City of Sandy Springs, Georgia
Hospitality Board Minutes

Regular Meeting
Thursday January 15, 2026
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
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: 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 January 15, 2026, Hospitality Board Meeting agenda. A motion to approve the agenda was made by Ms. Delmas and seconded by Ms. Rosenthal. The meeting agenda was unanimously approved by Board members present.

Chairman Paul asked for a motion to approve the December 11, 2025, 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.

Ms. Marks presented a resolution to engage Fuseideas, LLC to provide brand marketing services. A motion to approve was made by Ms. Delmas and seconded by Ms. Rosenthal. Resolution 2026-01-001 was approved unanimously by the members present.

Mr. Berrios presented a motion to authorize the execution of a destination marketing services agreement with the city of Sandy Springs, Georgia. A motion to approve was made by Ms. Delmas and seconded by Ms. Merkel. Resolution 2026-01-002 was approved unanimously by the members present.

I. Finance
Toni Carlisle

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

II. Sandy Springs Hospitality & Tourism Reports
Adam Berrios

Executive Report

Mr. Berrios presented the FY26 Business Plan progress by showing an ASANA dashboard used internally by Visit Sandy Springs.

Mr. Berrios then presented a video showcasing the new customer relationship management (CRM) system extranet interface, while mentioning the goal was to build it up to be a robust resource for partners.

Mr. Berrios then presented new sales reporting mechanisms by displaying the newly built Group Pace and Same Time Last Year sales reports generated from customer relationship management (CRM) system, iDSS.

Lastly, Mr. Berrios presented the Smith Travel Research (STR) report for November 2025.

Marketing and Communications
Samantha Marks

Ms. Marks discussed ongoing marketing projects and initiatives.

Ms. Marks presented recent Visit Sandy Springs print advertising examples, media visits and coverage, and influencer visits.

She concluded by discussing end of year highlights for the Holiday Gift Guide.

Sales and Servicing
Myriam Hysa

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

She also presented new 6-month key performance indicators for the Sales and Services department.

III. **Discussion**

Chairman Paul discussed the need to appoint new board members.

It was shared that the new agency of record would be conducting an immersion trip to Sandy Springs in late January.

Ms. Merkel asked for clarification on a liquor tax that she remits to the city. Ms. Carlisle provided a detailed answer to her question.

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 9:11 am.

Next Meeting: April 23, 2026

Faithfully submitted:

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Chairman Russell K. Paul

ATTEST:

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Adam Berrios, Executive Director-Visit Sandy Springs