

## Peachtree City Convention and Visitors Bureau

### Meeting Minutes

June 17, 2020

The PTCCVB Board met in a regular session on Wednesday, June 17, 2020 at the PTCCVB office located at 191 McIntosh Trail Peachtree City, GA 30269 (McIntosh Place). Board Chair Patti Kadkhodaiian called the meeting to order at 9:01 am. Others in attendance were board members Donna Soper, Scott Lovejoy, Jonathan Rorie and PTCCVB staff members Kym Hughes, Joni Duet, and David Green. Board member Paul Salvatore was absent.

#### I. Call to Order & Pledge of Allegiance

The meeting was called to order at 9:01 am.

#### II. Announcements, Awards, Special Recognition

Chairwoman Patti expressed special recognition to the CVB for getting the new location in order. Board member Jon Rorie updated the board that The Avenue has accepted our terms of the lease agreement in regards to our exit from our previous office at The Avenue. The amount agreed on is approximately \$26,400 instead of the remaining lease payments over about 30 months totaling approximately \$120,000 therefore expenses of the CVB will decrease going forward. Some senior programming has now moved from McIntosh Place to the Gathering Place and Box Office to make this office available. Fayette Senior Services will still have 30-40 Bridge players that will occupy space in the visitor center throughout the week in McIntosh Place. Jon briefly talked about his vision for a McIntosh Place project including finishing the basement space of the facility to include bathrooms, a "bar," and a large meeting space. This space would be used for seniors to have a meeting space or rental space, as well as serve as a Veteran's Center to be used for meeting space. Board member Scott asked if the space could be used for hospitality space for things such as military reunions to which Jon responded with "yes." Jon estimates the project to cost anywhere from \$500,000 to \$750,000 in bond debt to accomplish that goal.

#### III. Public Comment

No public comment was made.

#### IV. Approval of Minutes

##### a. April 15, 2020 Regular Meeting Minutes

Chairwoman Patti called for a motion to approve the minutes. Motioned by Scott Lovejoy. Seconded by Donna Soper. All in favor. None opposed. Motion passed. **4-0**

##### b. May 20, 2020 Special Called Board Meeting Minutes

Chairwoman Patti called for a motion to approve the minutes. Motioned by Scott Lovejoy. Seconded by Donna Soper. All in favor. None opposed. Motion passed. **4-0**

#### V. Old Agenda Items

No old agenda items.

**VI. New Agenda Items**  
No new agenda items.

**VII. CVB Reports**

*a. Sales and Marketing*

David Green, Sales Manager, updated the board on the status on sales leads. Making Memories Tour for April 2021 signed a contract with Fairfield Inn. MOBA lead is being worked on with the women's league coming to Peachtree City in November and the men's league in 2021. There is a potential 5-year agreement after the two events take place for both leagues. The American Junior Golf Association is another promising lead interested in staying in Peachtree City. There is a BMX event in 2021 with possibility of booking in Peachtree City, possibly a second event as well. Kym Hughes, Executive Director, commented that we are seeing a shift in our business to lean more towards leisure, even though we have not previously been a "leisure destination." Kym mentioned the changes to the dynamics in meetings and conference travel due to an increase in digital meetings post pandemic.

Joni Duet, Marketing and Events specialist, updated the board on website analytics and recent social media techniques, especially the weekly implementation of Facebook Live Video to connect locals and potential visitors to the local businesses. The web analytics show that the Visit Peachtree City website has made a shift to almost 80% of its users coming from organic searches. Joni presented the board with a packet showing data collection of hotel occupancy spanning over a 4 week period starting Memorial Day weekend.


Kym briefed the board on the new "Manny" ornaments from Sheila Bearden that will be sold and marketed by the CVB as a "Christmas in July" event. Kym also spoke of the importance of connecting to the community to promote Peachtree City and delivering an authentic experience to visitors.

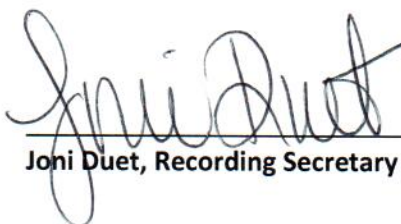
**VIII. Board Comments/Announcements**

No comments or announcements.

**IX. Adjournment**

Chairwoman Patti Kadkhodaian motioned to adjourn the meeting. Jon Rorie seconded the motion. All in favor. None opposed. **4-0**

  
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Patti Kadkhodaian, Chairperson

  
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Joni Duet, Recording Secretary