

**Peachtree City Convention and Visitors Bureau
Regular Scheduled Meeting
Board of Directors
September 19, 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 Paul Salvatore, J.H. Hooper, Jonathan Fralick, Steve Soriano and Patti Kadkhodaian. Staff present: Kym Hughes, Nikki Tyler, Eric Matos and Angie Uzynski

II. Announcements, Awards, Special Recognition –

Fralick complimented City & CVB on the LLWS Celebration. Salvatore complimented and thanked the CAF (Dixie Wing) for the fly over at the event.

III. Public Comment –

Toming - reported the last marketing meeting had a low attendance. CVB is working on a updated invite list. Discussion of time change for next meeting & maybe serve lunch.

Madden – overview of the improvements of Drake Field. The spillway almost complete and a ribbon cutting with the Ga First Lady Sandra Deal on October 18th @ 11 a.m. The committee for the 60th anniversary is working on events for 2019.

Royer – The Fayette Chamber brought back Expo back to PTC at the Crowne Plaza and had a great attendance.

Lovejoy – Renovation still ongoing. All the rooms, lobby and Conference Center will be done. The renovation will be complete in 2019.

Phalen – Thanked the CVB for hosting the Marketing Meeting at MOBA.

IV. Approval of Minutes

August 23, 2018 Regular Scheduled Meeting Minutes.
Fralick motioned to approve, Hooper seconded, approved 6-0.

V. Old Agenda Items:

VI. New Agenda Items:

18-09-01 Request/Approval of order of meeting. (CVB Reports prior to

Agenda Items) Kadkhodaian motioned and Fralick seconded. Motion Carried 6-0

18-09-02 Discussion/Approval of change of date for November Board Meeting from Wednesday, November 21st to Wednesday, November 14th.

Fralick motioned to approve, Hooper seconded. Motion carried 6-0

18-09-03 Approval request for Simpleview CRM software.

Salvatore motion to approve contingent upon legal review of contract (ownership of information) seconded by Fralick. Motion carried 6-0.

VII. Board/Staff Reports

Hughes – Reviewed September events – Little League Celebration, Military FAM and Shakerag Festival. (See power point presentation)

Simpleview -Consumer Relationship Manager (CRM) – overview of product. This is the #1 manager for CVB's. This is a better communicator with meeting planners. This will help us to plan/schedule a FAM tours for 2019. We have a plan for 3 in 2019. This system will hold all data for the FAM's. Local hotels will be able to access this system. It will connect FAM's and Advertising. This system will send reminders for meetings, etc. The CRM will also create leads. Eventually, we can connect the email marketing. Salvatore brought up that to make sure the system is vetted to make sure it does not handcuff you regarding what the needs you require. The contract will be for 3 years. Salvatore asked that to make sure that the CVB will *own the data*.

New Trade Show Booth – a golf cart themed booth for conventions. Reviewing ROI on all conferences.

New Website – our current website cannot handle the API integration for Simpleview. A bidding process will begin for a new website.

Video – our #1 engagement tool. We are going to engage our visitors videos as well as our hotels and partners. We are looking into Vimeo for the CVB website.

Advertising – Atlanta Magazine Destinations, Convention South GA Planner, Convention South Youth & Faith Based Market Report & Guide to GA Holiday 2018, Spring, Summer & Fall 2019.

WALB will be coming in to cover Hops & Props. It will make a long term story connection with Albany. We will get all video for Line Creek.

A three row golf cart will be in the works for the CVB.

Uzynski – Review of Revenue/Expenditure Report (see packet)

Kadkhodaian – On September 11th Golf Rider had a ribbon cutting for the new facility. Hosting the Leadership Training on October 12th.

Fralick – Upcoming NJCAA event at the Tennis Center with the support of the CVB will be November 2-4. All the hotels are booked.

Salvatore – A couple more events at the Fred for the year. Yacht Rock Review, Bogey & the Viceroy and Lindsey Buckingham (Wednesday night show). Hughes asked for any input from hotels for meeting planners to attend Lindsey Buckingham.

Soriano – Bunker project is finishing at Braelinn Golf Club. A lead for 2020 is GA Senior Women Golf Association is interested in scheduling. More information to come. Approximately 225 rooms need.
October 6th Flat Creek 60th Anniversary Celebration. A custom crafted beer by Line Creek will be available.

Hooper – Thanked the City & CVB for the LLWS celebration.

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

VIII. Adjournment 10:20AM

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.