

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
July 9, 2020
8:25 am- 9:30 am

Directors in Attendance: Kim Brown, Vice Chair
Pat Hodgetts, Treasurer
Brandie Anderson, Secretary
Karen Wibell
Chris Hodges
Charlotte Detienne
Tom White

Absent: Zeb Grant, Chair
Lance Alexander
Laura Rotroff

In Attendance: Jennifer Rosa, CVB Director

Jennifer Rosa called the meeting to order at 8:25 am

Welcome: Jennifer introduced the two new Board Members, Tom White and Charlotte Detienne, and gave them and gave them an opportunity to introduce themselves.

Approval of Minutes: Kim made a motion to approve June's minutes. Pat seconded and the motioned passed without opposition.

Old Business:

- a) Marketing Initiatives- The marketing team put a lot of work into the plan and is available to answer any questions by the Board. Jennifer stated with the launch of Digital Summer Campaign we are getting back into the paid advertising. The focus is on Mental Health, Wellness and travel to areas focusing on the outdoors and the beauty of areas. Jennifer reported that website traffic is rebounding and matches June 2019 with over 5,000 visits. This is an increase of 205% from May and shows people are interested and exploring options for travel. Jennifer stated social media engagements are up as well and she reported on current social media stats. The Digital Campaign is the drive market, but it is not translating to actual visitors just yet as we are seeing about 1/3 of the visitors from this time last year.

New Business:

- a) Welcome Center- Jennifer reported June's staff schedule and the number of visitors coming through the Welcome Center A discussion of adjusting operating hours was had, including keeping the same reduced staff and hours for weekends only vs. the possibility of opening during the week. A discussion about operational hours being 10am-2pm vs. 11am-3pm with one shift only

during the week was had. A new weekday schedule will start Monday, July 13th, 2020 from 11am-3pm each day.

- b) Tourism Product Development Grant- Jennifer stated that the CVB has partnered with the Conservancy on a new TPD grant. This 10,000 grant will be used towards marketing efforts for driving and biking themed experience focusing on several themed routes through the county including a revamped Farmeander Tour, Black History Route, Midcentury Modern Architecture Route, and Churches and Schools, and film and television filming sites as well.
- c) Movie Productions- Request for permits are starting to come in for all kinds of productions from small private films to large feature productions.

Committee Reports: Pat presented the financial report (see report). She stated that the budget is on track and that CVB will carry over a surplus into the next fiscal year. The 2020-2021 Budget was presented. Kim made a motion to approve the 2020-2021 Budget. Karen seconded and the motion passed without opposition.

General Discussion:

Chris Hodges opened a discussion about the various travel lists that come out identifying the best of small southern towns. Madison has seemed to have fallen off several lists we have been on and she asked how to get back on these lists. Jennifer stated she will look into this and make a report next meeting. Chris also asked about travel writers as well.. Jennifer reported on the process of engaging travel writers and the difficulties during the current pandemic.

Pat made a motion to adjourn the meeting at 9:30 am. Brandie seconded.

Respectfully submitted,

Brandie Anderson
Secretary