

**MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.**  
**Board of Directors Meeting Minutes**  
**March 11, 2021**  
8:19 am- 9:19 am

**Directors in Attendance:**

Zeb Grant, Chair  
Pat Hodgetts, Treasurer  
Brandie Anderson, Secretary  
Lance Alexander  
Karen Wibell  
Laura Rotroff  
Tom White  
Diane Yost

**Absent:**

Charlotte Detienne

**In Attendance:**

Jennifer Rosa, CVB Director  
Karen Robertson, Mainstreet Director

Zeb called the meeting to order at 8:19 am.

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

**Old Business:**

- a. Strat Op Session Annual Review scheduled for May 13<sup>th</sup>, 2021 and will be held at City Hall. Jennifer thanked to Laura for donating the update session. Laura Rotroff asked board to review documents prior to the meeting. Jennifer added to reach out to her if anyone has trouble logging in to the Strat Op portal.
- b. Sports Tournament- Jennifer reported on meeting with Lance and his team as well as with Colleen and Karen R. with how the CVB can market and partner with the Rec Department to promote events and be present at some of these tournaments. Jennifer has asked for volunteers/ambassadors to man a booth at several upcoming tournaments. Jennifer offered training to anyone who needs to be more comfortable in how CVB promotes and talks about the community. Jennifer discussed the upcoming events and presented a sign-up sheet.

**New Business:**

- a. Filming- Jennifer reported no new film location requests.
- b. Personnel Update- Jennifer reported the Welcome Center had its first case of Covid-19 with the Welcome Center Staff. She reported closing for 24 hours and engaged a cleaning crew. The employee is doing well and will return next week.
  - Jennifer updated the Board on Lindsey Bryant's departure and the efforts to fill the Marketing position. Jennifer reported receiving over 180 applications. She reported hiring

Justin Stringer, who interned with the CVB last year. He will be introduced at the next Board meeting.

c. Marketing Update-

- Jennifer reported on the delays of launching the new website. Revisions have been submitted but is tracking slowly. Original launch date was scheduled for yesterday. Jennifer is confident it will be ready in the next several weeks.
- Jennifer stated the digital campaign is focused on retargets through Google. While there is less traffic, they are staying on the site longer by 50%.
- Walking Tour- Jennifer presented issues with the walking tour app and is looking for alternative companies to develop and service. Lance offered to speak with the county's IT professional on recommendations. Karen R. also had several ideas to share with Jennifer.
- Brochure- Jennifer reported on the progress of the Brochure which is paid for by ad sales and that they are at 50% of the ad sales goal.
- Social Media Stats- Jennifer reported on various social media stats. See report.
- Dianne Yost stated she reached out to High Point, NC on their branding and promotion of their "Design & Décor" assets for tourism. She stated they do several brochures. A discussion on setting up separate meeting with our community design and home furnishing stakeholders on how to layout an action plan for promoting Madison/Morgan Design & Décor assets for Destination Travel. Karen Wibell and Karen Robertson stated they have spoken with several shop owners who are interested in joining the discussion.

**Committee Reports:**

- a. Finance Report: See Report. Working on resolving payroll tax issue. Jennifer is doing great with keeping the budget on track.

**Other Business/General Discussion:** a discussion of BRAG, Routes, How to Market/Promote was had.

Zeb made a motion to adjourn the meeting at 9:19 am. Brandie seconded.

Respectfully submitted,

Brandie Anderson  
Secretary