



CVB Board of Directors

Joe Campbell, Chairman
Shannon Curasi | Valerie Alexander
Kelly Bush | Justin Strickland

SCAN FOR AGENDA
PACKET



Regular Meeting Agenda
March 19, 2025 | 9:00 AM
Peachtree City Visitor Center

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Agenda Changes**
4. **Approval of Minutes**
 - A. January 29th 2025, CVB Board Meeting Minutes
5. **CVB Business**
 - A. Sales Update
 - B. Marketing Update
 - C. Executive Director Update
6. **Old Agenda Items**
 - A. Cash Reserves Policy
7. **New Agenda Items**
 - A. Vice-Chair Position (Vacant) ()
8. **Board Comments/Announcements**
9. **Adjourn**

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Peachtree City Convention and Visitors Bureau

Meeting Minutes

January 29, 2025

Board Members Present: Joe Campbell, Shannon Curasi, Valerie Alexander, and Justin Strickland.

Others in Attendance: Tyler Runyon, Sarah Tarnowski, C-A Washington, and Keith Larson

The meeting was called to order by Campbell at 9:03 a.m. and the Pledge of Allegiance was said.

Agenda Changes

None

Approval of Minutes

Alexander made a motion to approve the minutes of the December 4th, 2024, board meeting. Curasi seconded the motion, which passed unanimously.

CVB Business

Runyon updated on various sales initiatives and victories. Runyon went on to showcase the new updates to the visitor center, marketing initiatives, new employee, and branding collateral. CVB business was concluded with Runyon describing focus points moving forward: hotel presence, email campaigning, and newsletters.

Old Agenda Items

Runyon opened for board suggestion on a bike rental concept/program. Due to logistical challenges, it was deemed as still investigatory and could come back later to an agenda if it needed a vote. Runyon also discussed working through the concept of a CVB reserve fund policy. Strickland expressed interest in discussion with finance to potentially model after a recommended range structure of 30-50%.

New Agenda Items

None

Board Comments / Announcements

Alexander expressed preliminary interest in soliciting for a TEDx for Peachtree City. The venue needed for this concept would be the first step towards entertaining this idea.

Adjournment

At 11:10 am Alexander made a motion to adjourn the meeting. Curasi seconded the motion, which passed unanimously.

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: March 19, 2025
SUBJECT: Vice-Chair Position (Vacant)

Recommendation:

Discussion:

Budget Impact:

Attachments:

None