

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

**Board of Directors Meeting Minutes**

**April 8, 2021**

8:22 am- 9:19 am

**Directors in Attendance:**

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

**Absent:**

Charlotte Detienne  
Lance Alexander

**In Attendance:**

Jennifer Rosa, CVB Director  
Justin Stringer, CVB Marketing

Zeb called the meeting to order at 8:22 am.

**Approval of Minutes:** Pat made a motion to approve March's minutes. Dianne 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 reminded everyone to log in and review the material. The summary page, Plan on a Page, has been updated and in today's board packet. This will replace the Monthly Board Meeting for May.
- b. Personnel Update: The Marketing and Communications Specialist, Justin Stringer, has jumped right into the position. Plans for selecting the next intern for Summer is in process. A Quarterly Staff Meeting and a tour of the Cultural Center was had.

**New Business:**

- a. Filming- Jennifer reported several requests have come in for a factory location, academy or High School setting by Fox and Amazon.
- b. Marketing Update-
  - Welcome Center- Jennifer reported the Welcome Center had double the number of visitors in March than in February. The majority of visitors are coming from Georgia and it is still half the number of visitors from pre-pandemic in March.
  - Brochure- Jennifer thanked Dianne for new connections to Printing Companies and for making the introductions to Otis Brumby, who purchased the Newspaper, and his staff. Jennifer reported the goal was \$8,000 for advertising dollars to supplement cost of

Brochure but have secured \$16,500 in Advertising. This also exceeded the pre-pandemic numbers.

- CVB APP- Jennifer updated the Board on the efforts to improve the Walking Tour App. She showed information on a new company she was connected to by Karen Robertson. It would be a significant investment but cheaper to maintain. Jennifer will continue to explore options and report back on her efforts. See information included in Board Packet for more information.
- Website- Jennifer stated she is still having issues with the developer. She said it is taking the same amount to troubleshoot than it was to develop.. Dianne asked who the company was and what did the contact say about deliverables? A discussion was had on the contract and deadlines and support with the current company as tourism is about to explode. Laura Rotroff suggested looking for another company to maintain the site after receiving a viable product.
- Advertising- Jennifer said advertising is still ongoing with Media One. See Directors Report for additional information on Social Media Stats and other information.

**Committee Reports:**

- a. Finance Report: See Report. Pat presented the financials and stated that Jennifer has done an excellent job keeping expenses within budget.

**Other Business/General Discussion:**

- Jennifer asked for more volunteers to man booths at various upcoming events.
- Karen Rotroff presented opportunity to direct traffic into Town Park for family movie night after the Sports Tournaments is over.

Zeb made a motion to adjourn the meeting at 9:14 am. Brandie seconded.

Respectfully submitted,

Brandie Anderson  
Secretary