

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
August 13, 2020
8:21 am- 9:22 am

Directors in Attendance: Pat Hodgetts, Treasurer
Brandie Anderson, Secretary
Karen Wibell
Charlotte Detienne
Tom White

Absent: Zeb Grant, Chair
Kim Brown, Vice Chair
Lance Alexander
Laura Rotroff

In Attendance: Ann Huff, City Ex Officio
Jennifer Rosa, CVB Director
Lindsey Bryant, CVB MarCom Specialist

Pat Hodgetts called the meeting to order at 8:21 am

Approval of Minutes: Pat made a motion to approve July's minutes. Tom seconded, and the motion passed without opposition.

Old Business:

- a) Marketing initiatives- The marketing plan and strategy will be discussed later in this meeting.
 - Jennifer stated that the Branding guidelines are a work in progress with a focus on the finalizing the colors, mood, etc. The website redesign is next in the process. She stated that they have received RFPs from several companies and have narrowed it down to two potential vendors, PixelRocketApps and Clear Message Marketing. Jennifer stated that the focus is still ongoing with the digital marketing campaign. Jennifer also stated that the welcome center was one of the first to open and that website traffic was over 8k visitors this month. Jennifer reported other web and social stats. The main focus is keeping Madison/Morgan County top of mind for those willing to travel or making future travel plans.
 - Jennifer stated they found an error in Google Analytics account and they worked with Madison Studios to correct.
- b) Welcome Center- Jennifer reported on the hours of operation and the staffing changes. Front desk staff changes/resignations were due to Covid-19 concerns, public interaction, and bathrooms being open to the public. Jennifer reported her efforts on staffing the welcome center and that she has recently hired Carol Roddy who Started this month.

New Business:

- a) City Contract & Questionnaire- Jennifer asked for the board to please fill out Conflict of Interest form and send it back to her before the next board meeting.
- b) Movie Productions- Jennifer reported that one small budget film has been scouting around Madison, but no further inquiries or contact has been made by the production company
- c) Marketing Strategy- Jennifer presented the Marketing Strategy Program for 2020-2021 to the Board. A lot of work went into this strategy including branding, target audience, tactics, and goals. She opened it up to the floor with questions and discussions. She stated that the strategy will be reviewed again in the Spring. A motion was made by email to approve the Marketing Strategy. The motion passed without opposition.
- d) Committees- Jennifer stated she and Zeb worked together developing new guidelines for committees which include new attendance requirements and minimum participation of work hours. Jennifer reported on open committee spots.

Jennifer made a motion to adjourn the meeting at 9:22 am. Brandie seconded.

Respectfully submitted,

Brandie Anderson
Secretary