



CVB Board of Directors

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

SCAN FOR AGENDA
PACKET



Regular Meeting Agenda
September 16, 2026 | 6:00 PM
Peachtree City Visitor Center

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Agenda Changes**
4. **Minutes**
 - A. July 15th, 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. PTC NAV Program
 - B. Hospitality Leadership Day
 - C. 2027 CVB Board Meeting Dates
8. **Board Comments/Announcements**
9. **Adjourn**

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Peachtree City Convention and Visitors Bureau

Meeting Minutes

July 15, 2026

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

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

The meeting was called to order by Campbell at 9:02 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 July 16th, 2025, board meeting. Washington seconded the motion - Campbell, Alexander, and Washington voted in favor, Strickland abstained, passing the motion.

CVB Business

Wilson and Gonzalez gave an update on our events, social media performance, and our new birding initiative. Tarnowski gave an update on sales performance and activations. Finally, Runyon provided an update on the events calendar, fourth of July Parade activation, and visitor center performance.

Old Agenda Items

Runyon provided an update to the CVB 3-year strategic plan and what to expect.

New Agenda Items

Runyon provided an overview and highlights to changes to the 2026/2027 CVB proposed budget. Strickland and Alexander asked for a couple minor changes to the budget including vehicle insurance and needed software. Campbell discussed voting on the budget based on the changes and balance with the use of surplus carryover. Strickland made a motion to approve the proposed 26/27 CVB budget with the possibility of modification to software and vehicle insurance offset by the CVB surplus carryover. Washington seconded the motion, which passed unanimously.

Board Comments / Announcements

Alexander brought up the opportunity of Pokemon GO to encourage day-trip tourist and group travel. She also expressed interest in offering branded license plates or plate covers for vehicles.

Campbell recognized Runyon for his new role as Destination and Economic Development Director. Stickland made mention of this position offering expanded growth/development for Runyon.

Adjournment

At 10:46 am Alexander made a motion to adjourn the meeting. Washington 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 16, 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: September 16, 2026
SUBJECT: PTC NAV Program

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 16, 2026
SUBJECT: Hospitality Leadership Day

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 16, 2026
SUBJECT: 2027 CVB Board Meeting Dates

Recommendation:

Discussion:

Budget Impact:

Attachments:

None