City of Sandy Springs, Georgia
Hospitality Board Minutes

Regular Meeting
Thursday June 11, 2026
8:00 A.M.

(City Hall) 3rd Floor
Meeting Room C

Member(s) Present: Mayor Rusty Paul, Chairman
Pam Rosenthal, Secretary/Treasurer
Ann Delmas, Board Member
Karen Jenkins, Board Member
Tisha Rosamond, 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
Bill Haggett-Executive Director of Performing Arts Center

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

Chairman Paul introduced new board members Karen Jenkins, General Manager of the Fairfield by Marriott Inn & Suites Atlanta Perimeter Center and Tisha Rosamond, IHG Hotels & Resorts. It was also noted that Amanda Singer had been reappointed to the board.

Chairman Paul asked for a motion to approve the June 11, 2026, Hospitality Board Meeting agenda. A motion to approve the agenda was made by Ms. Rosenthal and seconded by Ms. Delmas. The meeting agenda was unanimously approved by Board members present.

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

I. Finance
Toni Carlisle

Financials were presented for March 2026 and April 2026. This included a primary review of April 2026 review of revenues and expenses.

II. Sandy Springs Hospitality & Tourism Reports

FY27 Budget Presentation
Adam Berrios/ Toni Carlisle

Mr. Berrios and Ms. Carlisle presented the FY27 proposed budget for Visit Sandy Springs.

Chairman Paul asked for a motion to approve the FY27 Visit Sandy Springs proposed budget. A motion to approve the budget was made by Ms. Delmas and seconded by Ms. Jenkins. The FY27 budget was unanimously approved by the board members present.

Marketing and Communications
Samantha Marks

Ms. Marks presented ongoing marketing projects and initiatives.

Ms. Marks detailed advertising and sponsorship and highlights. She also gave a public relations recap for May 2026.

Lastly, Ms. Marks detailed social media content examples of highly engaged posts.

Sales and Servicing
Myriam Hysa

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

Mrs. Hysa also discussed the launch of 2026 FIFA hotel activations to welcome visitors to Sandy Springs.

Lastly, she presented performance metrics for the Sales and Services department.

III. **Discussion**

Chairman Paul announced that the City of Sandy Springs is now a licensed venue for FIFA Public Viewing Parties.

Bill Haggett provided information about the events and activities surrounding FIFA at City Springs.

Chairman Paul discussed the impact of the World Cup be less than expected due to ticket prices, cost of airfare, international atmosphere.

Chairman Paul congratulated Visit Sandy Springs and the Sandy Springs Performing Arts Center for their efforts in preparing for the FIFA World Cup.

Chairman Paul raised the motion to adjourn the board meeting. Ms. Delmas made the motion to adjourn, and the motion was seconded by Ms. Rosamond. The motion was passed unanimously. Chairman Paul adjourned the meeting at 9:23 am.

Next Meeting: August 13, 2026

Faithfully submitted:

Chairman Russell K. Paul

ATTEST:

Adam Berrios, Executive Director-Visit Sandy Springs