



BOARD OF DIRECTORS MEETING AGENDA

Thursday, August 20, 2026

Hampton Inn & Suites

12 PM

A. CALL TO ORDER

B. WELCOME

C. APPROVAL OF MINUTES

Approval of July 2026 minutes

D. FINANCIAL UPDATE

E. CVB PARTNERSHIP & SPONSORSHIP PROGRAM

- a. Review Formal Process for Program
- b. Current Sponsorship Requests for FY2027

F. EXECUTIVE DIRECTOR & MARKETING UPDATE

- a. FY27 Marketing Strategy
- b. 2028 Georgia Downtown Association Conference RFP
- c. Website/digital needs
 - i. ITI Digital Proposed Services (brief review)
 - ii. Website & Digital Infrastructure Update
 - iii. Venue Page Mock Up
- d. TPD Update
- e. Medley Grand Opening

G. PARTNER UPDATES

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

H. FY27 PROPOSED BUDGET REVIEW & VOTE

- a. FY26 Budget Update
- b. FY27 Proposed Budget Changes

I. EXECUTIVE SESSION

J. ADJOURNMENT