

**Board of Directors Regular Meeting
Abbreviated Minutes
April 15, 2020
Peachtree City CVB**

The Board of Directors of the Peachtree City Convention & Visitors Bureau met on Wednesday, April 15, 2020, by WebEx due to current events instead at the Peachtree City CVB location of 244 City Circle, Peachtree City, Georgia 30269. Chairperson Patti Kadkhodaian called the meeting to order at 9:00 a.m. Additional attendees: Jon Rorie, Paul Salvatore, Donna Soper, Scott Lovejoy, Kym Hughes, David Green, Joni Duet, Bri Van Scotter. Not in attendance: Kevin Madden, Michael Royer.

I. **Meeting Called to Order & Pledge of Allegiance.** Meeting was called to order at 9:00 a.m.

II. **Announcements, Awards, Special Recognition:**

Special Recognition: Kym made recognition of two new personnel that were now on board with the CVB, Ms. Joni Duet, Marketing & Events; Ms. Bri Van Scotter, Public Communications Specialist. Both have been a very positive addition to the CVB.

Awards: The WWII Heritage Days event was recently nominated by Kym to the Southeast Tourism Society for their "Top 20 Events Award". The CVB Office has been notified that The WWII Heritage Days has been selected for the award. This is a great accomplishment for them.

III. **Public Comment:**

No public comment was made.

IV. **Approval of February 19, 2020 Regular Meeting Minutes**

Board Member Donna Soper made motion to approve the minutes and was seconded by Board Member Scott Lovejoy. **Approved 5-0.**

V. **Old Agenda Items:**

No old Agenda items were discussed.

VI. **New Agenda Items.**

20-04-01 Financial Report:

The Financial Report review was present by Ms. Mary Camburn. Viewed the following: Year-To-Date Overview of Major Categories as of March 31, 2020; FY 2020 Peachtree City CVB Financial Year to Date; Project Planning for 2020; 2020 Suggested Budget Revision; Congressional Act Options – 501(C) (6) Organizations; Current ASKS; Weekly Hotel Report for Total U.S. for the week of March 29–April 4, 2020.

Scott Lovejoy made comment his hotel percentage decrease was one week after the above report. Additional Budget reviews were discussed.

VII. CVB Reports.

Sales review was presented by Mr. David Green. The way we do business today has changed. Today, we are making regular contact with our hotel partners assessing the lost in business during this crisis. Reviewing the stats the good news is June moving forward are still intact. Even with a few recent cancellations, they are not reflecting as bad as they were in April & May. Using as we call International in SimpleView. Getting a feel what other DMO's are experiencing. Doing Direct Sales prospecting which selling is not selling during this difficult time. This is an excellent way to maintain relationships with the customers. Explained Future Forecasted Meetings & Conventions stats. Most DMO's expect a drop in demand or fewer attendees. We are hoping that we return to previous levels, but we do expect to have smaller meetings. Tough to get a larger meeting ramped up quickly in a short timeframe. "What was Projected and Actual Reality" was presented. Spending a lot of time supporting local businesses. Noted upcoming large events that Peachtree City is still in the running for which could mean increase business for the city.

Marketing & Communications review presented by Joni Duet. Our Marketing focus and strategies for recovery is what it will take going forward, staying on target and our budget. Using social media and traditional media to reach out. Reflected on events advertising and the loss expense of cancelled & postponed events. By using social media we are able to get an immediate response. Being available for business that were not in business and our partners in need. Generated an overall social campaign. We initiate multiple campaigns on different days. Reached out to local restaurants. The restaurants are using social media widely on getting their information out for their business. Statistics reflect social media is highly effective. Ms. Bri Van Scotter added she is working on multiple blog sites so they can be a One-Stop-Shop, people can go to these blogs and see what is happening in the city.

VIII. Board Comments/Announcements.

Board member Jon Rorie commented that he had questions about the ASKS programs loans currently available to the city. It is available to all business sizes. The Tax relief through the CARES Act, which will have an impact to the city going forward. As we do go forward we must have a good Strategy, a Baseline planning in place with a long term recovery expectations. At the end of the day, plan for the worst but hope for the best. Board member Paul made a comment there seems to be a difference in the projection strategies amounts. David Green explained it is difficult to make these projections but we believe the rescheduling of meeting in a smaller capacity will take place.


Chairperson Patti Kadkhodaian made closing comments that she has complete confidence with our city, leaders and CVB in these times of uncertainty, as things go forward and strategies are created everyone will do the best as we can.

The next Board meeting is scheduled for June 17, 2020 at 9:00 a.m.


IX. **Adjournment.**

Chairperson Kadkhodaian called for a motion to adjourn the meeting. Board member Paul Salvatore seconded the motion. Meeting was adjourned at 10:05 a.m. **Approved: 5-0**

Members present: Chairperson Patti Kadkhodaian, Jon Rorie, Paul Salvatore, Donna Soper; Scott Lovejoy, Kym Hughes, David Green, Joni Duet, Bri Van Scotter.



Patti Kadkhodaian, Chairperson



Kimberly Goulden, Recording Secretary

Original Signatures not available due to COVID-19 pandemic and meeting held via WebEx.

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.