

# **Peachtree City Convention and Visitors Bureau**

## **Meeting Minutes**

**June 19, 2024**

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

Others in Attendance: Tyler Runyon, Sarah Tarnowski (partial), Missy Roberts (partial), and Natalie Lockwood (partial).

The meeting was called to order by Campbell at 9:00 a.m. and the Pledge of Allegiance was said.

### Agenda Changes

None

### Approval of Minutes

Mitchell made a motion to approve the April 17, 2024, CVB Board Meeting Minutes. It was seconded by Curasi and the motion passed unanimously.

### CVB Business

- A. Runyon introduced the CVB intern, Natalie Lockwood, and shared some of her graphics.
- B. Runyon announced Joan King as the new PT Visitor Services Specialist at the CVB and briefed about her background.
- C. Roberts announced that April 26, 2025, is the date for Hops and Props, and gave a description of her week at STS Marketing College in Macon, which included a rundown of her courses.
- D. Tarnowski spoke about the success of the last trade shows she attended and that she came back with numerous RFP's. She said that Peachtree City is a good fit in the sports industry for numerous meeting planners that she met with.

Runyon, Tarnowski and Strickland spoke about the availability of the baseball fields for tournaments and Strickland reiterated that residents have priority of the field usage.

Tarnowski and Runyon both talked about their recent meeting with the Hilton and how their approach is already starting to improve communication and the working relationship.

### Old Agenda Items

- A. Runyon updated the board about the rebranding process, and the training the staff is receiving from IDSS. He also talked about the upcoming visit from the Tempest representatives and how that will include a creative briefing to gather information for building the new CVB website. Runyon continued with an update about the marketing firm, Harbinger, and where the CVB is in the process of designing a new logo.

### New Agenda Items

- A. Runyon gave the board an update about the budget and listed the money that will be saved due to ending contracts with current vendors. He'd like to include a line for incentives to help be more competitive in gaining business, as well as client entertainment.

He is asking for an increase in education to include classes such as STS Marketing College and gave an additional briefing about the type of curriculum it includes to the board. He would like to change the tradeshow budget to include travel for the sales team vs a separate line for travel. This would include an increase and the need for this to the board.

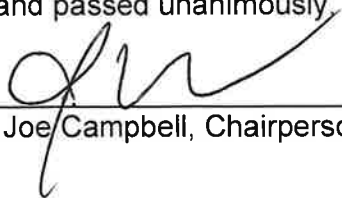
Voting: Mitchell made a motion to approve the proposed budget, with Curasi seconding it, and it passed unanimously.

### Board Comments / Announcements

Curasi mentioned the possibility of moving the CVB to another location in the future.

### Adjournment

At 10:25 am Mitchell made a motion to adjourn the meeting. It was seconded by Curasi and passed unanimously.

  
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Joe Campbell, Chairperson

  
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Missy Roberts, Recording Secretary  
*TYLER Runyon*