

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
January 14, 2021
8:17 am- 9:20 am

Directors in Attendance: Pat Hodgetts, Treasurer
Brandie Anderson, Secretary
Karen Wibell
Charlotte Detienne
Tom White
Lance Alexander
Laura Rotroff
Diane Yost

Absent: Zeb Grant, Chair

In Attendance: Jennifer Rosa, CVB Director
Lindsey Bryant, CVB Marketing
Karen Robertson, Mainstreet Director
Adam Mestres, County Planner
Philip von Hanstein, County Ex Officio

Jennifer called the meeting to order at 8:18 am.

Approval of Minutes: Pat made a motion to approve the December minutes. Tom seconded, and the motion passed without opposition.

Old Business:

- a. Welcome Center- Jennifer reported the welcome center welcomed 744 visitors in December, 589 of the visitors are from Georgia. 6,080 total visitors in 2020.

New Business:

- a. Filming- Jennifer reported a location scout inquired about a Victorian style house within Morgan County properties but she has yet to hear back.
- b. Internship Program- UGA Internship program Senior Advertising major, Jared Griggs, will be doing a Spring internship as the Fall Intern (Sarah Fordham) finished in December. Pat asked what duties the intern will be assigned, and Jennifer reported their involvement with Diversity and Inclusion at UGA & Student Relations. Jennifer stated she hoped to bring a new and different perspective to social media, blogs and etc.
- c. Patterson Strat Op Annual Review- Jennifer briefly explained the Strat Op process the CVB participated in last year to the new Board members. Laura was able to donate the 1-day Review which will be administered by Hunter Hall and donated by Kelly Products.

- d. Marketing Update-See report and slides. Jennifer presented slides on “What does travel recovery look like here in Madison?” Major Topics: Industry Trends, Visitors, Overnight Stays in both City and County, Website traffic and Social Media stats (Facebook & Instagram).

Committee Reports:

Financials- See report. Pat presented the financials and stated the Audit has been completed with no major issues. Pat stated the finances are on track except for Payroll Taxes which the new accountants are correcting. The new PPP rules now allow a 501 c 6 to receive funds. Jennifer and Pat will work together to apply. **Other Business/General Discussion:** Pat stated she has met all new Welcome Center staff and they are wonderful. Dianne shared the Morgan County Citizen newspaper has been sold to Times Journal with Otis Brumby as the new owner. Otis is also the owner of Rome Times Tribune, Marietta Daily, as well as a few other weekly papers. Dianne has ideas on how to work with CVB to advertise in other markets of other publications. Otis Brumby’s uncle owned the Madisonian in the 1950’s and he is really passionate about our paper.

Karen W. further discussed the partnership with Mainstreet, County and CVB in creating a destination Itinerary around shopping, home décor, and design (discussed in last meeting). She is eager to get this developed. A discussion on timing was had. Karen stated she wanted to set a meeting to continue the conversation with Jennifer.

Jennifer made a motion to adjourn the meeting at 9:20 am. Brandie seconded.

Respectfully submitted,

Brandie Anderson
Secretary