

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
August 12, 2021
8:20 am- 9:29 am

Directors in Attendance: Karen Wibell, Chair
Pat Hodgetts, Treasurer
Brandie Anderson, Secretary
Lance Alexander
Carol Sanchez
Tom White

Absent: Zeb Grant, Vice Chair
Charlotte Detienne

In Attendance: Jennifer Rosa, CVB Director
Eric Joyce, City Council
Karen Robertson, City Ex Officio

Karen W. called the meeting to order at 8:20 am.

Welcome: Karen W. welcomed Carol Sanchez, Park Manager of Hard Labor Creek, as a new Board member and gave her an opportunity to introduce herself to the Board.

Approval of Minutes: Pat made a motion to approve the April minutes. Tom seconded. Tom made a motion to approve the June minutes. Lance seconded. Both motions passed without opposition.

Old Business:

- a. Personnel Update- Jennifer let the Board know about Justin Stringer's departure and the new opportunity he was given to advance in his field. She also updated the Board on the potential job candidates for his replacement as well as updates on the Welcome Center staffing.
- b. Movie Production: Jennifer reported receiving twelve (12) movie requests. See directors report for details.

New Business:

- a. MMCVB Update- Jennifer presented highlights of the 'What is Happening at CVB' presentation that was presented to the City Council (See presentation for additional details). Jennifer presented the newly updated Madison Destination Guide to the board.
- b. Board Member Manual/COI FORM- Jennifer distributed Conflict of Interest (COI) forms for the board to fill out, as well as the Board Member Manual. **Board Members were asked to complete the COI by Monday, August 16th, 2021. Jenifer will email the absent board members a blank copy of the form.**

- c. Marketing Update-Jennifer reported that she has been focused on the development of a web progressive App that will be integrated into the website. Justin was working on this prior to his departure.

Committee Reports:

- a. Finance Report: See Report. Pat reported that as the preparation of the financial report, no income had been received from either the city or county for this month. Jennifer stated income from the County has been received for July and August but that she is still awaiting income from the City for July. The Executive Committee approved a new budget (see report for details) but a general vote to approve the Budget was had. Brandie made a motion to approve the FY 21/22 budget. Tom seconded, and the motion passed without opposition.

Other Business/General Discussion:

- a. Lance A. shared accomplishments of Morgan County Parks and Recreation (MCPR) including tournaments held in July bringing in more than 1,400 people, with an 18-team tournament the first weekend of the month offering a large part of this number. He also shared expansion plans of the MCPR to keep up with Morgan County's growing population and housing developments. Karen R. requested to receive contact information of tournament directors after events to be able to share "thank you" messages from MainStreet and CVB. Pat H. said she would like to learn more about MCPR, if Lance A. could present during next meeting. Lance A. agreed to present on Sports during next Board Meeting, to be held September 9. Jennifer R. suggested Sports Tourism presentation would be a valuable opportunity to connect with City Council, as council members showed excitement around this topic during recent CVB presentation at City of Madison Work Session. Jennifer R. consulted visiting Councilman Eric Joyce on the opportunity. Eric J. said he believed this topic would garner interest and would like to support having a presentation on Sport Tourism at City Council; Eric J. offered to help having it added to City Council's agenda.
- b. Karen W. shared ideas garnered from first PR/Communications Committee meeting including new ideas to partner and share messaging with stakeholders. Ideas included partnering with Zeb G. for home décor campaign and Tom W. to present new media (video) workshop for local businesses. PR/Communications Committee to hold next meeting Thursday, September 9 to work through ideas to develop comprehensive PR and Communications Plan. Karen W. encouraged all members to think about opportunities to maximize tourist engagement, get tourists moving around the county, inspire return visitation and the marketing tools to invest in that would accomplish this.

Karen W. made a motion to adjourn the meeting at 9:29 am.

Respectfully submitted,

Brandie Anderson
Secretary