

**Peachtree City Convention & Visitors Bureau
Board Meeting Minutes
March 27, 2019**

The Peachtree City Convention & Visitors Bureau met on Wednesday, March 27, 9:00 a.m., at the Crown Plaza Hotel (201 Aberdeen Parkway, Peachtree City). Chairman Rick Adlington called the meeting to order at 9:00 a.m. Others attending: Board Members J.H. Hooper, Jonathan Rorie, and Paul Salvator, and Executive Director Kym Hughes; CVB Staff members Angela Uzynski, Eric Matos, and Mark Maguire; and Peachtree City Accounting Manager Mary Camburn. Board Member Patti Kadkhodaian was unable to attend.

Announcements, Awards, Special Recognition

Hughes noted that the CVB received a grant from the State Department of Tourism that she would discuss during reports.

Public Comment

Jim Robbins, the new director of coaching with MOBA Soccer Academy, was introduced. John Oakey, Peachtree City resident, was attending to see what the board was doing.

Approval of Minutes

Rorie said some possible discrepancies had been brought to his attention regarding the January 29, 2019, meeting minutes. He asked for time to review them, saying he would bring them back for consideration at the May Board Meeting.

Old Agenda Items

There were none.

New Agenda Items

Web Site

Adlington noted the CVB was about 60 days out from the new web site and asked for a status update. Hughes said the contractor had made some initial legal status changes to the existing site right away. Staff was expecting an update for the new concept within the next week or two. Once the concept is finalized, she would get a timeline for completion of the project. Hughes mentioned a slight improvement in bounce rate. Adlington complimented the new data on the existing site, and Hughes said Maguire had been working hard on that. Adlington asked about a sound track to the drone video on the site, and Hughes said it had been removed prior to her arrival due to the file size making the video crash.

Sales and Marketing Plan

Hughes said she and Matos had been working on developing the plan, and the trade shows were in place. Camburn noted the budget for 2019 had a slight increase for the shows.

CVB Reports

3rd Annual Wine Fest

Hughes provided an update, noting that there were 313 attendees, with revenues of \$19,530 and expenses of an estimated \$16,016, for profit of about \$3,500. Adlington asked how that compared to the 2018 event. Uzynski said the previous year's attendance had been higher, and profit had been about \$15,000. This year, the ticket prices had all gone to VIP level to reflect a better quality of wines, the gift had been more expensive, and some other costs had increased. Ticket sales had been capped at 400 due to parking, a reduced staff, and staff also

working the 60th Anniversary event just before the Wine Fest. Salvatore asked Camburn to run a side-by-side analysis for all three years of the event to see the trends.

Hughes remarked that it was very unusual for an event to make a profit in its first year, so that had been amazing to her. Even with the other events that weekend, it spoke well of the City to turn a profit while offering multiple options.

Upcoming Events

Hughes announced the upcoming events at the Frederick Brown, Jr. Amphitheater. The USAir Force Academy Band was having a free concert on April 7, with the Air Supply concert on April 13. She then discussed the World War II Heritage Days event on April 27 & 28 at the Dixie Wing CAF Hanger and museum. Hughes said that was a huge event the CAF put on that brought in a lot of people. The CVB purchased a table of tickets for the dance event as a sponsorship. Hughes goal for events of this nature was not to lose hotel traffic to Newnan.

GDEcD Ad

Hughes revealed the cover of the 2019 *Explore Georgia Travel Guide*, along with the ad the CVB placed. The ad was meant to be more visual to drive traffic to the web site. She was delighted that all the hotels were listed.

State Department of Tourism Grant

Hughes said the CVB had received the FY 2020 Matching Grant from the State Department of Tourism for the and Advertising Co-op Program. The Advertising Co-op was a partnership with the State, and the program could mine social media for photos posted of Peachtree City by residents and visitors if they included a locator or hashtag. The Co-op gave the CVB some levels of access to use these photos. Hughes said Maguire was also working to catalog the existing inventory of photos and videos shared between the CVB and the City. The grant and program would let them create the catalog system. Training for access would need to be among multiple City departments, but should provide simple access for those marketing the City. The total program cost was \$16,000, and the State Grant covered half of it.

