

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
January 13, 2022
8:25 am- 10:00 am

Directors in Attendance: Karen Wibell, Chair
Pat Hodgetts, Treasurer
Lance Alexander
Carol Sanchez
Tom White
Lance Van Rheenen

Absent: Zeb Grant, Vice Chair
Brandie Anderson, Secretary

In Attendance:
Karen Robertson, City of Madison
Jennifer Rosa, CVB Director

Karen Wibell called the meeting to order at 8:25 am.

Approval of Minutes: Pat H. made a motion to approve the December Minutes. Lance A. seconded, and the motion was approved without opposition.

Old Business:

- a. Personnel Update- Jennifer updated the board on the recent changes to the Marketing & Communications Specialist position. The Madison Morgan County CVB hires on a 90-day provisional basis. The determination was made within this evaluation period that, regrettably, the results did not meet business expectations. Jennifer Lockridge did not make provision basis.
- b. Jennifer R. stated it is tough to hire and trying to keep the center open with various health issues among staff including covid absences. Jennifer R. explained the issues with hiring full-time staff is the pay is not competitive for the Marketing position. It is hard to hire for under at 42k salary. Tom White and Board Members offered hiring suggestions including:
 - Tom W. suggested looking for retirees in backside of career. A discussion was had.
 - Inquire on marketing program at high school. Work-based learning could be for school year or semester. Lance A. shared that Morgan County Parks & Recreation reached out for project to create website. Tom W. noted Katie Harris is teacher and student could bridge gap between good candidates, but require more supervision, perhaps. Karen W. mentioned MAG also used student in program, noting best for projects that are not ongoing or priority as student schedules can be demanding.
 - Karen W. offered additional suggestions including creating a bonus system, training, and paid compensation benefits potentially. Lance A. suggested a pay study of nearby

counties like the one he conducted when lobbying for an assistant director for Morgan County Parks & Recreation. **Jennifer committed to conduct a pay study for the CVB, looking into similar roles and organizations.**

- c. Internship: Jennifer R. reported Stephanie Ann Bell, she prefers to be called Ann, started her internship today. Ann is UGA Senior majoring in Public Relations with a minor in Design & Media.
- d. Charles Marvil: He was elected for the City-Elect Board Member position at the most recent City Council meeting. He will be starting in February. Charles M. brings 30+ years of hospitality experience and noted in his application he looks forward to working with the members of the CVB to assist the city of Madison as it increases its exposure to the tourism market. He brings many strengths and skills to the Board.
- e. Movie Productions: Jennifer R. reported supporting seven film requests in November and December. See Directors Report for more details.
- f. Investment Options: Board discussed advertising investment options for remainder of fiscal year, up to \$10,000.
 - Banner displays and rack cards- Karen W. gave presentation- “Low Hanging Fruit”- have the get-here’s, work on stay longer and overnights, get the new and different seekers, need to introduce others to new options. Cannot rely on active visitors.
 - Karen W. encouraged the creation of QR codes that map to lifestyle categories, that can be displayed at events as well as at key partner destinations that attract guests independently (Hard Labor Creek State Park, Farmview Market). Noted it would be best to begin with temporary or transportable assets and, depending on performance, later move to invest in more permanent setups. Board had a discussion. Lance A. is planning to invest in a banner maker for tournaments; noted opportunity to request freebies from restaurants, etc. This is an estimated \$5k budget including design work and asset investment. Decided to adjourn and begin by asking partner destinations (HLC, Parks & Rec, Southern Cross, etc.) for what information would be useful to visitors. Where the information could be displayed? What purpose is being served by display? Discussion to continue at February Meeting.
 - Sports tourism investment. Lance requested promotional display in preparation for Tournament to be held March 11. **Jennifer R. committed to begin developing assets for request.** Lance to revisit request on other promotional opportunities for sports tourism.

Committee Reports:

Finance Report: See Report. Pat H. presented the financials and said there is plenty of funds in the Budget. The funds need to be spent before end of fiscal year (6/30/2022). Jennifer R. added a reminder that the amount budgeted for this fiscal year is \$50,000 over actual earnings.

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

Karen W. made a motion to adjourn the meeting at 10:00 am.

Respectfully submitted,
Carol Sanchez
Acting in absence of Secretary