



CVB Board of Directors

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

SCAN FOR AGENDA
PACKET



Regular Meeting Agenda
July 16, 2025 | 9:00 AM
Peachtree City Visitor Center

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Agenda Changes**
4. **Approval of Minutes**
 - A. May 21st, 2025, CVB Board Meeting Minutes
5. **CVB Business**
 - A. Executive Director Update
 - B. Marketing Update
 - C. Sales Update
6. **Old Agenda Items**
7. **New Agenda Items**
 - A. 2025/2026 CVB Budget ()
 - B. Open Board Positions (CVB/City Council Appointed) ()
8. **Board Comments/Announcements**
9. **Adjourn**

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Peachtree City Convention and Visitors Bureau

Meeting Minutes

May 21, 2025

Board Members Present: Joe Campbell, Valerie Alexander, Kelly Bush, and Justin Strickland.

Others in Attendance: Tyler Runyon, Melissa Roberts, Blue Cole, and C-A Washington

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 March 19th, 2025, board meeting. Strickland seconded the motion, which passed unanimously.

CVB Business

Runyon updated on various sales impacts and provided an update on both the sales range of RFPs collected and education opportunities provided for sales. Runyon provided insight into a marketing strategy plan that will be presented to the board in September. Roberts updated on the successes of the 2025 Hops and Props event. Runyon introduced (via slideshow) the CVB's new summer intern that would start of June 2nd.

Old Agenda Items

Runyon presented a "cash reserve policy" to the board for approval. There were two changes made to the policy including the **removal of the use of (eg.) within the Use of Reserve Funds section** brought forth by Alexander, and the addition of "**below the target range**" within the **Replenishment of Fund section** brought forth by Alexander.

Based on the two outlined changes being made, Alexander made a motion to approve the Cash Reserves Policy. Bush seconded the motion, which passed unanimously.

New Agenda Items

None

Board Comments / Announcements

Campbell opened the floor for Blue Cole (economic development manager for Peachtree City) to introduce himself to the board. Alexander made mention of TED talk with the opportunity for Peachtree City to host.

Adjournment

At 10:07 am Alexander made a motion to adjourn the meeting. Bush seconded the motion, which passed unanimously.

Joe Campbell, Chairperson

Tyler Runyon, Recording Secretary

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Mayor and City Council
VIA: Justin Strickland, City Manager
FROM:
DATE: July 16, 2025
SUBJECT: 2025/2026 CVB Budget

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: July 16, 2025
SUBJECT: Open Board Positions (CVB/City Council Appointed)

Recommendation:

Discussion:

Budget Impact:

Attachments:

None