

# **Peachtree City Convention and Visitors Bureau**

## **Meeting Minutes**

**December 4, 2024**

Board Members Present: Joe Campbell, Shannon Curasi, Valerie Alexander, Paul Salvatore and Justin Strickland.

Others in Attendance: Tyler Runyon and Jay Wilson

The meeting was called to order by Campbell at 9:10 a.m. and the Pledge of Allegiance was said.

### Agenda Changes

None

### Approval of Minutes

Curasi made a motion to approve the minutes of the October 16<sup>th</sup>, 2024, board meeting. Alexander seconded the motion, which passed unanimously.

### CVB Business

Runyon updated the board about “Cookies with Santa” and the new visitor guide outline. He also explained the new marketing strategy to focus more on sports and less on leisure advertising. He gave an update on the U.S. Soccer relationship and his recent trip to Bentonville, AR.

### Old Agenda Items

None

### New Agenda Items

Runyon described the potential bicycle rental program and how the process might work. He also spoke on the topic of cash reserve, saying that he would add both of these topics as an old agenda item for the next board meeting.

### Board Comments / Announcements

Runyon and the board spoke about constructing a wall in the building that would add additional office space and allow for a meeting room to be in his old office. He said the bid was \$3500, and the board gave their approval with no vote needed.

## Adjournment

At 10:40 am Salvatore made a motion to adjourn the meeting. Curasi seconded the motion, which passed unanimously.



Joe Campbell, Chairperson



~~Missy Roberts~~, Recording Secretary

*Tyler Reason*