City of Sandy Springs, Georgia
Hospitality Board Minutes

Regular Meeting
Thursday December 11, 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
Deveney Whitley, 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 December 11, 2025, Hospitality Board Meeting agenda. A motion to approve the agenda was made by Mr. Mahaffey and seconded by Ms. Rosenthal. The meeting agenda was unanimously approved by Board members present.

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

I. **Finance**
Toni Carlisle

Financials were presented for September 2025 and October 2025. This included a primary review of September 2025 and October 2025 revenues and expenses.

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

Executive Report

Mr. Berrios provided a year-end recap of Visit Sandy Springs' accomplishments along with a 6-month outlook for the organization.

September 2025 and October 2025 STR reports were presented by Mr. Berrios.

Marketing and Communications
Samantha Marks

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

Ms. Marks presented ongoing marketing projects and initiatives.

Ms. Marks presented social media content updates surrounding advertising, media visits and coverage.

Sales
Myriam Hysa

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

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

Destination Services
Annalaura Wilson

Mrs. Wilson highlighted the objective of Destination Services. She noted the importance of service projects and the direct impact to the economic development of Sandy Springs. In addition, upcoming projects were further discussed to increase Sandy Springs economic development efforts.

Discussion

Chairman Paul was congratulated on his reelection as Mayor for the next 4 years.

Chairman Paul asked for motion to adjourn the board meeting. Mr. Visconti made the motion to adjourn, and the motion seconded by Mr. Whitney. The motion was passed unanimously. Chairman Paul adjourned the meeting at 9:46am.

Next Meeting: January 15, 2026

Faithfully submitted:

Chairman Russell K. Paul

ATTEST:

Adam Berrios, Executive Director-Visit Sandy Springs