Adlington asked where the funds were available for the CVB portion of the cost. Hughes said the advertising budget was healthy and funds could come from there.

Visitor Request Fulfillment Piece

Hughes explained that the CVB unveiled the new information guide for prospects requesting information through various platforms. Rather than a compilation of lists, the new format reflected experiences. There were industry standard sheets, including a welcome sheet, where to stay, dining, shopping, and activities, but they all had a hook to pique the interest of readers. The pieces were also available digitally for use at shows. Adlington asked about recent accolades and rights to use those. Hughes said they could reference the awards and include a link to the site, rather than using a logo.

Hughes continued that she and Maguire had been contacting several online agencies to make sure they had good photos of Peachtree City. Wikipedia had changed theirs, and Maguire said Expedia would also be refreshing their information.

Hughes said there was an abbreviated brochure to place in the state Visitors Centers. The nice thing about the new package was that the pages could be easily updated to tailor them to specific visiting groups, or to update things like the restaurant list. There were also pieces designed for itineraries, meeting planners at trade shows, military reunion planners, and travel writers. Staff could send the digital information to follow up.

Adlington asked if they could send the digital versions out to the hotels. Hughes said yes, but noted they listed all the hotels, so they should tailor them for each hotel.

GDEcD Visitor Center Conference

Hughes said Uzynski would be attending the Regional Visitor Center Conference, April 17 – 19, at Jekyll Island. The conference included the annual professional development educational classes and provided a good networking opportunity, as well as an update on what the State is offering.

Military Reunion Trade Show Video

Hughes screened the new video, which featured the CAF Dixie Wing. The brief video would provide a backdrop for someone pitching the City at an event, and could also be sent electronically. Hughes noted that the shows at The Fred also provided an add-on event that could extend visits by one additional night.

Upcoming Sales Shows

The GMOA SE Regional Show would be July 28 – August 1 in Montgomery. Connect Marketplace was scheduled for August 26 – 29 in Louisville, Kentucky. There would be a group travel family/small market meeting conference in Green Bay, Wisconsin in September, and a Northstar Meeting Group/Destination Southeast this October in Orlando.

Room Nights

Hughes reported that bookings October 1 to March 27 had resulted in 760 room nights completed, 2,420 bookings lost, and 2,589 confirmed (closed but not completed). There were also proposals out for another 12,722 room nights. Hughes said they were getting a system that would let them track bookings and requests more effectively and produce specific reports.

Adlington asked if the hotels would log in to input the information and get the reports. Hughes confirmed this. Adlington asked that traditional reports continue to be forwarded to the hotels.

Rorie noted that it was important to keep up with technology beyond trying to track this information in a spreadsheet. Programs were available that helped advance the mission. Adlington agreed this was a good step. Rorie said the City had software that he could go in and look at data, but he also called Finance with questions, so he understood the desire to forward reports for those companies that might not be comfortable searching the information. Hughes said it would also give her more immediate access to data she needed.

Adlington also asked for better coordination with the City Parks & Rec department for some of the tournaments to make sure the hotels were aware of these types of events as calls came in.

Board Comments & Announcements

Rorie said he wanted to have a conversation about minutes and records, including what was required by the bylaws, and look at what the CVB was doing and whether they were doing it right. He acknowledged the City's annual Audit Report, of which the CVB was a component unit. Rorie also pointed out the City's logo change since the Audit Report had been issued last year.

