City of Sandy Springs, Georgia
Hospitality Board Minutes

Regular Meeting
Thursday October 9, 2025
8:00 A.M.

(City Hall) 3rd Floor
Meeting Room C

Member(s) Present:
Mayor Rusty Paul, Chairman
Tom Mahaffey, Vice Chairman
Pam Rosenthal, Secretary/Treasurer
John Visconti, Board Member
Ann Delmas, Board Member
Eugene Jordan, Board Member
Deveney Whitley, Board Member
Jackie Merkel, 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:
Sean Appel, Sales Coordinator-Home 2 Suites/Diamond Rhodes, Director of Sales, Homewood Suites/Kristi Trostle, WaterWalk, Director of Sales/Alondra Chavez, WaterWalk-Supervisor/Rishi Shah-VP of Operations-Owner, Sheraton Atlanta Perimeter + Holiday Inn Express

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

Chairman Paul asked for a motion to approve the October 9, 2025, Hospitality Board Meeting agenda. A motion to approve the agenda was made by Mr. Mahaffey and seconded by Ms. Delmas. The meeting agenda was unanimously approved by Board members present.

Chairman Paul asked for a motion to approve the July 31, 2025, Hospitality Board Meeting minutes. A motion to approve the agenda was made by Ms. Delmas and seconded by Mr. Jordan. The meeting agenda was unanimously approved by the board members present.

I. Finance
Toni Carlisle

Financials were presented for July 2025 and August 2025. This included a primary review of July and August's 2025 revenues and expenses.

II. Sandy Springs Hospitality & Tourism Reports
Adam Berrios

Executive Report

Mr. Berrios provided fiscal year Q1 project updates for Visit Sandy Springs. In addition, Mr. Berrios also shared recent statistics garnered from his trip to the 2025 GA Governor's Tourism Conference.

Mr. Berrios then gave an overview of the Atlanta Consular Corp quarterly meeting that was sponsored by Visit Sandy Springs at the Performing Arts Center (PAC).

Also, it was discussed that Visit Sandy Springs hosted a World Cup information session for the hospitality community that included 3 members of Atlanta World Cup Host committee.

Mr. Berrios presented that Visit Sandy Springs was featured in a USA TODAY article regarding the city's accessibility efforts.

Mr. Berrios presented information on the FY26 business plan surrounding future projects.

Mr. Berrios welcomed new hire Annalaura Wilson as the Destination Services Manager to Visit Sandy Springs.

The July 2025 and August 2025 STR reports were reviewed by Mr. Berrios.

Marketing and Communications
Samantha Marks

Ms. Marks presented the Visit Sandy Springs (VSS) 2025 Holiday Gift Guide.

Ms. Marks presented ongoing projects and initiatives with a central focus on the search for an agency of record.

Ms. Marks presented social media content updates.

Website and Database
Cierra Duval

Ms. Duval provided CRM updates and Data analysis.

Ms. Duval also presented her efforts to improve the Cvent listing for Visit Sandy Springs.

Sales
Myriam Hysa

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

Mrs. Hysa pointed out that Perfect Game — a leading provider of amateur baseball events — brought 10,585 room nights to Sandy Springs hotels, generating a significant number of hotel room revenue in 2025.

Mrs. Hysa discussed the Keydata platform and its ability to showcase future reservations and booking windows.

III. **Discussion**

Chairman Paul discussed the importance of attending the City of Sandy Springs 20th Anniversary Gala.

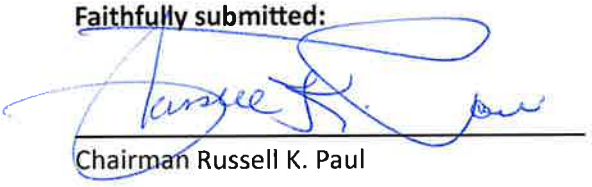
He also highlighted that Sandy Springs is the 37th Most Envied City in America and the #1 Envied City in the State of Georgia.

Chairman Paul expressed his appreciation to the hotels for being in attendance.

Chairman Paul asked for motion to adjourn the board meeting. Mr. Mahaffey made the motion to adjourn, and the motion seconded by Mr. Jordan. The motion was passed unanimously. Chairman Paul adjourned the meeting at 9:25am.

Next Meeting: December 11, 2025

Faithfully submitted:



Chairman Russell K. Paul

ATTEST:



Adam Berrios, Executive Director-Visit Sandy Springs