

**Peachtree City Convention and Visitors Bureau
Special Called Meeting
Board of Directors
January 29, 2019
4:00 PM
at**

The Peachtree City Visitors Center

The Peachtree City Convention and Visitors Bureau (CVB) will hold a special called meeting on Tuesday, January 29, 2019, 4:00 p.m.; at the Peachtree City Visitors Center, 244 City Circle Drive, Suite 2000B. The purpose of the special called meeting is to consider the following items:

December 17, 2018 Regular Scheduled Meeting Minutes

19-01-01 Website Design Proposal

**This agenda is subject to change at any time up to 24 hours prior to the scheduled meeting.
A quorum of the Peachtree City Mayor & Council may be in attendance.**

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Special Called Meeting
Board of Directors
January 29, 2019
4:00 PM
Visitor Center
244 City Circle, Suite 2000B**

I. Call to Order & Pledge of Allegiance

The Board of Directors of the Peachtree City Convention & Visitors Bureau, Inc. ("the CVB"), met at the Peachtree City Visitor Center Meeting Room at The Avenues. Board Chairperson Rick Adlington called the meeting to order at 4:00 p.m. with the pledge of allegiance. Board members present were Paul Salvatore, J.H. Hooper and Patti Kadkhodaian. Staff present: Kym Hughes, Eric Matos, Mark Maguire and Angie Uzynski

II. Announcements, Awards, Special Recognition –

III. Approval of Minutes December 17, 2018 Regular Scheduled Meeting Minutes Patti Kadkhodaian motioned to approve, JH Hooper seconded, the motion was approved 4-0.

IV. Old Agenda Items: 19-01-01 Website Design Proposal – Discussion of options and review of questions. Rick Adlington wanted assurance that we had control of what was added to website. Adlington also wanted to make sure we could easily add information at any time. Kym Hughes reported that 365 would add some things, but hours were built into the quote for that work. Most changes can be made in house. Adlington referenced old events that still populate on the current website. Adlington wanted assurance that the website was being actively maintained for content. He also expressed concern that the bounce rate was due to old data that was on the page. Adlington also questioned why only 2 events are on the website. Hughes reported that the bounce rate went from 57% rate with ITI to 64% with Jason Hunter Designs website. The industry standard bounce rate is about 41% to 55% per ITI, but Hughes stated that Sandy Springs was consistently at 32% during her tenure. Hughes reported that the current website does not come up in a good ranking in an organic search. This is a key word issue and content relative data. Data from Facebook and Instagram feeding will help that drive to the website. Hughes noted that even if those improvements were made on the current site, the problem of load time would continue to be a huge obstacle. Adlington asked if the new site will be mobile friendly. Hughes stated, yes it would be mobile friendly. Patti Kadkhodaian questioned how long would take to get the new site up and running. Hughes stated that it would be a minimum 2 months, but it will also depend on when we get the contract signed and returned. Kadkhodaian asked that someone update the current website until the new website goes live. Hughes reminded the board that the CVB website is our number one salesperson. JH Hooper wanted assurance that a website was mobile friendly. Discussion among the board and staff regarding a new staff member and a new marketing plan. The new website will play a huge role in the new marketing plan. Paul Salvatore agreed a unified effort was a great step forward. Salvatore confirmed that the quotes. Kadkhodaian motioned to take a vote, Hooper seconded. The vote for new website as proposed by 365 degree Total Marketing with an investment of \$32,300, approved 4-0.

V. Board/Staff Reports

Jon Rorie reviewed the makeup of the board. Changes will be made to the bylaws to reduce the number of CVB Board member to five. In the transition to get back to the five members, the positions formerly held by Jonathan Fralick and Tati Ferguson will not be filled. The council has authorized to reappointment of Patti Kadkhodaian (At large). The city council has asked that the two city appointees be PTC City Manager (Rorie) and the PTC Finance Director (Salvatore). The term of Rick Adlington ends 9/30/19 (hospitality sector) and the term of JH Hooper also ends 9/30/19 (hospitality sector/business owner). They will continue their current terms until that time. Rorie closed by giving a preview of the City Council retreat workshops.

The board requested an update on the CVB golf cart and the old movie tour van. Hughes reported that in order to not incur the cost of painting and cleaning the hornets nests and other mold issues out of the van, it had been surrendered. The city is looking for a SUV for the CVB to lease. The golf cart is currently being redesigned, the wood addition that the CVB added to the cart in 2018 had taken on water and swelled and needed to be removed and the paint was bubbling. Golf Rider is working on getting the repairs and changes completed.

Kadkhodain motioned to adjourn Hooper seconded. Approved unanimously. Vote 4-0.


I. Adjournment.

Chairman Adlington called for a motion to adjourn the meeting. **Approved: 5-0**

Members present: Chairman Rick Adlington, Patti Kadkhodaian, Jon Rorie and Paul Salvatore, JH Hopper.



Paul J. Salvatore, Board Member



Kymberly Hughes: Attest

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