

**Peachtree City Convention and Visitors Bureau
Regular Scheduled Meeting
Board of Directors
January 25, 2018
9:00 AM
Visitor Center
244 City Circle, Suite 2000B**

I. Call to Order & Pledge of Allegiance

The Board of Directors of the Peachtree City Convention & Visitors Bureau, Inc (“the CVB”), met at the Visitor Center Meeting Room. Board Chairperson Rick Adlington called the meeting to order at 9:00 a.m. with the pledge of allegiance. Board members present were Jonathan Fralick, Paul Salvatore, Patti Kadkhodaian, JH Hooper and Tatyana Ferguson. Staff present: Jennifer Johnson, Nikki Tyler, Angie Uzynski & Eric Matos

Announcements, Awards, Special Recognition –
Convention South – 2017 Readers Choice Award

II. Public Comment -

III. Approval of Minutes

January 25, 2018 Regular Scheduled Meeting Minutes. Fralick motioned to approve, Kadkhodaian seconded, approved unanimously.

IV. Old Agenda Items –

HR items to be discussed in executive session

Johnson- Reviewed with the board the city’s request for additional funds for the bandstand for Drake Field. Johnson outlined the suggestions from Adlington/Fralick for the agreement with the city regarding what the CVB compensation for the grant. (ie – use of the facility, power & water and possibly officers for events) Salvatore suggested to make sure the contract is not open ended. Johnson will be finalizing the contract.

V. New Agenda Items:

VI. Board/Staff Reports

Johnson – reviewed suggestions by Adlington/Fralick with the board.

1 - Golf Cart to be re –wrapped (in process of getting quoted) and out Tuesday/Thursdays

2 – Staying open until 7. The offices are only open until 5:30

3 – Working on updating financial reports

4 – Johnson working with facilitator to get report from retreat.

5 – Suggested that Johnson do all the staff reports. Adlington reviewed reasons for this suggestion but it was declined after discussion.

6 – Reviewed suggestions for Mato’s reports – to start dropping off events that has been completed.

7 – Review of employee manual and the removing the closing of the office for Christmas week. This will change for 2018.

8 – Working from home – cannot be the day before or after vacation or holidays. Work from home days have to be approved 48 hours in advance.

9 – Calendar will be kept in the visitor center with all information for all employee’s.

Working on Benchmark of Excellence Report

Tyler – Reviewed the full page ad for the GA Travel Guide. It is the biggest expense in the year for leisure (\$16,500).

Joined JBN Institute – in depth training regarding SEO and google ad words. Facebook Ad Campaigns – that will target meeting planners.

Joined HARO (Help a reporter out) – HARO will send you twice a day reporters who are looking for stories and info for stories. Free earned media.

TripInfo and Multiview are still having a high click through rate.

Working on a new sales kit as well as info sheets.

Wine Fest is 40% sold out.

Reviewed calendar for the board meetings and marketing meetings.

Choose ATL event in planning.

Matos – reviewed his reports (See packet) and the changes he has made to clean up the report.

Diva Half Marathon – coming in on March 10th and all the applications have been submitted and approved by the city.

Women of Golf – coming in April and will be playing at Whitewater. They have not secured their accommodations yet. They are still in negotiations with properties.

Club Baseball Association Division I & II Event – Division II have secured the accommodations and Division I is awaiting qualifying.

Challenge Air Fly Day is scheduled in 2018 and looking to partnering with Camp Southern Ground.

Drone Event has not booked yet. Working on trying to get the National Event this year.

Reviewed response time from all the area properties.

Uzynski – reviewed preparations for the Wine Fest (t-shirts, glassware & volunteers) and Diva Half Marathon.

Alcohol Permit Completed & Approved for Wine Fest

Working with The Complete Insurance Source for upcoming year benefit. The prior policy for the employees was no longer available.

New merchandise/swag bags in process of being designed.

Reviewed Revenue/Expenditure Report (See packet)

Discussion of the reduction of surplus to be in compliance with the state laws.

Reviewed upcoming Cornhole event and options for alcohol.

Reviewed 2018 CAF Dixie Wing contract.

Ferguson –Camp Southern Ground is in process of development of program for

the week long camps. These camps will have 40 to 50 kids per week. The parents may be in need of accommodations.

Salvatore – Reviewed the plans for Drake Field and PTR. Paul is now a published author.

Fralick – The Tennis Center is receiving a 2017 National Tournament of the Year award.

Adlington – Crown Plaza still under construction but has completed the ball room. Just had the Camp WinShape group.

Kadhodaian motioned to adjourn to Executive Session Fralick seconded. Approved unanimously. Vote 5-0

VII. Adjournment 10:28 AM

VIII. Executive Session

Angela Uzynski, Recording Secretary

Rick Adlington, Chairperson

This agenda is subject to change at any time up to 24 hours prior to the scheduled meeting.

A quorum of the Peachtree City Mayor & Council may be in attendance.