

**Peachtree City Convention and Visitors Bureau
Regular Scheduled Meeting
Board of Directors
April 18, 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, Paul Salvatore, Stephen Soriano and Patti Kadkhodaian. Staff present: Nikki Tyler, Angie Uzynski and Eric Matos

Announcements, Awards, Special Recognition –

Matos shared a personal Thank You received from a planner that has a special needs nephew that loves Zac Brown. Eric had arranged with Southern Ground to have a special gift sent to the nephew (ie: CD’s, T-Shirts and autograph)

II. Public Comment -

Councilman Kevin Madden – Thanked Soriano and Matos for showing opportunity for bringing the Atlanta Air Cargo Golf Tournament to Peachtree City.

Kim Schnoes has stepped in as interim President/CEO of the Chamber of Commerce. The Chamber will be conducting a nationwide search for a new President/CEO of the Chamber.

III. Approval of Minutes

March 21, 2018 Regular Scheduled Meeting Minutes. Kadkhodaian motioned to approve, Hooper seconded, approved unanimously. Salvatore abstained since he was not in the last meeting.

IV. Old Agenda Items:

V. New Agenda Items:

VI. Board/Staff Reports

Rorie – Updated the search for new Director. The City has had approximately 19 interested candidates and it has been already narrowed down to 5 candidates. The Selection Committee is still being formed. 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 May 7th or May 14th. He will keep the Board up to date on the process.

Matos – Reviewed Opportunity Review and the updates to the report. (see packet) The highlights are the changes since last report. The Atlanta Soccer Cup Tournament is in negotiation but will be in contract this year with the Hotels. This is a change from past years. The C.O.E. (The Council on Occupation Education) is in negotiation process since last time. This a lead from a trade show and looks promising. The second page of Matos report is a breakdown Won/Lost, Category & Estimated Room Nights. Next tradeshow will be in June. That will be the Connect Show and a representative from the Crowne will also be attending the show. Matos will be doing the association track for the show. The Crowne attendee will be doing another track. The Peachtree City Hotel is starting the renovations in June with the roof.

Tyler – Reviewed all recent marketing digital and print ads. Review of all the analytics from the online sources. Google analytics review. Working toward new images of the hotel/motel properties for the website. In process of working with The Peachtree City Hotel on planning a military/reunion FAM tour. The tentative dates September 7-9 2018. Still working on the agenda for the FAM tour. Sheets has sent out 4 press released in the last month 1. WWII Heritage Days, 2. Peachtree City wins the greenest city in the state award. 3 & 4 The solar panels at the Crowne Plaza. Explained HARO (help a reporter out) and how we are promoting the city with this website. Sheets will be sending out a monthly/bi-monthly email blast to all the hotels to try to get involvement with the CVB. Sheets is hoping the marketing meetings will evolve into a meeting between hotels/restaurants etc.

Uzynski – Reviewed the Revenue/Expenditure Report (see meeting packet) and the project report for the Wine Festival (see meeting packet) The Wine Festival saw a profit and the profit increased from last year. Discussion on how to spend improve the visitors center. Working on trying to get better signage for the Visitors Center. Notation on signage to notate Visitors Center not just CVB.

Rorie – Updated the board on the updates to The Fred and Drake Field. The city understands that people do not want to come visit a place that is not visually desirable. The improvements to the city will hopefully enhance the use of all the cities facilities. “If we are trying to attract people to a destination we probably need to look like a destination.”

Hooper – New golf carts at Bull Dog Golf Carts

Kadkhodaian – Gave compliment to Sheets for last marketing meeting.

Salvatore – Gave an overview of some examples of possible ideas that were presented to City Council.

Adlington – The Crowne Plaza still under renovation. Will be doing an open house at the end of renovations.

Soriano - SIAC coming in couple of weeks.

Adlington motioned to adjourn Fralick seconded. Approved unanimously.
Vote 5-0

VII. Adjournment 10:07 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.