

Peachtree City Convention and Visitors Bureau
Regular Board of Directors Meeting – Via Webex Conference

August 19, 2020

9:00 a.m.

Peachtree City CVB Office

The PTCCVB Board met in a regular session via a WebEx online meeting. Board members in attendance were Board Chair Patti Kadkhodaian, Jon Rorie, Donna Soper, and Paul Salvatore. PTCCVB staff members in attendance were Kym Hughes, Joni Duet, David Green, Mary Camburn.

I. Call to Order & Pledge of Allegiance

Board Chair Patti called the meeting to order at 9:02 am.

II. Announcements, Awards, Special Recognition

There were no announcements, awards, or special recognition.

III. Approval of Minutes

- a. June 17, 2020, Regular Meeting Minutes
Donna Soper made a motion to approve meeting minutes; seconded by Jon Rorie. All in favor. **Motion passed 4-0.**
- b. July 10, 2020, Special Meeting Minutes
- c. Donna Soper made a motion to approve meeting minutes; seconded by Jon Rorie. All in favor. **Motion passed 4-0.**
- d. July 29, 2020, Special Meeting Minutes
Donna Soper made a motion to approve meeting minutes; seconded by Jon Rorie. All in favor. **Motion passed 4-0.**

IV. Old Agenda Items

There were no old agenda items.

V. New Agenda Items

- a. 8-20-1 Financial Report
Mary Camburn updated the board with the financial report with actuals versus projected for June and July. HMR tax collected was projected for July through September at \$439,000 by the end of the year, which is a shortfall from the budget of about \$306,000. Actuals are slightly better each month than projections. May collections were projected to be at 10% and we were at 16%. June collections were projected to be at 20% and we were at 32%. Since the CVB has moved to new location, merchandise sales have gone up, so Mary added some projected revenue to that line item. Projected expenses are \$254,000 of fund balance and the current fund balance is \$330,000 leaving us with a year-end projected fund balance of \$75,000. Original projected year-end balance was closer to \$50,000 but staff was able to cut contracts and expenses to help reduce expenses. Jon questioned how many months of operational expenses that fund balance could support. Mary remarked it would only be about one month of operational expenses. Paul questioned operational abilities with that fund balance with items such as advertising and trade shows cut. Board Chair Patti asked if the CVB is able to continue based on the balance available. Mary remarked it was dependent

on the income of HMR taxes and stated that the current budget is mostly just labor and not operating expenses.

b. 8-20-2 Board Seat vacated by Scott Lovejoy
Jon updated the board that the city is responsible, by ordinance, to fulfill the seats of the board. He is working with the acting City Clerk, Stacey Collins, to advertise for the vacancy. Jon stated that Patti has yet to fill a full term, due to coming in to fill spots as they come in. The board itself has appointment authority for this position.

For simplicity and continuity under the circumstances financially with COVID pandemic, Jon recommends to the board that Patti revert over to fill the remaining term of Scott's position and advertise to fill Patti's position for a full two-year term beginning in October. Jon made a motion to approve. Paul seconded the motion. All in favor. **Motion passed 4-0.**

VI. CVB Reports

Kym Hughes, Executive Director, updated the board on current travel reports. Airport travel is down. Smith Travel Research shows that 2020 hotel occupancy without group demand is about 53%. Luxury is at 44%, upper-scale at 37% upscale at 61%, mid-scale 76%, and economy at 94% of what it was in 2019.


- a. Sales
David Green, Sales Manager, updated the board that we have 8 leads, 109 room nights booked, 448 room nights lost in cancellations and a large amount "pending." We are seeing delays in bookings for events such as BMX. NTA Owners Network is "pending" due to them not having a final decision on the hotel they are staying yet.
- b. Marketing & Communications
Joni Duet, Marketing and Events Specialist, updated the board on the Marketing Meeting held the week prior which focused on digital visibility of Peachtree City tourism partners, post-COVID safety messaging, and partnerships opportunities with the CVB. She also recapped the "Meet the Locals" campaign featuring Facebook Live video and a blog highlighting local Peachtree City tourism partners to get to better know them and bring familiarity to their businesses. The FY2021 Marketing Plan is also in process of being created. She also updated on the upcoming Sunset Sounds event and Shakerag Festival being held in Peachtree City.
Joni also updated on any non-cancellable advertising spots that ran in various media publications recently. Year-over-year Google Analytics has shown that the website traffic has increased 153% highly due to the website revamp. The majority of traffic is coming from organic search.

VII. Board Comments/Announcements

The board expressed their appreciation for the job the PTCCVB team has been doing with limited resources. Next meeting will be October 21, 2020 in which the board would prefer to occur in-person.

VIII. Adjournment

Board Chair Patti made a motion to adjourn the meeting. Seconded by Donna. All in favor. **Motion passed 4-0.** Meeting was adjourned at 9:58 am.



Patti Kadkhodaian, Chairperson



Joni Duet, Recording Secretary