

**Peachtree City Convention and Visitors Bureau  
Regular Scheduled Meeting  
Board of Directors  
February 28, 2018  
9:00 AM  
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 Visitor Center Meeting Room. Board Chairperson Rick Adlington called the meeting to order at 9:00 a.m. with the pledge of allegiance. Board members present were Jonathan Fralick, Paul Salvatore, Patti Kadkhodaian, JH Hooper, Stephen Soriano and Tatyana Ferguson. Staff present: Nikki Tyler & Angie Uzynski

**Announcements, Awards, Special Recognition –**

**II. Public Comment -**

Vendo Toming (Chairman of Marketing Committee) reviewed his efforts to work with the hotels in the area.

Scott Lovejoy – introduced himself as the new Director of Sales at the Peachtree Hotel. He gave an overview of plans for the remodel schedule.

Kevin Madden – Introduced himself as the new city councilman.

Charlie Nelson – The Coweta/Guide is now out in publication.

Mary Camburn –Reviewed the audit received a clean opinion from external auditors and was went very smoothly.

**III. Approval of Minutes**

January 25, 2018 Regular Scheduled Meeting Minutes. Kadkhodaian motioned to approve, Fralick seconded, approved unanimously.

**IV. Old Agenda Items –**

Salvatore explained the change of CVB employees up under the city umbrella. The change of hours for personnel has been tabled until a new director is in place. The search for the new director will be a nationwide search. The city will take the lead in searching and hiring the new director. Adlington asked that the board be involved in the final steps of the interview process once the candidates have been narrowed down.

**V. New Agenda Items:**

**18-02-01 Discussion and Consideration for Fredrick Brown Sponsorship Level -**

Uzynski explained the levels of sponsorship with the Fred and that in the past this decision had not had to be made due to the in trade sponsorship that the CVB and

The Fred had for marketing. In the past the CVB paid the workers comp for the performers and worked as a promoter, therefore got billings, tables, etc. PTR is now taking care of these matters now and so a decision needs to be made regarding sponsorship. Tyler requested the Platinum Sponsorship with an addendum to allow 20 extra seats for a FAM tour at one of the spotlight shows. Fralick felt the CVB definitely should sponsor The Fred. Adlington believes having a table for entertainment of the meeting planners and others is more important than just a banner. Fralick asked if sponsorship or a grant would be better served to support The Fred. Jonathan Rorie (City Manager) explained sponsorship would help The Fred and he felt that the CVB having a table to promote would be a good thing. Camburn stated the extra seats didn't would not be a problem since the CVB would be additional marketing for the amphitheater. Adlington suggested just the cleanest way to support The Fred would be sponsorship. Negotiation with PTR to add 20 to 30 tickets for 2 shows for Fam Tours (1 writers FAM & 1 Meeting Planners FAM).

Adlington motioned to approve the Platinum Level Sponsorship of The Fred (with some negotiation for FAM Tours). Fralick seconded. Motion carried unanimously. Vote 7-0

#### **18-02-02 Review of Corporate Resolution and Certificate of Incumbency.**

Uzynski explained this was in regards to the credit card and needed to be done due to the new secretary.

Adlington motioned to approve the new Corporate Resolution and Certificate of Incumbency. Fralick seconded. Motion carried unanimously. Vote 7-0

#### **VI. Board/Staff Reports**

**Matos** – Since Matos was out at a Trade Show he left all his report for review. Adlington requested changes to his report. To separate the wins and losses and potential totals. Adlington would like the comment section to include the reasons the event was lost. Ferguson requested that a comparison to the prior year would be helpful too.

**Tyler** – Diva is all set for expo and race. Tyler will be at the expo on Friday and at the race on Saturday. Uzynski & Matos will be setting up Wine Fest on Friday. Fralick asked that we make sure to meet the organizer feels welcome and ask for follow up with numbers from the hotels in Peachtree City. Tyler explained that she has been working on the Benchmark of Excellence which in the past had a gold level. The due date had been extended from December but would be turned in by March 15, 2018. The payment was made back in December. Tyler reviewed her scope of work for the next 3 months. (see packet). Next marketing meeting will be April 11<sup>th</sup>. Tyler introduced Rodney who is a GEO tour specialist that helped develop the tour of Peachtree City. The GEOCaching membership is due with the National GeoCaching Membership which put us in the national database. Rodney recommends not to renew the (\$2500) membership but to revamp the tour. Without the membership we would have to remove the "GEO Tour" from the trifold rack card. Rodney also felt we would have no significant reduction of use of the Geo tour due to

non-membership. Still looking into the Travel Bug Hotel program. Tyler has also been working on Sales Kit Folder for Matos. Fact sheets will be inside as well as a welcome letter. Adlington asked if we should add a sheet of attractions for the city. Tyler explained they would be in the visitor guide. Adlington also asked we had a digital version of the kit. Tyler stated that it is not digital at this time. Adlington requested a digital version be available for use as well. Tyler agreed. Updating of Golf cart in process and should be done by April 1<sup>st</sup>. Ferguson requested a report similar to Matos opportunity report that shows what the CVB is spending on the ad and what the impact was from that ad. Adlington stated this had been a request from himself and Fralick.

**Uzynski** – reviewed preparations for the Wine Fest (t-shirts, glassware & volunteers) and Diva Half Marathon.  
Scheduling volunteers for Wine Fest  
Wine order will be placed and payment the week of event.  
Updated photo's in the golf cart video but no new voice over. Tyler stated she is working on options for a new video in the near future.  
Uzynski to review contract with Malt Maker regarding used YTD on contract  
Reviewed Revenue/Expenditure Report (See packet)  
Uzynski suggested a staycation idea for hotels and The Fred. Hooper agreed and highly recommended that idea. City Councilman Madden liked linking area vendors to acts playing at The Fred.

**Soriano** – Reviewed upcoming projects at the clubs around town. There is a bunker project going on at Braelin. Downstairs at Flat Creek new in door Top Golf simulator and meeting facility. Working on resurfacing of courts.

**Hooper** – waiting on the rain to stop.

**Kadkhodaian** – Golf rider still working on new building.

**Ferguson** - Southern Ground in final preparations for summer camps.

Adlington motioned to adjourn Fralick seconded. Approved unanimously. Vote 7-0

## **VII. Adjournment 10:14 AM**

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Angela Uzynski, Recording Secretary

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Rick Adlington, Chairperson

**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.**