

**MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.**

**Board of Directors Meeting Minutes**

**September 10, 2020**

8:30 am- 9:30 am

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

**Absent:** Lance Alexander  
Laura Rotroff

**In Attendance:** Chris Hodges, City Ex Officio  
Jennifer Rosa, CVB Director  
Lindsey Bryant, CVB MarCom Specialist

Zeb Grant called the meeting to order at 8:30 am

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

**Old Business:**

- a. Welcome Center- Jennifer presented information on the new hires and full reopening plans were discussed. Jennifer stated that the full reopening is delayed as the new staff is being trained and the senior staff recovers from illness. Jennifer reported nearly a 200+ increase of visitors in August from July and this month seems to be even busier than August.
- b. City Contract & Questionnaire- Jennifer reported the city passed the contract and emergency addendum which addresses the financial rollover of funds from last year into this fiscal year and possibly into 2022. Jennifer asked the board to read and sign documents. Brandie offered to share conflict of interest policy for the Georgia Zoological Society.
- c. Committee- Jennifer presented the new website committee which includes Zeb Grant, Laura Rotroff, Tom White, Charlotte Detienne, herself, and Lindsey Bryant.
- d. Marketing update-
  - Jennifer reported that after the RFP process decided to move forward with a signed contract with Clear Message Marketing. The deadline for the site to launch is mid-October. Also, she reported contracting with MediaOne Digital Marketing to help market and push the site out and assist with ensuring digital content is linked correctly. A discussion on the process of moving the URL from Madison Studios was had.
  - Jennifer presented social media stats and engagements. Jennifer also stated she was able to secure another intern for the Fall semester. Chris Hodges suggested utilizing TikTok along with other Social Media platforms. A discussion on TikTok and its value was had. Chris also asked about the various "lists" that Madison has regularly been featured in

the past. Jennifer stated she will focus on Public Relations and the strategy for getting back on those lists this upcoming Spring. Chris offered to help get this effort off the ground again.

**New Business:**

- a. Movie productions- No new inquires at this time.
- b. Madison Morgan Meander- Jennifer reported on the grant that was received in partnership with the conservancy for this effort. She stated they only received a 5k grant vs. the 10k that was applied for. A press release was ran in the September 3<sup>rd</sup>, 2020 issue of the Morgan County Citizen. The Meander will be focused on biking and driving tours to accommodate social distancing.

**Committee Reports:**

- a. Financials- Pat presented August Financials. Pat stated that all AR/AP/Payroll was handled by an outside company. Moving AR/AP in-house but payroll will still be handled by the previous company. Lindsay will be handling the in-house accounts moving forward.

Pat made a motion to adjourn the meeting at 9:21 am. Brandie seconded.

Respectfully submitted,

Brandie Anderson  
Secretary