

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

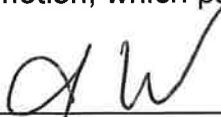
Runyon and Tarnowski presented on the CVB pursuing a 3-year strategic plan. Campbell made mention that we should go ahead and get started on this, instead of waiting until next budget. Alexander mentioned that to possibly review the mission statement in the process of this strategic plan to ensure it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

Board Comments / Announcements

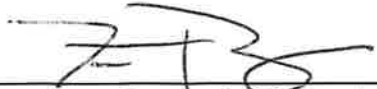
Alexander presented on potential new vendor to consider called, "Torn Pages." This is a start-up company from Launch Fayette.

Adjournment

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



Joe Campbell, Chairperson
7/15/2026



Tyler Runyon, Recording Secretary