

**Peachtree City Convention and Visitors Bureau
Regular Scheduled Meeting
Board of Directors
May 16, 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 JH Hooper, Jonathan Fralick, Paul Salvatore, Tatyana Ferguson and Patti Kadkhodaian. Staff present: Nikki Tyler and Angie Uzynski

Announcements, Awards, Special Recognition – The Benchmark of Excellence Certification for the CVB came back as Gold Certification. They only had a couple of typo corrections and they loved the CVB Rebrand.

II. Public Comment - Toming will be visiting the hotels and trying to get more involvement.

III. Approval of Minutes

April 18, 2018 Regular Scheduled Meeting Minutes. Kadkhodaian motioned to approve, Hooper seconded, approved 5-0. Salvatore abstained due to not reading minutes.

IV. Old Agenda Items:

V. New Agenda Items:

VI. Board/Staff Reports

Rorie – Updated the search for new Director. The City received numerous applicants. The City vetted and narrowed the field and interviewed 5 people for the position. The Selection Committee included Ellece Brown, Vendo Toming, Paige Muh and Linda Harris (City of Decatur). The plans are for the committee to narrow the field down to 2 and then have a Meet and Greet with the Board. Hoping to schedule interviews in the next couple of weeks. He will keep the Board up to date on the process and schedule.

Matos – (out on leave) Report individually reviewed by board. (See packet)

Tyler – Discussed all the events of the past weekend (Corn Hole Tournament, Night Market and NJCAA Tennis) The CVB will be investing in another tent and rebranding of the existing tent for multi event days. Peach Cup Tournament

will be coming to the Pack. Working with The Avenue regarding signage for the Visitors Center. Working with MaltMaker to update video and photo's. Reviewed Facebook posts. Review of all the analytics from the online sources. Google analytics review and what search engine optimization. Reviewed the Alexa rankings. Reviewed all recent marketing digital, print ads and email marketing. (see meeting packet)

Uzynski – Reviewed the Revenue/Expenditure Report (see meeting packet)
Reviewed new merchandise for the Visitors Center.

Rorie – Pavilion update, Lake spill way and search for Executive Director update.

Ferguson – Explained the ChooseAtl event on Memorial Day Weekend.

Hooper – New golf carts at Bull Dog Golf Carts

Kadhodaian – Still in building phase. Considering extending hours on 1 day a week.

Salvatore – Asked for promotion of Brian Setzer and May Play Day.

Adlington – The Crowne Plaza still under renovation.

Soriano - SIAC coming in couple of weeks.

Fralick – Busy month at the Tennis Center with numerous events. Working on bidding on new events to bring to Peachtree City.

Fralick motioned to adjourn Hooper seconded. Approved unanimously.
Vote 6-0

VII. Adjournment 09:57 AM

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.