

**MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.**  
**Board of Directors Meeting Minutes**  
**March 10, 2022**  
8:18 am- 9:06 am

**Directors in Attendance:** Karen Wibell, Chair  
Pat Hodgetts, Treasurer  
Lance Alexander  
Tom White  
Charles Marvil  
Lance Van Rheenen

**Absent:** Carol Sanchez (On Maternity Leave through April)  
Zeb Grant, