

Staff Present: Adam Berrios, Executive Director-Visit Sandy Springs
Samantha Marks, Director of Marketing & Communications-Visit Sandy Springs
Mitchell Gunn, Content & Communication Manager-Visit Sandy Springs
Ericka Goggins, Office Manager-Visit Sandy Springs
Myriam Hysa, Director of Sales-Visit Sandy Springs
Cierra Duval, Database and Website Manager
Annalaura Wilson, Destination Services Manager
Toni Carlisle, CFO, City of Sandy Springs
Chris Burnett-Director of Economic Development
Bill Haggett-Executive Director of Performing Arts Center

Others Present: Kristi Trostle: WaterWalk, Director of Sales

The meeting was called to order at 8:00 A.M. by Chairman Paul.

Chairman Paul asked for a motion to approve the April 23, 2026, Hospitality Board Meeting agenda. A motion to approve the agenda was made by Mr. Jordan and seconded by Ms. Delmas. The meeting agenda was unanimously approved by Board members present.

Chairman Paul asked for a motion to approve the January 15,2026 Hospitality Board Meeting minutes. A motion to approve the agenda was made by Ms. Delmas and seconded by Mr. Visconti. The meeting agenda was unanimously approved by the board members present.

I. **Finance**
Toni Carlisle

Financials were presented for December 2025, January & February 2026. This included a primary review of revenues and expenses for February 2026.

II. **Marketing and Communications**
Samantha Marks

Ms. Marks introduced Taryn Scher with TKPR, Visit Sandy Springs' public relations agency. Ms. Scher presented a performance recap of last year. In addition, Ms. Scher shared media metrics and earned accolades for the destination.

Ms. Marks then presented ongoing projects and initiatives for the department, including a central focus on new vendors and agency partners.

Lastly, Ms. Marks introduced new website enhancement tools and presented a few highlights from print advertising.

III. **Social Media & Content**
Mitchell Gunn

Mr. Gunn presented recent social media & content highlights including views, content interactions, link clicks and follows. He also discussed the top social media collaborators.

IV. **Sales and Services**
Myriam Hysa

Mrs. Hysa presented a trade show report, showcasing the events and conferences attended in efforts to attract business to Sandy Springs.

Mrs. Hysa then presented sales performance metrics and forecast reports.

V. **Sandy Springs Hospitality & Tourism Reports**
Adam Berrios

Executive Report

Mr. Berrios presented FY26 Business Plan progress.

Mr. Berrios presented FIFA World Cup updates and organizational plans.

Lastly, Mr. Berrios presented the Smith Travel Research (STR) reports for January 2026, February 2026, and March 2026.

VI. **Discussion**

Chris Burnett noted that many Financial/ Technical companies are relocating to Sandy Springs, while directly competing with states like Texas.

Discussion arose regarding Sandys Springs' need for more entertainment options.

Chairman Paul raised the motion to adjourn the board meeting. Mr. Visconti made the motion to adjourn, and the motion was seconded by Ms. Delmas. The motion was passed unanimously. Chairman Paul adjourned the meeting at 9:27am.

Next Meeting: June 11, 2026

Faithfully submitted:

Chairman Russell K. Paul

ATTEST:

Adam Berrios, Executive Director-Visit Sandy Springs