Rorie continued that the CVB should have financial policies that aligned with the City, of which it was a component unit. The books should accurately reflect the financial actions. Salvatore said the City had financial policies, some of which were codified. One example was that assets valued at more than \$5,000 were brought to council for approval before being disposed of. Recently, the CVB got rid of a van, but that had not come before the board. Adlington said it

had depreciated, and he had no problem with the disposal, but wanted to make sure they were covered when the Audit came around. Rorie said the by-laws were silent on this, so essentially the Director had the authority to dispose of the asset. However, Salvatore and Camburn were present to make sure the CVB was doing things right. The CVB budget had to be approved by the CVB Finance Committee, then by the CVB Board, and finally by the Mayor and Council. He felt the CVB employees needed to be covered by the same policies so that everyone was strategically aligned toward the same end.

Rorie said no action was required that day, but he was recommending an overhaul of the by-laws and articles of incorporation to make sure they were consistent. The CVB was the designated destination marketing organization. The events and trade shows discussed worked toward that end. However, Rorie wanted to define the "destination" the CVB was marketing. Ultimately, the law related to the CVB and Hotel/Motel Tax set up the CVB to market Peachtree City.

Rorie recollected the CVB logo change the previous year to a star representing Peachtree City on the outline of the state, with text that looked like "PTC CUB" (instead of PTC CVB). At the time, employees noted that was a very generic image that any city in any state could go online and get. At the same time, there was no one at the CVB offices for much of the time.

Rorie reiterated that the CVB existed to promote awareness of Peachtree City, special events for the residents and travelers, and increase hotel use. The Sports Alliance had been launched in an effort to make the athletic facilities a destination had limitations. The City and the CVB did not operate independently of each other.

At Rorie's request, Hughes had provided everyone copies of the by-laws and articles of incorporation, and he felt they needed to go through them. Salvatore said referencing City ordinances and regulations would be the simplest ways to add the fiscal policies.

Adlington said he had been on the board when the State reviewed the operations, and the CVB had been doing some things wrong at the time. He wanted to make sure they cleaned up the policies and kept everything transparent and legal.

Hughes said she trusted the City's financial department. She had worked with the Department of Community Affairs in Georgia and was well versed in the law. She would make sure the Board knew if there were issues she thought might be running afoul of the requirements. That was her job as the director.

Rorie said their job as the CVB Board was to promote Peachtree City. Adlington added that the focus was to promote it to visitors. Hughes said most residents had had visited the city before moving here. That was the goal of the promotion of the "authentic experiences" story – that was what attracted visitors. Hughes said that a Vermont CVB had recently become an economic development partner to tell their community's story because the businesses, and even the municipal government, did not have a decent pool of prospective employees to keep up their workforces. She felt this would become more common with CVBs.

Charlie Nelson, audience member and publisher of the Peachtree City Magazine, said their goal with the magazine aligned with the CVBs. Nelson said he was impressed with the 60th Anniversary Festival, which was unlike anything that had been at Drake Field before. It was all about kids and families (whereas Night Market was about food, beverages, and art). Hughes said Drake Field was a true asset for the City, and the CVB had no photos of the upgraded park

until Maguire was able to get some this year. She felt the product was important for both residents and visitors.

The next regular meeting would be in May and include the articles of incorporation and bylaws on the agenda for discussion and potential action. Adlington asked that proposed changes be sent out in advance so the board members had time to review them. Salvatore said he would also forward the financial policies for review as they looked at the bylaws and articles.

Travel Expense Reports

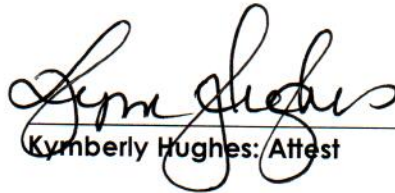
Adlington said he used to receive employee travel reports to approve the expenditures. That was no longer the case, so he wanted to make sure that oversight was still going on. Hughes said those had been going through the City.

There being no further business to discuss, Adlington moved to adjourn the meeting. Salvatore seconded. Motion carried unanimously.

The meeting adjourned at 10:35 a.m.



Paul J. Salvatore, Board Member



Kimberly Hughes: Attest