

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

**Board of Directors Meeting Minutes**

**November 11, 2021**

8:20 am- 9:34 am

**Directors in Attendance:** Karen Wibell, Chair  
Brandie Anderson, Secretary  
Lance Alexander  
Carol Sanchez  
Lance Van Rheenen

**Absent:** Tom White  
Zeb Grant, Vice Chair  
Pat Hodgetts, Treasurer

**In Attendance:**

Karen Robertson, City of Madison  
Jennifer Rosa, CVB Director  
Jenn Lockridge, Marketing & Communications Specialist CVB

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

**Welcome:** Jennifer R. welcomed Lance Van Rheenen to the meeting. He is the candidate for the vacant spot once held by Charlotte Detienne. Karen W. asked for a motion to approve Lance Van Rheenen to the CVB Board. Brandie A. made a motion to approve Lance V. to the Board. Lance A. seconded, and the motion passed unanimously.

**Approval of Minutes:** Lance A. made a motion to approve the October Minutes. Karen W. seconded the motion to approve minutes and the motion was approved without opposition.

**Old Business:**

- a. Personnel Update- Jennifer reported that she was able to rehire previous employee, Francesca Matchak and moved forward with hiring an additional Welcome Center staff member, Marie Jordan. Marie J. is a retired educator who taught at the primary school for 30 years and she is the first Morgan County native on the staff.
- b. Internship: Jennifer R. reported attending the Career and Internship Fair hosted by University of Georgia. Jennifer R. stated she interviewed several candidates, but one stood out, Stephanie Ann Bell. She is Senior majoring in Public Relations with a minor in Design & Media. Stephanie B's dream is to become a Food Blogger and will do a few blogs for Madison/Morgan Food Partners. Jennifer R. presented some work the last summer intern created to the Board.
- c. Movie Productions- Jennifer R. reported the CVB was able to fulfill six different location requests by scouts. See Directors report for more details.

**New Business:**

- a. Marketing Update- Jennifer R. stated the Welcome Center will be able to reinvest about \$30K in additional advertising due to budget surplus. Jennifer presented her recommendations below which align with Strategic Operations Initiatives.
- Focus:
    - i. Newsletter Development
    - ii. Website Support and Maintenance (switching developer/Support in Spring)
    - iii. PR Communications Plan- Jennifer R. stated she has been working with Roland Alonzi who helped get us in Southern Living and Travel & Leisure. Roland put together a proposal where he will focus on the drive market which is Local Metro Atlanta and surrounding areas. See Board Packet for proposal.
    - iv. Advertising Investment/ Digital Focus-
      - Jennifer R. stated marketing Plan focuses 75% of the Marketing Budget in digital advertising. Jennifer R. mentioned that she is happy with the current vendor, Media One, and recommended we continue to use their services and add an additional \$6K to focus on tourism travel in the months of January- March.
      - Jennifer R. stated there is value in investing in Karen Wibell's idea of developing a program where large stand alone, three-sided signs that could be placed outside of destination partners to highlight other assets in the area. Karen W. explained the concept in further detail to the Board. Jennifer R. stated the funds must be spent within the fiscal year. **Further development of concept needs to be had. Jennifer R. asked Karen W. to think on how to develop the concept with potential budget of \$6,000 and present concept along with vendor in January.**
      - The Budget will need to have 30% focused on more traditional advertising print, like newspapers and magazines. **Jennifer R. stated she would like to get quotes from some of the larger print groups including Madison local, Otis Brumby's papers as well as another in Gwinnett.**
      - After accomplishing all advertising tasks above there would remain another \$5k in funds to spend and Jennifer R. presented investing that into the sports traveler or possibly the Construction industry per the Strategic Operations plan. **Jennifer R. asked Lance A. to think on how to invest the additional funds and present in January.** The swag discussion was set for January 13, 2022.
      - Brandie A. made a motion to spend the funds on Public Relations, Communications and the additional Advertising investment as presented. Carol S. seconded and the motion passed without opposition.

**Committee Reports:**

Finance Report: See Report. Jennifer presented the financial in our treasurer's absence. Budget is on track and the accounting and payroll issues were resolved with the new accountant.

**Other Business/General Discussion:** No other business or general discussion had.

Karen W. made a motion to adjourn the meeting at 9:34 am.

Respectfully submitted,

Brandie Anderson

Secretary