

**MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.**  
**Board of Directors Meeting Minutes**  
**November 12, 2020**  
8:23 am- 9:18am

**Directors in Attendance:** Zeb Grant, Chair  
Pat Hodgetts, Treasurer  
Brandie Anderson, Secretary  
Karen Wibell  
Charlotte Detienne  
Tom White  
Lance Alexander  
Laura Rotroff  
Chris Hodges

**Absent:**

**In Attendance:** Jennifer Rosa, CVB Director  
Lindsey Bryant, CVB Marketing  
Karen Robertson, Mainstreet Director

Jennifer Rosa called the meeting to order at 8:23 am. Jennifer began the meeting by welcoming Karen Robertson to the Board and as her new role of Mainstreet Director.

**Approval of Minutes:** Pat made a motion to approve the September minutes. Karen Wibell seconded, and the motion passed without opposition.

**Old Business:**

- a. Welcome Center- Jennifer stated the operating hours are back to pre-pandemic schedule. Jennifer welcomed Francesca Matchak who brings tourism experience to the Welcome Center staff. Chris Hodges stated that she is excited to see the Welcome Center so busy. Jennifer also reported that October was the busiest month in 2020.
- b. Conflict of Interest Policy- Zeb and Jennifer reviewed the current Conflict of Interest policy and compared it with other policies shared by Board members from different Boards. Clarifications of verbiage were made on several sections, but no substantial changes were made. The changes will be sent to the Board by email for vote of approval.

**New Business:**

- a. Filming- Renewed interest in Morgan County. Two studios reached out to the CVB for information and Jennifer was able to get meetings set up.
- b. Oath- Jennifer stated in November 2017 the Board voted to approve a change to the Bylaws that required Board members to reside within Morgan County. Although the change was approved,

the Bylaws were never changed. A revote is not needed, but Jennifer will make the changes and send them out to everyone to place in their board manuals.

- c. Tourism Update- Jennifer stated that the GA Tourism Summit was held in September which she attended virtually along with 600 others which was almost triple normal attendance. Jennifer presented some Key Points and Slides. See Directors Report & slides from the Board Packet.
  - Key Points:
    1. GA Tourism expected to fully recover by Q4 2021
    2. No other industry's employment was hit as hard as tourism.
    3. Anatomy of Travel Recovery
      - i. Domestic leisure consistent with travel
      - ii. Essential meetings and small to medium sized events. Regional International Travel.
      - iii. Final Phase (Q2 2021)- Large events. Long haul International Travel.
- d. Jennifer presented data from the MMLA for the City of Madison (see slide for details). Karen Wibell stated that motels approached MMLA with concern of a potential loss of several motel properties due to loss of revenue. They also have their own sets of recovery numbers which may be good to compare with the State and National numbers.
- e. Jennifer presented the Room Night data from Morgan County which look different than the City's numbers. The difference in data could be due to outdoor recreation where there is a perception of safety.
- f. Jennifer went into more detail on the Welcome Centers numbers and presented details on website traffic and other data.
- g. State Tourism is focusing on Georgians exploring GA and helping tourism recover quicker by promoting assets within our state.

**Committee Reports:**

- a. Financials- Pat presented the financials. Payroll taxes are off but the CVB has switched accountants so that will be adjusted. Pat stated the rest of the budget is on track.

**Other Business/General Discussion:** Jennifer invited Board to stay on for a sneak peek of the new website.

Jennifer made a motion to adjourn the meeting at 9:18 am. Brandie seconded.

Respectfully submitted,

Brandie Anderson  
Secretary