



CVB Board of Directors

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

SCAN FOR AGENDA
PACKET



Regular Meeting Agenda
March 18, 2026 | 9:00 AM
Peachtree City Visitor Center

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Agenda Changes**
4. **Minutes**
 - A. January 21st, 2026 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. Special Events and Marketing Coordinator (FT)
8. **Board Comments/Announcements**
9. **Adjourn**

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Peachtree City Convention and Visitors Bureau

Meeting Minutes

January 21, 2026

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

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

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 November 19th, 2025, board meeting. Washington seconded the motion, which passed unanimously.

CVB Business

Allen provided a presentation on the statistics of our social media, website, and e-newsletter. Additionally, he spoke through the initial strategy surrounding FIFA and the 250th Anniversary of the country, and our awards won through the end of 2025. Alexander made mention of any transportation opportunities to assist with encouraging visitors to stay in Peachtree City. Washington discussed the idea of marketed apparel to fit our FIFA campaign. Tarnowski gave a breakdown of sales numbers and opportunities. Runyon discussed the newly acquired vehicle for the CVB and went through visitor center performance.

Old Agenda Items

None.

New Agenda Items

Bush made a motion to appoint Alexander as the Vice Chair of the CVB board. Washington seconded the motion, which passed unanimously.

Board Comments / Announcements

Campbell requested clarification on what we would prefer to go by as an organization. Runyon expressed "Visit Peachtree City" due to the call to action and marketing deployment. Washington added that depending on the audience there may be times to

go as Peachtree City Convention and Visitors Bureau to ensure understanding of what we are as an organization.

Adjournment

At 10:28 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: March 18, 2026
SUBJECT: Special Events and Marketing Coordinator (FT)

Recommendation:

Discussion:

Budget Impact:

Attachments:

None