

**Board of Directors Regular Meeting
Abbreviated Minutes
February 19, 2020
Peachtree City CVB**

The Board of Directors of the Peachtree City Convention & Visitors Bureau met on Wednesday, February 19, 2020, at 244 City Circle, Peachtree City, Georgia 30269. Chairperson Patti Kadkhodaian called the meeting to order at 9:00 a.m. Additional attendees: Jon Rorie, Paul Salvatore, Donna Soper, Scott Lovejoy, Ms. Costlow representing Michael Royer, Kym Hughes, David Green. Not in attendance: Kevin Madden, Michael Royer.

I. Meeting Called to Order & Pledge of Allegiance.

II. Announcements, Awards, Special Recognition:

Chairperson Kadkhodaian opened the meeting as the new Chairperson very happy to be here. Expressed that great things are happening with the CVB and each member is doing an excellent job. She addressed the Board with 2 questions: Why the CVB exists? She responded "To promote awareness about Peachtree City; increase hotel usage, which results in a positive economic impact for the city." The next question she had, what the responsibilities of the Board and its members? Supervision, control, direction of marketing, budgeting efforts of the CVB. Actively pursue its purpose to the objectives above.

III. Public Comment:

Ms. Costlow noted that she was representing Mr. Michael Royer in his absence. No additional comments were made.

IV. Approval of October 16, 2019 Regular Meeting Minutes

Board Member Donna Soper noted a typing error within the October 2019 minutes, the error was corrected and the minutes were approved. Motion approval by Board member Jon Rorie, and seconded by Board member Mr. Scott Lovejoy. **Approved 5-0.**

V. Old Agenda Items:

No old Agenda items were discussed.

VI. New Agenda Items.

Results of the FY 2019 Peachtree City Convention & Visitors Bureau, (a component unit of Peachtree City, GA) Audit was presented by Ms. Mary Camburn. The audit was conducted by Mauldin & Jenkins, CPA & Advisors.

VII. CVB Reports.

Sales review was presented by Mr. David Green. Simpleview sign-on capability were given to the hotels and their GMs. Restaurants will be next to come on board. Training to the system can be arranged. Using Simpleview will improve communications between the businesses and the CVB. Explained the areas of the

Proposals submissions, Site Inspections that were working well and areas that need improvement to keep Peachtree City competitive.

Marketing & Communications review presented by Kym Hughes. Announced that the CVB will have two new members coming on board in the coming weeks, for the Communications and Marketing positions. The next two events “Draft on Drake” and “Wine on the Water” is being organized by Mr. Scott Smith of “The Curious Pig”. It is good to have local involvement on the organizing of events. Restaurants–12 day prep during the holiday season. Recommends to begin earlier in the season working with the restaurants. Hotels and Restaurants weather communications, the CVB will work during severe weather. Making contact with them and posting on the CVB web-sites, so that people are aware what is available to them during emergency situations. Reviewed the web stats, reflects large increase usage. Reviewed the logos that were used at shows, there was slight changes to the logos for variety purposes which has been positive. Reviewed CVB ads in a variety of magazines.

VIII. **Board Comments/Announcements.**

Board member Mr. Lovejoy commented on marketing and availability to hotels. Made note the status of the renovations to the Peachtree City Hotel & Conference Center. He doesn't feel there is or will be any impact to the community as they are moving forward with the renovations. Once all renovations are completed, they will be recognized as a full service Hilton hotel. Which is a good thing as the hotel will be visible on a wider area when someone searches for availability. It is very important to know what is going on with the hotels.

Board member Mr. Jon Rorie added comments to the opening statement made by Chairperson Patti Kadkhodaian as in the construct of the CVB. He reminded everyone how important it is.

IX. **Adjournment.**

Chairperson Kadkhodaian called for a motion to adjourn the meeting. Board member Donna Soper approved the motion, and Paul Salvatore seconded the motion. **Approved: 5-0**

Members present: Chairperson Patti Kadkhodaian, Jon Rorie, Paul Salvatore, Donna Soper; Scott Lovejoy. Ms. Costlow representing Michael Royer, Kym Hughes, David Green.

Patti Kadkhodaian, Chairperson

Kimberly Goulden, Recording Secretary

Original Signatures not available due to COVID-19 pandemic.

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.