



BOARD OF DIRECTORS MEETING AGENDA
Thursday, May 14, 2026
Hilton Garden Inn
12 PM

A. CALL TO ORDER

B. WELCOME & INTRODUCTIONS

- a. Welcome new board members
- b. Board member introductions

C. APPROVAL OF MINUTES

Approval of April 2026 minutes

D. BOARD ORIENTATION & CVB OVERVIEW

Kristin Edwards

- a. Overview of JCCVB and CVB mission
- b. Hotel/motel tax funding overview
- c. Role of the Board of Directors
- d. Review of website, social media, and communication channels
- e. Current tourism initiatives and partnerships
- f. Brief by-laws review

E. FINANCIAL UPDATE

Kristin Edwards

F. SPONSORSHIP & PARTNERSHIP PROCESS REVIEW

Kristin Edwards

- a. Presentation of proposed sponsorship & partnership process

G. EXECUTIVE DIRECTOR UPDATE

Kristin Edwards

- a. Key priorities and progress since last meeting

H. MARKETING UPDATE

Kristin Edwards

- a. Marketing stats
- b. Healthcare tourism article in the Chamber Healthcare Guide
- c. FIFA World Cup 2026
- d. America's 250th celebration
- e. Upcoming marketing campaigns
- f. Photo shoot first look

I. PARTNER UPDATES

- a. Hotel Updates
- b. City of Johns Creek Updates

J. EXECUTIVE SESSION

K. ADJOURNMENT

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