

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
February 11, 2021
8:22 am- 9:29 am

Directors in Attendance: Zeb Grant, Chair
Pat Hodgetts, Treasurer
Karen Wibell
Tom White
Lance Alexander
Laura Rotroff
Diane Yost

Absent: Brandie Anderson, Secretary
Charlotte Detienne

In Attendance: Jennifer Rosa, CVB Director
Karen Robertson, Mainstreet Director
Drew Torok, Morgan County Parks & Recreation Services
Assistant Director

Zeb called the meeting to order at 8:22 am.

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

Old Business:

- a. Patterson Strat Op Annual Review - Jennifer reported the 1-day Review, which will be administered by Hunter Hall and donated by Kelly Products, has been tentatively scheduled to take place at Hunter's earliest availability, the second week of May. Jennifer has reached out to the City Clerk to reserve City Hall to hold the meeting and made a request that all Board members pencil off those days to be able to attend the StratOp Planning Meeting.

New Business:

- a. Movie Productions - Jennifer reported Location Manager Michael Woodruff reached out for several locations in and around Madison for potential filming of TV series "Legacies."
- b. Personnel Update - Jennifer reported Marketing Communications Specialist Lindsey Bryant was offered a better paying position with her previous employer, Turner Sports, and the CVB was unable to make a competitive counteroffer. Lindsey has submitted her resignation letter and Jennifer is actively recruiting to find a replacement for the position.
- c. Marketing Update - Jennifer shared update on new website development; developer is working through suggested edits by website committee and digital marketing partner MediaOne. See report and slides. Jennifer presented slides on National Travel Updates including highlights of U.S. Travel Association's State of the Travel Industry 2021

address and other research updates, including: Industry Trends, Visitors, Overnight Stays in both City and County, Website traffic including breakdown of organic and paid and Social Media stats.

- d. Sports Tournaments - Jennifer reported using The Event Impact Calculator (EIC) to estimate the economic impact and ROI of proposed sports events being pursued by Morgan County Parks & Recreation Service, specifically the Dixie Youth Boys 12 U State Tournament planned to take place over two weekends this summer. The EIC is a tool designed to provide regionally localized metrics and was developed by Destinations International and Tourism Economics (an Oxford Economics Company). The CVB is able to use it through its partnership with Georgia Department of Economic Development, specifically the tourism division (Explore GA). She asked Lance Alexander, Director of Morgan County Parks & Recreation Services to share more details on his team's upcoming plans. Lance shared details of several youth sports events already won as well as more events his team is actively pursuing. He gave further details on the potential economic impact of these events to help drive business to the City and County. Lance asked the board for support in creating awareness of these events and the real impact they can have on local businesses. Dianne said she thought it could be a great potential story for the Morgan County Citizen and planned to reach out to the editor. Karen R. shared she and Jennifer discussed the opportunity to work together to market to event attendees and would like if Lance could join in for the next discussion.

Committee Reports:

Financials - See report. Pat presented the financials and noted all is good with the CVB being on track with the budget, except for a bookkeeping error from the previous accountant around Payroll Taxes that the CVB is working with the auditor to make sure is correctly adjusted in Quickbooks. Pat stated the PPP loan was approved and will be a great, much needed support to the CVB. She shared many local businesses have been successful in having the loan forgiven and is confident the CVB will be able to effectively spend and have the loan forgiven in the 24 weeks allotted to do so.

Other

Business/General

Discussion:

No other Business or General Discussion was had.

Jennifer made a motion to adjourn the meeting at 9:29 am. Zeb seconded.

Respectfully submitted,

Jennifer Rosa
Director