



South Fulton Convention & Visitors Bureau

Monday, October 21, 2019 – 1:00PM

South Fulton City Hall Conference Room 169

AGENDA

- I. Call to Order

- II. Approval of Minutes
 - a. September 27, 2019

- III. Old Business
 - a. Organizational Information

- IV. New Business
 - a. Branding and Imaging
 - b. Research Study & Strategic Plan

- V. Next Meeting Date November 18, 2019

- VI. Adjournment



South Fulton Convention & Visitors Bureau

Monday, October 21, 2019 – 1:00PM
South Fulton City Hall Conference Room 169

October 2019 Minutes

Attendees:

Board Members

Salondia Aveni
Fredericka Jones
Richard Thweatt
Ronald St. James
Tony Phillips
Dyan Matthews
Michael Hickman
Carole Sykes

Staff

Christopher Pike; CVB Executive Director

I. Call to Order

Meeting was called to order at 1:08pm by Vice President Tony Phillips

II. Approval of Minutes

a. September 27, 2019

A motion was made to approve the September 27, 2019 Minutes

Motion (Approve): Board Member Carole Sykes

Second: Board Member Fredericka Jones

The motion was approved unanimously.

III. Old Business

a. Organizational Information

Executive Director gave updates on the status of the legal formation of the CVB.

- 1:17pm Board President Dyan Matthews entered the room and chaired remainder of the meeting.

IV. New Business

a. Branding and Imaging

- i. Recommendation was made to produce an RFP to solicit proposals from firms to assist the CVB with the creation of a logo, brand, website, tagline and other marketing assets. Board will hear presentations from firms at their next board meeting.

1. President Dyan Matthews appointed a Branding and Imaging Committee to review the submitted RFP's and make a final recommendation to the Board. Board Members include Carole Sykes, Salondia Aveni and Fredericka Jones.

b. Research Study & Strategic Plan

- i. Board will release an RFP to solicit proposals from firms to assist with research and strategic planning for the CVB. Final action will be taken up at a future meeting.

V. Board Member Updates

- a. Vice President Tony Phillips discussed upcoming Parks Master Plan.

VI. Next Meeting Date November 18, 2019

VII. Adjournment

Motion to adjourn meeting at 1:59 pm

Motion (Approve): President Dyan Matthews

Second: Board Member Salindia Aveni

The motion was approved unanimously.