

Peachtree City Convention and Visitors Bureau

Meeting Minutes

March 19, 2025

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

Others in Attendance: Tyler Runyon, Sarah Tarnowski, Melissa Roberts, and C-A Washington

The meeting was called to order by Campbell at 9:03 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 January 29th, 2024, board meeting. Curasi seconded the motion, which passed unanimously.

CVB Business

Tarnowski updated on various sales impacts and provided an update on the Culinary Tour's season launch. Roberts updated on various marketing impacts including such items as Hops and Props and the idea of an annual marketing strategy. Runyon provided insight into the annual performance reviews.

Old Agenda Items

Runyon recapped what is being worked on regarding the cash reserve policy. Runyon expressed that this would be voted on the next board meeting and each board member would have time prior to the meeting for review and feedback.

New Agenda Items

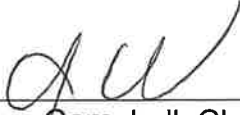
Runyon, as well as Campbell, expressed the need to nominate and vote the filling of a vice chair position. Alexander made a motion to appoint Curasi as vice chair of the CVB board. Strickland seconded the motion, which passed unanimously.

Board Comments / Announcements

Campbell expressed interest in investigating additional advertising opportunities for both Hops and Props and Wine and Warbirds, including magazine print. Curasi and Alexander joined in that sentiment and added interest in including local media coverage.

Adjournment

At 10:13 am Curasi made a motion to adjourn the meeting. Alexander seconded the motion, which passed unanimously.



Joe Campbell, Chairperson



Tyler Runyon, Recording Secretary