



CVB Board of Directors

Joe Campbell, Chairman
C-A Washington | Valerie Alexander
Kelly Bush | Justin Strickland

SCAN FOR AGENDA
PACKET



Regular Meeting Agenda
January 21, 2026 | 9:00 AM
Peachtree City Visitor Center

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Agenda Changes**
4. **Minutes**
 - A. November 19th 2025, CVB Board Meeting Minutes
5. **CVB Business**
 - A. Sales Update
 - B. Marketing Update
 - C. Director Update
6. **Old Agenda Items**
7. **New Agenda Items**
 - A. Vice Chair Position
8. **Board Comments/Announcements**
9. **Adjourn**

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Peachtree City Convention and Visitors Bureau

Meeting Minutes

November 19, 2025

Board Members Present: Joe Campbell, Valerie Alexander, Kelly Bush, and C-A Washington

Others in Attendance: Tyler Runyon, Wilson Allen, and Nate O'Malley

The meeting was called to order by Campbell at 9:00 a.m. and the Pledge of Allegiance was said.

Announcements

Campbell gave recognition to Cookie Smoak for being inducted into the Atlanta Hospitality Hall of Fame, and for the exposure we have been receiving from our social media. Runyon informed everyone of the upcoming ribbon cutting for the Residence Inn hotel – inviting all the board to support.

Presentation

Allen provided a marketing update, discussing social media and website performance. Allen went on to highlight various campaigns and advertising initiatives. Allen shared that Visit Peachtree City won both silver and gold through the Davey Awards for website design and tourism. Runyon provided both a sales and director update. Within the sales update, Runyon shared a breakdown of the recent Southern Pickleball Tournament that was brought to Let's Go Pickleball and the economic impact that it had. Runyon provided rough year end numbers of the merchandise area and visitor center performance.

Public Comment

None

Agenda Changes

None

Approval of Minutes

Alexander made a motion to approve the minutes of the September 21st, 2025, board meeting. Washington seconded the motion, which passed with Cambell, Alexander, and Washington in favor, and Bush abstaining.

Alexander made a motion to approve the executive session minutes of the September 21st, 2025, board meeting. Washington seconded the motion, which passed with Cambell, Alexander, and Washington in favor, and Bush abstaining.

Old Agenda Items

Runyon gave an update to a naming change on the photography/videography policy and expressed that this policy will first be seen during the Photos with Santa event in December. Runyon and Alexander talked through the potential for a 3rd party leadership to head and follow through with our TEDx initiative – with Visit Peachtree City offering support.

New Agenda Items

Runyon presented dates for the 2026 CVB Board Meeting calendar. Alexander made a motion to accept the dates. Bush seconded the motion, which passed unanimously.

Runyon discussed the option of replacing and upgrading the CVB vehicle due to use for both internal travel, exposure, and client site visits. Alexander made a motion to approve up to \$100,000 for up to (2) vehicles and (2) vehicle wraps. Washington seconded the motion, which passed unanimously.

Public Hearing

None

Member/Staff Topics

Runyon spoke briefly about making Peachtree City more of a birding destination. From that, Alexander made mention of an entertainment company to potentially open conversation with to target filming locations as tourist attractions. Campbell discussed the idea of rowing events on our lakes.

Adjournment

At 10:36 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: January 21, 2026
SUBJECT: Vice Chair Position

Recommendation:

Discussion:

Budget Impact:

Attachments:

None