

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

December 10, 2020

8:17 am- 9:04am

Directors in Attendance: Zeb Grant, Chair
Pat Hodgetts, Treasurer
Brandie Anderson, Secretary
Karen Wibell
Charlotte Detienne

Absent: Tom White
Lance Alexander
Laura Rotroff
Chris Hodges

In Attendance: Jennifer Rosa, CVB Director
Lindsey Bryant, CVB Marketing
Karen Robertson, Mainstreet Director
Diane Yost, Morgan County Citizen

Zeb called the meeting to order at 8:17 am.

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

Old Business:

- a. Welcome Center- Jennifer reported the welcome center is operating at full hours and capacity. November had over 1k guests which surpassed the 2019 November records. The majority of the visitors are from Georgia. The 'Shop, Sip & Stroll' event was very successful. Karen Robertson reported she was excited working her first year on the event and seeing people getting back into the community. The event raised over \$11k in revenue for downtown merchants.
- b. Conflict of Interest Policy- Jennifer report the documents have been updated in everyone's Board packets and language has been removed around residency requirements for Board Members.

New Business:

- a. Filming- Jennifer reported a location scout inquired about a few Morgan County properties but unfortunately the scene was eliminated in the film so nothing will be moving forward.
- b. Marketing update- Jennifer reminded the Board about information she presented at the last meeting on Tourism, Travel, and Industry recovery. The information is available to all Board members. Jennifer updated the Board on current travel reports and what is happening in our State and Region. See Report.

- c. Hotels- Jennifer opened the floor for Hoteliers to report. Karen Wibell reported being full at The Brady Inn however she is not sure how that translates to the smaller hotels on the interstate. Karen suggested an idea of a marketing campaign highlighting Home Décor, Design and Retail partners in a “shopping” itinerary aimed at home décor since people are spending their time more at home due to the Pandemic. The idea to bring people in to shop vs. a tourist destination. Jennifer liked the idea and wants to talk it over with Lindsay. Karen Robertson reports she had an idea for the January/February Mainstreet Newsletter for highlighting Home Décor/Design stakeholders in the community and suggested collaborating with Jennifer and Lindsay on the idea.
- d. Social Statistics- Jennifer reported on the Media and Website stats. She also reported several PR spots from media organizations in Macon, Media stays, etc. See report.
- e. UGA- Jennifer reported on working with the University of Georgia, OLLI Program for virtual tourism day for Spring 2021. She put together a proposal which was accepted by UGA. The class would be titled “A Day Trip to Madison, GA – Georgia’s Historic Small Town” and encompass a virtual daytrip to share history and discover top attractions.
- f. Website- Jennifer gave an update on website development.

Committee Reports:

- a. Financials- Pat presented the financials. Pat that the organization is in great shape financially. See Financial Report.

Other Business/General Discussion: Jennifer asked the Board to give an update on their own businesses and/or projects in the community. Diane Yost presented the idea of pitching a large story on how Madison has opened and expanded more businesses during pandemic than in pre-pandemic times. A discussion was had on why Madison is surpassing that National/Regional trend. Diane also suggested putting together business days for Lake Oconee visitors to come to Madison for shopping and dining event called “Ladies Day Out in Madison”.

Zeb made a motion to adjourn the meeting at 9:04 am. Brandie seconded.

Respectfully submitted,

Brandie Anderson
Secretary