

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

September 9, 2021

8:23 am- 9:15 am

Directors in Attendance: Zeb Grant, Vice Chair
Pat Hodgetts, Treasurer
Brandie Anderson, Secretary
Carol Sanchez

Absent: Lance Alexander
Tom White
Karen Wibell, Chair

In Attendance: Jennifer Rosa, CVB Director
Jenn Lockridge, Marketing & Communications Specialist CVB
Karen Robertson, City Ex Officio
Philipp von Hanstein, County Ex Officio

Zeb G. called the meeting to order at 8:23 am.

Welcome: Jennifer R. welcomed Jennifer Lockridge to the CVB Staff and gave her the floor to introduce herself to the Board.

Approval of Minutes: Zeb G. made a motion to approve the August minutes. Carol S. seconded. The motion passed without opposition.

Old Business:

- a. Board Position- A Board position has opened for the city representative (vacant by Laura Rotroff). Karen R. gave the Board an update on the efforts to find a replacement. The position will be advertised to the community.
Jennifer R. reached out to Charlotte Detienne to discuss meeting absences and future involvement on the board. Charlotte D. elected to step down from her Board position stating a desire to focus more on her photography business. **Jennifer asked the Board for recommendations to fill the remaining 2-year term.**
- b. Movie Production- Inquiries are not as busy as last month. Only two inquiries were made: a children's production and one other. See director's report for details.

New Business:

- a. Sports Update- Update on group sports attendance and numbers by Lance A. has been postponed for a future meeting.

- b. COVID-Relief Funds- Jennifer R. stated she attended the Governor's Tourism Conference where Gov. Kemp announced the allocation of \$5.8 million in federal coronavirus relief funds to Explore Georgia, the tourism division of the Georgia Department of Economic Development (GDEcD). Jennifer R. stated information has been placed into Board's meeting materials on the google cloud drive. Jennifer R. asked the Board if there's any interest in making a presentation to the City of Madison for digital marketing efforts of the CVB, as the City is seeking public feedback on how to spend their own COVID-relief funds at a public meeting to be held Oct. 4. **Jennifer R. will meet with David Nunn to discuss the city's interest on allocating a portion of funds to CVB.** If interested, Jennifer **will put together a presentation on how those funds will be used to amplify the digital marketing plan.**

Committee Reports:

- a. Finance Report: See Report. Pat presented updated on financials.

Other Business/General Discussion: no general discussion was had.

Zeb G. made a motion to adjourn the meeting at 9:15 am.

Respectfully submitted,

Brandie Anderson
Secretary