



CVB Board of Directors

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

SCAN FOR AGENDA
PACKET



Regular Meeting Agenda
May 20, 2026 | 9:00 AM
Peachtree City Visitor Center

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Agenda Changes**
4. **Minutes**
 - A. March 18th, 2026 CVB Board Meeting Minutes
5. **CVB Business**
 - A. Marketing Update
 - B. Sales Update
 - C. Director Update
6. **Old Agenda Items**
7. **New Agenda Items**
 - A. Strategic Plan Proposal ()
8. **Board Comments/Announcements**
9. **Adjourn**

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Peachtree City Convention and Visitors Bureau

Meeting Minutes

March 18, 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 March 18th, 2026, 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/campaigns. Additionally, he provided an update on our FIFA activations. Tarnowski gave a breakdown of sales numbers and opportunities, including two successful site visits. Runyon discussed multiple appearances that were made by the CVB (Fayette Works, Tourism Capital Day...), the summer internship program, and the internal event calendar through the rest of 2026.

Old Agenda Items

None.

New Agenda Items

Runyon discussed and presented the need for a new position that he would like to add to the 2206-2027 budget. The position title would be Special Events and Marketing Coordinator. There was consensus among the board to see this on the proposed budget.

Board Comments / Announcements

Bush mentioned that attorney, Ted Meeker, was reviewing various CVB related topics. Runyon provided insight that this was pre-work to bring the board (2) primary bylaw change requests. The board will see these on a near-future board meeting agenda. Alexander briefed the board on a project that she has been working on and the

opportunity for Visit Peachtree City to build a relationship or partnership with both Georgia Entertainment and ETAG to assist in film tourism.

Adjournment

At 10:57 am Bush 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: May 20, 2026
SUBJECT: Strategic Plan Proposal

Recommendation:

Discussion:

Budget Impact:

Attachments:

None