

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

February 10, 2022

8:17 am- 9:45 am

Directors in Attendance: Karen Wibell, Chair
Zeb Grant, Vice Chair
Pat Hodgetts, Treasurer
Brandie Anderson, Secretary
Charles Marvil
Lance Van Rheenen
Tom White
Lance Alexander

Absent: Carol Sanchez (On Maternity Leave through April)

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

Karen W. called the meeting to order at 8:17 am.

Welcome: Jennifer R. opened the meeting with by welcoming Charles Marvil to the Board. Charles M. is the City Elect position.

Approval of Minutes: Pat H. made a motion to approve the January Minutes. Tom W. seconded, and the motion was approved without opposition.

Old Business:

- a. Board Update- Jennifer R. stated that Carol Sanchez will be out on maternity leave through April. Karen W. made a motion to approve the waiving of attendance requirements per by-laws due to her maternity leave.
- b. Personnel Update- Jennifer R. updated the board on the plan to replace welcome staff who have left. She worked with the Personnel Committee on a strategy to staff the front desk and hire a new Marketing Coordinator. See Report. Jennifer R. presented research on similar positions and salaries with neighboring CVB's and reported on a plan to increase salaries in order to recruit better talent. She also reported that the personnel committee had approved the plan and she is moving forward with the process.

Jennifer R. opened up a discussion on a potential candidate for the Marketing Coordinator position. Sarah Wibell is a candidate for the position who reached out directly to Jennifer R. to discuss the role. Since Sarah is the daughter of the current Board Chair, Jennifer R. spent time reviewing the conflict-of-interest policy with the Board. Karen W. made a statement that she had no involvement in the recruitment of Sarah W. to apply nor has had any direct conversation with Jennifer R. about her candidacy. The Chair was asked to step out of the meeting while a discussion

was had on Sarah W's candidacy for the position. Jennifer R. presented Sarah's resume and qualifications and expressed that she is excited about her skills and passion for our community. Jennifer R. feels that the areas where Sarah W. is less experienced, she can train and develop. Jennifer R. opened the floor to the Board for discussion. The Board's agreed that there was no conflict of interest from their perspective since the Board has no direct oversight of the CVB Staff. Jennifer stated seeking legal counsel as well regarding any potential conflict of interest and was informed there was no real cause for concern as long as established Conflict of Interest policies are followed, including removal of affected parties from the Personnel Committee in particular. **Jennifer to share specifics with Chair and Personnel Committee following meeting.** Karen W. invited to return to meeting.

- c. Movie Productions: Jennifer R. reported 'Southern Gothic' is a major film that will filming in the area for the next 5 weeks.
- d. Investment Options for Marketing: Jennifer reported that she and Pat H. are working on some corrections to the budget which does currently not reflect forgiveness of the PPP (Paycheck Protection Program) loan money. Jennifer R. reported on initiatives she is working on with the Georgia Antebellum Trail Board including grants, branding/rebranding, marketing strategies, etc. Jennifer R. stated that each community who is supported by the efforts of the Antebellum Trail are donating for them to move forward with the rebranding contract with Hargrove International. Jennifer R. stated she would like to earmark \$5k to the project which would help take the project to the finish line.
- e. Karen W. summarized a presentation from the last Board meeting and presented concept artwork for the standup banner project that can be placed at key attractions, hotels, and retail locations. The goal is to inform visitors of all of our community assets. Poster art has QR codes that tie into the CVB website and itinerary pages. This is to educate day trippers on other things to do while here or on a future trip, as well as upcoming events in order encourage repeat visit and overnight stays. Jennifer R. presented the intern's work ideas for the banners. **Brandie A. suggested two image changes for outdoor activities and relaxation & wellness.** Charles M. asked about ROI on the Banner Project. Jennifer R. stated we can add tracking code to the individual QR code urls to track in Google Analytics however there is not a way to track conversion of day trippers to overnight stays nor aggregate all the individual tracking codes to one measurable data point. Jennifer R. presented other marketing and advertising efforts such as email campaigns and our first newsletter. See reports for more details.
- f. STMA Invitation- Jennifer R. reported that she was invited to be a part of the Steffen Thomas Museum of Art Board. Discussions were had on potential conflicts of interest and optics. **Group consensus against Director's participation to avoid any potential conflict of interests.**

Committee Reports:

Finance Report: See Treasurers Report. Pat H. reported on status of budget. Plans to rework the budget to show additional funds/planned expenditures.

Other Business/General Discussion: Lance A. and Brandie A. presented upcoming sporting events and tournaments coming to the Rec fields including softball, archery, and baseball.

Karen W. adjourned the meeting at 9:45 am.

Respectfully submitted,
Brandie Anderson
Secretary