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
Amanda Singer, Board Member
Ann Delmas, Board Member
John Visconti, Board Member
Tisha Rosamond, Board Member
Karen Jenkins, 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
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 October 15, 2026, Hospitality Board Meeting agenda. A motion to approve the agenda was made by Ms. Visconti and seconded by Ms. Delmas. The meeting agenda was unanimously approved by Board members present.

Chairman Paul asked for a motion to approve the August 13, 2026, Hospitality Board Meeting minutes. A motion to approve the agenda was made by Ms. Delmas and seconded by Ms. Rosenthal. The meeting agenda was unanimously approved by the board members present.

Amanda Singer was welcomed back as she rejoined Visit Sandy Springs board.

I. Finance
Toni Carlisle

Financials were presented for May 2026 and June 2026. This included a primary review of revenues and expenses for June 2026.

II. Sandy Springs Hospitality & Tourism Reports
Adam Berrios

Executive Report

Mr. Berrios introduced the new FY 2027 Business Plan.

Mr. Berrios presented the drafted 2025 Tourism Economic Impact of Visitors to Sandy Springs including key findings, visitor spending and business sales impacts.

Lastly, Mr. Berrios presented the Smith Travel Research (STR) reports for May 2026 and June 2026.

III. Marketing and Communications
Samantha Marks

Ms. Marks presented an overview of 2025 Marketing and Communications projects and initiatives for the department.

Ms. Marks introduced FY 26 highlights for Marketing and Communications department.

Lastly, Ms. Marks presented ongoing marketing projects and initiatives.

IV. Database & Website
Cierra Duval

Ms. Duval presented the CRM handbook which provides streamline processes and support to manage the IDSS software.

Ms. Duval highlighted the Tempest and Website Asana Tracker that assists Visit Sandy Springs in updating any changes to its website platform.

Lastly, Ms. Duval shared content integrations, widgets to allow visitors to directly link to events, restaurants. In addition, to providing information on future projects for Visit Sandy Springs.

V. Sales and Services
Myriam Hysa

Mrs. Hysa presented a comprehensive trade show report, showcasing the events and conferences attended in efforts to attract business to Sandy Springs for FY25.

Mrs. Hysa presented FY26 goals for Sales and Services department.

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

VI. **Discussion**

Mr. Visconti shared sales drive more increase in revenue to hotels and taxes to increase the economy of Sandy Springs. He raised the question of how the city can provide more resources

Mayor Paul remarked that product drives the sales. In addition, the Corporate economic development in Sandy Springs is growing. He stated we have opportunity to provide incentives to drive sales.

Mayor Paul announced that 10 acres of property in Sandy Springs was purchased by developers to build live, work and shop community. The possible launch date is as early 2027.

Mayor Paul felt encouraged that there has been an uptick in retail development on the Northend of Roswell rd.

It was recognized that sales teams from Visit Sandy Springs and Performing Arts Center working together can increase economic outlook in the City of Sandy Springs.

Chairman Paul raised the motion to adjourn the board meeting. Mr. Visconti made the motion to adjourn, and the motion seconded by Ms. Delmas. The motion was passed unanimously. Chairman Paul adjourned the meeting at 9:29 am.

Next Meeting: December 3, 2026

Faithfully submitted:

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Chairman Russell K. Paul

ATTEST:

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Adam Berrios, Executive Director-Visit Sandy Springs