

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