



CVB Board of Directors

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

SCAN FOR AGENDA
PACKET



Regular Meeting Agenda
July 15, 2026 | 9:00 AM
Peachtree City Visitor Center

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Agenda Changes**
4. **Minutes**
 - A. May 20th, 2026 CVB Board Meeting Minutes
5. **CVB Business**
 - A. Marketing Update
 - B. Sales Update
 - C. Director Update
6. **Old Agenda Items**
 - A. Strategic Plan Proposal ()
7. **New Agenda Items**
 - A. 2026/2027 CVB Budget ()
8. **Board Comments/Announcements**
9. **Adjourn**

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Peachtree City Convention and Visitors Bureau

Meeting Minutes

May 20, 2026

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

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. Allen showcased the "We Planned for You" campaign and video. He also talked through our Expedia metrics for FIFA advertising, and multiple print advertisements. Tarnowski gave a breakdown of sales numbers and opportunities, including a focus on client/partner gifting. Runyon discussed an update on upcoming events, budget timelines, and an introduction to our 2026 summer intern.

Old Agenda Items

None.

New Agenda Items

Runyon and Tarnowski presented on the CVB pursuing a 3-year strategic plan. Campbell made mention that we should go ahead and get started on this, instead of waiting until next budget. Alexander mentioned that to possibly review the mission statement in the process of this strategic plan to ensure it aligns with our overall strategic direction.

Board Comments / Announcements

Alexander presented on potential new vendor to consider called, "Torn Pages." This is a start-up company from Launch Fayette.

Adjournment

At 10:10 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 15, 2026
SUBJECT: Strategic Plan Proposal

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 15, 2026
SUBJECT: 2026/2027 CVB Budget

Recommendation:

Discussion:

Budget Impact:

Attachments:

1. FY2027 CVB Budget Report

06/25/2026

BUDGET REPORT FOR PEACHT
Calculations As Of 09/30/202

25-26

Original Budget

GL Number	Description	
Estimated Revenues		
120-0000-347300	TICKETED EVENT REVENUE	35,000.00
120-0000-389000	OTHER REVENUE	100.00
120-0000-389003	OTHER-MERCHANDISE SALES	20,000.00
120-0000-389025	SURPLUS CARRYOVER	75,000.00
120-0000-391127	OPERATING TRNSFR PRIMARY GOVT	922,486.00
Estimated Revenues		1,052,586.00
Appropriations		
120-7540-521200	PROFESSIONAL SERVICES	8,000.00
120-7540-521225	PROFESSIONAL SERV. -AUDITORS	7,000.00
120-7540-521240	TECHNICAL SERVICES	4,200.00
120-7540-521245	PROFESSIONAL SERVICES - 401(K)	0.00
120-7540-521304	TECHNICAL SERVICES - ALLOCATED	20,552.00
120-7540-521306	TECHNICAL SERVICES - SOFTWARE	37,334.00
120-7540-522100	CLEANING SERVICES	4,400.00
120-7540-522250	REPAIRS & MAINTENANCE-BLDG	2,537.00
120-7540-522275	REPAIRS & MAINTENANCE-VEHICLES	1,500.00
120-7540-522302	RENTALS - LEASED VEHICLES	5,501.00
120-7540-522320	EQUIPMENT RENTAL	3,500.00
120-7540-523100	LIABILITY INSURANCE	3,238.00
120-7540-523200	COMMUNICATIONS	6,500.00
120-7540-523300	ADVERTISING	205,651.00
120-7540-523400	PRINTING & BINDING	30,000.00
120-7540-523450	POSTAGE	1,500.00
120-7540-523600	DUES & FEES	9,596.00
120-7540-523700	EDUCATION & TRAINING	32,700.00
120-7540-523701	TRADE SHOWS	59,100.00
120-7540-523901	MERCHANT FEES	1,000.00
120-7540-523950	CONTRACT LABOR	423,127.00
120-7540-531150	OFFICE SUPPLIES	2,500.00
120-7540-531175	OPERATING SUPPLIES	26,000.00
120-7540-531180	COMPUTER SUPPLIES	3,500.00
120-7540-531210	WATER	800.00
120-7540-531215	SEWERAGE	750.00
120-7540-531220	NATURAL GAS	1,600.00
120-7540-531230	ELECTRICITY	3,500.00
120-7540-531270	GASOLINE	0.00
120-7540-531590	COST OF INVENTORY SOLD	18,000.00
120-7540-533500	TRAVEL	0.00
120-7540-542200	VEHICLES	0.00

