

**MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.**  
**Board of Directors Meeting Minutes**  
**October 14, 2021**  
8:24 am- 9:23 am

**Directors in Attendance:** Karen Wibell, Chair  
Pat Hodgetts, Treasurer  
Brandie Anderson, Secretary

**Absent:** Lance Alexander  
Tom White  
Carol Sanchez  
Zeb Grant, Vice Chair

**In Attendance:**  
Karen Robertson, City of Madison  
Jennifer Rosa, CVB Director  
Jenn Lockridge, Marketing & Communications Specialist CVB  
Philipp von Hanstein, County Ex Officio  
Eric Joyce, Madison City Council

Karen W. called the meeting to order at 8:24 am.

**Approval of Minutes:** Jennifer R. will ask for approval via email as there was not a quorum present.

NOTE: Email approval of September's minutes was received on 10/15/2021 with a majority.

**Old Business:**

- a. Personnel Update- Jennifer reported that there has been some recent turn over with the front desk staff at the Welcome Center. Jennifer also reported that a previous employee, Francesca Matchak is interested in returning to her old position at the Welcome Center. Jenn L. has been stepping up and covering four (4) shifts in the interim.
- b. Board Position Openings- Lance Van Rheenen with Southern Cross Ranch is interested in stepping into the vacant spot once held by Charlotte Detienne. If approved, Lance V. will serve, through 2023. Lance V. will fill out an application which will be circulated to the Board for a vote.  
Karen R. reported on her search for an ideal candidate to fill the vacant city appointed Board position. She also reported that the Board Application is available on the website.
- c. Movie Productions- Triple Horse Studios, Covington, is moving forward with The Battle of Bushy Run. See report for more details.
- d. Covid Relief Fund- Jennifer R. updated the Board on efforts to work with City of Madison on the possibility of receiving some of the City's Relief Funds. Pat presented to the City Council at the October 4<sup>th</sup> meeting on the uses of the funds if received.  
Jennifer R. presented ideas on where & how to invest surplus budget. There are three Key areas that align with the Strat Op Initiatives:

1. PR/Communications

- Earned Media Relations opportunities. Jennifer R. presented a possible partnership with Roland Alonzi (Conway PR) who contracts with the State of Georgia but also does freelance work. He has received permission to work with the CVB and is putting together a proposal.

2. Advertising

- Jennifer R. recommended investing more funds for website support and expertise in the development program. The CVB's contract is up in April and decisions on what to continue to keep inhouse and what to outsource are being reviewed as well as training opportunities on the website's software platform.
- Jennifer presented an idea of expanding the CVB's Digital Campaign to include Winter (Jan-Mar) The campaign currently focuses on Spring and Fall travel.

3. Out-of-Market Advertising – Jennifer R. suggested allocating additional funds to CVB out-of-market advertising as well as allocating support funds for local attraction operators i.e., Morgan County Historical Society, Morgan County African American Museum, and Madison-Morgan Cultural Center.

**New Business:**

- a. Marketing Update- Jennifer R. reported Welcome Center Visitation numbers are lower than average. See Report.

**Committee Reports:**

Finance Report: See Report. Pat H. presented updated on financials. Pat H. stated the Board has a surplus of \$40,000 in the budget due to an additional \$22,000 in support from the County's hotel motel tax revenue. The CVB's 2<sup>nd</sup> PPP loan received forgiveness in September (Our 1<sup>st</sup> PPP Loan received forgiveness back in July). Jennifer R. presented ideas on how to utilize the surplus funds See above.

**Other Business/General Discussion:** Karen W. wants to have further discussions on an idea to place Banners/Signs at every major attraction that will have a QR code the guest can scan to learn more about other destinations nearby.

Karen W. made a motion to adjourn the meeting at 9:23 am.

Respectfully submitted,

Brandie Anderson  
Secretary