



CVB Board of Directors

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

SCAN FOR AGENDA
PACKET



Regular Meeting Agenda
September 17, 2025 | 9:00 AM
Peachtree City Visitor Center

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Agenda Changes**
4. **Approval of Minutes**
 - A. July 16th 2025, CVB Board Meeting Minutes
5. **CVB Business**
 - A. Marketing Update
 - B. Sales Update
 - C. Exec Director Update
6. **Old Agenda Items**
7. **New Agenda Items**
 - A. Social Media Policy (Valerie Alexander)
 - B. TEDx Peachtree City (Valerie Alexander)
8. **Board Comments/Announcements**
9. **Adjourn**

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Peachtree City Convention and Visitors Bureau

Meeting Minutes

July 16, 2025

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

Others in Attendance: Tyler Runyon, C-A Washington

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

Alexander made a motion to approve the minutes of the May 21st, 2025, board meeting. Curasi seconded the motion, which passed unanimously.

CVB Business

Runyon provided an update on the marketing manager position and where the CVB is with the interview process. Runyon an update into organically starting up an official services process. Runyon provided insights into both the sales and marketings recent performance.

Old Agenda Items

None

New Agenda Items

Runyon gave a presentation of the 2025/2026 budget to be voted on by the board. Alexander shared questions regarding cybersecurity costs. Curasi and Bush discussed clarifications to the miscellaneous section within the advertising section. Bush made a motion to approve the 2025/2026 CVB budget. Curasi seconded the motion, which passed unanimously.

Runyon initiated dialog around the CVB appointed position that would become open on October 1st. Runyon read through the bylaws section pertaining to this topic, and the board as a connective spoke on how we would like to see it proceed.

Board Comments / Announcements

Alexander made mention of bringing Top Chef to Atlanta for the very first time.

Adjournment

At 10:22 am Curasi made a motion to adjourn the meeting. Alexander 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: September 17, 2025
SUBJECT: Social Media Policy

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: September 17, 2025
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Recommendation:

Discussion:

Budget Impact:

Attachments:

None