

**Peachtree City Convention and Visitors Bureau  
Regular Scheduled Meeting  
Board of Directors  
March 21, 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, JH Hooper, Stephen Soriano and Tatyana Ferguson. Staff present: Nikki Tyler, Angie Uzynski and Eric Matos

**Announcements, Awards, Special Recognition –**

Wine Fest was a great success and we will be getting a write up for it in 85 South Magazine and they will promote Hops & Props. The FreshTix associate stated we had a 94% attendance rate at the event and that is unheard of in the industry.

Divas was also a great success. Discussion of review of contract for the Diva Race.

**II. Public Comment -**

Councilman Kevin Madden gave accolades for the Wine & Warbirds Wine Fest. He stated it was a well run event and we should be proud of our accomplishments.

Charlie Nelson – The new Peachtree City community magazine will be out next week.

**III. Approval of Minutes**

February 23, 2018 Regular Scheduled Meeting Minutes. Fralick motioned to approve, Hooper seconded, approved unanimously.

**IV. Old Agenda Items –**

**V. New Agenda Items:**

**VI. Board/Staff Reports**

**Uzynski** – Reviewed the Revenue/Expenditure Report (see packet). Dispersed to the Board the Audit Report & Financial Report. Reviewed outline of all Grants that are on the books now (see packet). April 1<sup>st</sup> will be the office change over to city employees. The Executive Director job will be posted approximately March 23<sup>rd</sup>. This month creating an action list from the meeting.

**Tyler** – Still awaiting the response from the Benchmark of Excellence. Working on the re branding and new batteries on the Golf Cart with North to South. Fralick suggested to have a proposal from others. Hooper said that the issue with the batteries will continue to happen if not kept charged. The idea was discussed that the golf cart to be stored at the Tennis Center. No firm decision was made but wanted a schedule for movement of the golf cart.

Tyler will be sharing the press release regarding Crowne Plaza installing a rooftop solar panel system that will take care 25% of electricity. She will be posting on the Meltwater database.

Reviewed all marketing for March /overview for the year– (power point - see packet) Multiview, Orange 142 (new) and Tripinfo.

Still updating website for events in the area. Updating SEO for website.

Reviewed the google analytics (see packet).

Previewed the ad

**Matos** – Reviewed Opportunity Review and the updates to the report.

(see packet) Adlington requested that Matos share the info from the report to the hotels with the hotel omitted. Adlington also requested that the type of event be notated as leisure/business.

Matos explained the two trade shows just attended were great successes and a number of RFP's are in the pipeline from those shows.

Matos stated that most leads for event come from trade shows.

Hooper asked for the totals to be in direct comparison from where we were last year on totals.

**Fralick** – The next 6 weeks will be very busy at the tennis center. Multiple tournaments.

**Ferguson** – Still working on ChooseAtl Event on May 26<sup>th</sup> 1-5.

Ferguson transitioning from an employee more of a contractor for event.

Southern Ground will also be helping with Challenge Air for Kids.

**Hooper** – Getting ready for the busy season.

**Adlington** – The Crowne Plaza still under renovation.

**Soriano** - Bunker renovation is underway at Braelinn. Golf Lounge is underway at Flat Creek in connection with Top Golf.

50<sup>th</sup> Anniversary celebration in the plans for Flat Creek for September 1<sup>st</sup> 2019.

Adlington motioned to adjourn Fralick seconded. Approved unanimously.  
Vote 5-0

**VII. Adjournment 9:53 AM**

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Angela Uzynski, Recording Secretary

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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.**