



CVB Board of Directors

Joe Campbell, Chairman
Shannon Curasi | Valerie Alexander
Paul Salvatore | Justin Strickland

Regular Meeting Agenda
December 4, 2024 | 9:00 AM
Peachtree City Visitor Center

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Agenda Changes**
4. **Approval of Minutes**
 - A. October 16, 2024, CVB Board Meeting Minutes
5. **CVB Business**
 - A. Marketing Update
 - B. Sales Update
 - C. Executive Director Update
6. **Old Agenda Items**
 - A. Rebranding/Website Structure Timeline
7. **New Agenda Items**
 - A. 2024/2025 CVB Board Meeting Dates ()
 - B. Bicycle Program - Reserve Fund ()
 - C. Cash Reserves Policy ()
8. **Board Comments/Announcements**
9. **Adjourn**

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Peachtree City Convention and Visitors Bureau

Meeting Minutes

October 16, 2024

Board Members Present: Joe Campbell, Paul Salvatore, Shannon Curasi & Valerie Alexander

Others in Attendance: Tyler Runyon

The meeting was called to order by Campbell at 9:17 a.m. and the Pledge of Allegiance was said.

Agenda Changes

None

Approval of Minutes

Curasi made a motion to approve the August 21, 2024, CVB Board Meeting Minutes. It was seconded by Alexander and the motion passed unanimously

CVB Business

Runyon discussed the latest tradeshow that the CVB has been involved with and possible location changes for the CVB. Also discussed were updates on the visitor guide and website process.

Old Agenda Items

None

New Agenda Items

None

Board Comments / Announcements

December meeting date change: Alexander made a motion to change the December 18th board meeting to December 4th. It was seconded by Curasi and the motion passed unanimously.

Adjournment

Curasi made a motion to adjourn and was seconded by Alexander. The motion passed unanimously, and the meeting adjourned at 10:57 am.

Joe Campbell, Chairperson

Missy Roberts, Recording Secretary

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Mayor and City Council
VIA: Justin Strickland, City Manager
FROM:
DATE: December 4, 2024
SUBJECT: 2024/2025 CVB Board Meeting Dates

Recommendation:

Discussion:

Budget Impact:

Attachments:

None

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Mayor and City Council
VIA: Justin Strickland, City Manager
FROM:
DATE: December 4, 2024
SUBJECT: Bicycle Program - Reserve Fund

Recommendation:

Discussion:

Budget Impact:

Attachments:

None

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Mayor and City Council
VIA: Justin Strickland, City Manager
FROM:
DATE: December 4, 2024
SUBJECT: Cash Reserves Policy

Recommendation:

Discussion:

Budget Impact:

Attachments:

None