

# Peachtree City Convention and Visitors Bureau

## Meeting Minutes

April 17, 2024

Board Members Present: Joe Campbell, Justin Strickland, Paul Salvatore, Jill Mitchell and Shannon Curasi.

Others in Attendance: Robert Curnow, Tyler Runyon, Sarah Tarnowski (partial), Missy Roberts (partial)

The meeting was called to order by Campbell at 8:59 a.m. and the Pledge of Allegiance was said.

### Approval of Minutes

Mitchell made a motion to approve the February 6, 2024, CVB Board Meeting Minutes. It was seconded by Curasi and the motion passed unanimously.

### Agenda Changes

None

### CVB Business

- A. Marketing/Sales Initiative: Roberts gave a recap of Hops and Props. Tarnowski gave a recap of the PTC Showcase involving local hotels and attractions as well as the #PTCEats Culinary Tour. Runyon gave a recap about his part in the PTC 101 Community Educational Event held by the City of Peachtree City.
  
- B. Measuring Impact of CVB: Runyon discussed moving slow and observing over the past month. He would like a baseline to show measurability and is making a change in sales software from Simpleview to IDSS to help measure improvement within the CVB.
  
- C. Organizational Structure: Runyon discussed the position of Sales Manager and Marketing Manager and how there needs to be a distinction of dedicated job responsibilities between the two.
  
- D. Reserve Funds: Salvatore, Strickland, and Runyon briefed the use of reserve funds and how it could be used toward rebranding the CVB and implementing new software and marketing services that Runyon has researched (IDSS, Tempest and Harbinger).

New Agenda Items

- A. Branding Direction: Runyon discussed possibly hiring Harbinger Marketing out of Tyrone to assist with rebranding the CVB for a new look and to help with marketing.
- B. Restructure of the Website with Bid: Runyon introduced the company, Tempest, and discussed their expertise in CVB Websites. IDSS is also under the Tempest brand and the two would work together to make a seamless transition.

Board Comments / Announcements

Campbell thanked Tarnowski and Roberts for their part in making the Hops and Props a successful event.

Adjournment

At 10:42 am Mitchell made a motion to adjourn the meeting. It was seconded by Campell and passed unanimously.

  
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Joe Campbell, Chairperson

  
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Missy Roberts, Recording Secretary  
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