



## **South Fulton Convention & Visitors Bureau**

Monday August 17, 2020 – 1:00PM

Join Zoom Meeting

<https://us02web.zoom.us/j/82186166482?pwd=WlhNbnp4MnZ5TjhYWjYWHNWQU5kSzQ1UT09>

### **AGENDA**

- I. Call to Order
- II. Approval of Minutes
  - a. June 15, 2020
  - b. July 20, 2020
  - c. Votes need for July 20<sup>th</sup> items due to quorum not being met
- III. Financial Report
- IV. Old Business
  - a. Branding and Imaging
    - i. Update on moving forward
  - b. Creation of CVB Photo Library
  - c. GM Fairfield Inn & Suites Board Appointment
- V. New Business
  - a. Update from Hotel Partner
  - b. CVB Promo items
  - c. Approval of Purchases
    - i. Stimuli Promotional Marketing \$2,976.96 (Promotional Swag)
    - ii. Georgia Trend Magazine September Issue \$7,500 (Full Page Ad)
    - iii. Georgia Trend Magazine December Issue \$7,500 (Full Page Ad)
    - iv. Atlanta Airport Guide GoSeeDoATL Annual Contract \$13,300 Print Ad and Website advertising. Fall 2020 / Winter 2021 / Spring 2021/Summer 2021. Full Page Ad / Half Page Ad / 2<sup>nd</sup> Banner ad on Website 3 months
- VI. Next Meeting Date: September 21, 2020 at 1:00PM via Zoom
- VII. Adjournment