120-7540-572030	TICKETED TOURISM EVENTS	32,000.00
120-7540-573000	CLIENT INCENTIVES	75,000.00
120-7540-573010	CLIENT ENTERTAINMENT	15,000.00
120-7540-579100	CONTINGENCY	7,000.00
Appropriations		1,052,586.00

	FY26 Budget	FY26 Actuals
Contract Labor:	423,127.00	299,027.68
Sales/Marketing:	508,919.00	257,930.09
Admin:	120,540.00	70,567.40
Capital:		58,185.00
Totals:	1,052,586.00	685,710.17

TREE CITY
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25-26 Amended Budget	25-26 Activity	25-26 Projected	26-27 Management Proposed
35,000.00	17,429.91	35,000.00	45,000.00
100.00	91.83	100.00	100.00
20,000.00	25,966.69	30,000.00	25,000.00
75,000.00	0.00	75,000.00	50,000.00
922,486.00	561,115.82	954,000.00	985,000.00
1,052,586.00	604,604.25	1,094,100.00	1,105,100.00
8,000.00	0.00	3,000.00	25,000.00
7,000.00	6,750.00	6,750.00	7,000.00
4,200.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00
20,552.00	25,106.57	43,039.83	25,000.00
37,334.00	22,625.89	30,000.00	30,000.00
4,400.00	2,100.00	3,600.00	4,000.00
2,537.00	1,890.16	3,240.27	1,200.00
1,500.00	387.19	663.75	750.00
5,501.00	4,432.72	4,432.72	0.00
3,500.00	2,202.13	3,500.00	3,500.00
3,238.00	0.00	3,238.00	0.00
6,500.00	3,078.48	5,277.39	6,500.00
205,651.00	93,136.14	159,661.95	183,830.00
30,000.00	3,382.74	25,000.00	34,000.00
1,500.00	883.40	1,514.40	1,500.00
9,596.00	12,624.92	15,000.00	10,000.00
32,700.00	16,264.60	32,700.00	26,734.00
59,100.00	33,192.59	59,100.00	54,700.00
1,000.00	1,119.73	1,919.54	1,000.00
423,127.00	299,027.68	497,000.00	535,000.00
2,500.00	5,432.63	8,148.95	2,500.00
26,000.00	3,426.82	6,500.00	6,500.00
3,500.00	335.50	1,000.00	2,500.00
800.00	260.67	446.86	800.00
750.00	0.00	0.00	0.00
1,600.00	783.24	1,342.70	1,500.00
3,500.00	1,195.17	2,048.86	3,000.00
0.00	379.11	650.00	0.00
18,000.00	17,550.43	25,000.00	20,000.00
0.00	0.00	0.00	0.00
0.00	58,185.00	58,185.00	0.00

32,000.00	42,830.72	45,000.00	38,000.00
75,000.00	25,293.38	37,940.07	75,000.00
15,000.00	923.51	2,000.00	3,000.00
7,000.00	909.05	1,000.00	2,586.00
1,052,586.00	685,710.17	1,087,900.31	1,105,100.00

FY26 Projected	FY27 Budget
497,000.00	535,000.00
415,301.36	485,116.00
117,413.95	84,984.00
58,185.00	
1,087,900.31	1,105,100.00
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26-27 Management Proposed Amt Change	26-27 Management Proposed % Change
10,000.00	28.57
0.00	0.00
5,000.00	25.00
(25,000.00)	(33.33)
62,514.00	6.78
52,514.00	4.99

17,000.00	212.50
0.00	0.00
(4,200.00)	(100.00)
0.00	0.00
4,448.00	21.64
(7,334.00)	(19.64)
(400.00)	(9.09)
(1,337.00)	(52.70)
(750.00)	(50.00)
(5,501.00)	(100.00)
0.00	0.00
(3,238.00)	(100.00)
0.00	0.00
(21,821.00)	(10.61)
4,000.00	13.33
0.00	0.00
404.00	4.21
(5,966.00)	(18.24)
(4,400.00)	(7.45)
0.00	0.00
111,873.00	26.44
0.00	0.00
(19,500.00)	(75.00)
(1,000.00)	(28.57)
0.00	0.00
(750.00)	(100.00)
(100.00)	(6.25)
(500.00)	(14.29)
0.00	0.00
2,000.00	11.11
0.00	0.00
0.00	0.00

6,000.00	18.75
0.00	0.00
(12,000.00)	(80.00)
(4,414.00)	(63.06)
52,514.00	4.99