

**Peachtree City Convention and Visitors Bureau  
Regular Scheduled Meeting  
Board of Directors  
August 23, 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 Paul Salvatore, Tatiana Ferguson and Patti Kadkhodaian. Staff present: Kym Hughes, Nikki Tyler and Angie Uzynski

**II. Announcements, Awards, Special Recognition –**

Kym Hughes first Board Meeting  
Uzynski just celebrated her 2<sup>nd</sup> anniversary with the city.

**III. Public Comment –**

The Due South Loft is requesting to be added to website for meeting space.

**IV. Approval of Minutes**

July 18, 2018 Regular Scheduled Meeting Minutes.  
Kadkhodaian motioned to approve, Ferguson seconded, approved 4-0.

**V. Old Agenda Items:**

None

**VI. New Agenda Items:**

**18-08-01 Proposed Budget FY 2019**

Hughes reviewed the proposed budget and stated the proposed budget revenue matches the City Budget that has already been approved. It is a conservative budget for FY 2019. Hughes stated that even though we have the Super Bowl in February that will give us a boost but with the hotels room down for renovations it should even out for the budget year. Expenses no major changes should affect FY 2019. Labor should stay about the same. Advertising & Marketing is up approx. \$10,000 and Tourism Events up approx. \$20,000. Hughes is reviewing ROI on marketing endeavors. Hughes is in the process of reviewing a platform that will measure beyond likes and measure engagement online. The goal to be cross marketing for the city as well as the businesses inside the city. No major expense changes in the Administrative & General Operations.

Salvatore motioned to approve the FY 2019 Strategic Plan & Budget.

Kadkhodaian seconded the motion. Motion approved unanimously. Vote 4-0

**18-08-02 Review and Consideration Grant – Magnolia Fine Arts Festival**

Reviewed application – It was not complete at this time but a request has been for a P & L. Discussion ensued regarding consistency in

future requests for grant funds. In regards to the Magnolia Fine Arts Festival request it will be a reimbursement grant and due diligence

will be made for a pick up report from the hotels. This will only be available the Magnolia Fine Arts Festival if the P & L is received, shows marketing efforts/ads and receipts. These guidelines will be consistent and sets the precedent for future grant requests. The grant will be in the amount of \$500.00. No vote required due to amount of the grant.

## **VII. Board/Staff Reports**

### **Tyler –**

FAM Tour schedule for September 8<sup>th</sup> for Military Reunion Group. The tour will include The Dixie Wing, golf carts and concert at The Fred.(Phillip Phillips) There will be a total of 6 planners and spouses. The turn down service will include Line Creek product. Ferguson offered Zac Brown shirts for the upcoming FAM Tour. Madden suggested On Target (gun club) for a resource due to the military connection. Adlington requested an option for possibly catering part of the FAM.

Review of the marketing of the city (see board packet)

Review of the top pages visited on the CVB website

The website in popularity had increased up to 2.5 million.

Total impression and total clicks on the website.

Working on more click through rate and longer on the pages.

Reviewed ad that are currently running.

New signage for the Visitor Center is in process of development.

Fire TV has been installed in the visitors center with photo's, weather and time.

Hops & Props ticket are on sale.

### **Matos –**

Hughes reviewed Matos report (see board packet)

Shared Matos idea of taking a golf cart to trade shows or a collapsible pseudo golf cart for trade show station.

A mobile visitor center golf cart for trade shows.

A tour cart will be also advantageous in the future as well.

### **Hughes –**

Hughes reviewed the Smith Travel Report (see board packet)

### **Uzynski –**

Review the Revenue and Expenditure (see board packet)

### **Kadkhodaian –**

Things are going wonderful for Golf Rider.

Golf Rider has also hired a special need person who is doing great.

Expanded hours are coming and looking to be on Wednesday's until 7p.m.

Late returns for rentals is now available.

Lead Grow Rich is having a leadership event on October 12.

**Salvatore –**

Busy time at the city and awaiting for the budget approval.

**Ferguson –**

Changes are coming to Southern Ground. More to come in October. The storefront in Senoia is now closed and no immediate plans for future of the location. Southern Ground is working in collaboration with the Chris Kyle Frog Foundation for commemorative set and military challenge coins. Press release will be coming in November.

**Madden –**

Suggested for Matos to reach out to architectural meeting planners for the new damn, since it is only 1 of 3 in the world.

**Adlington –**

Kadhodaian motioned to adjourn Fralick seconded. Approved unanimously. Vote 4-0

**VIII. Adjournment 10:37AM**

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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.**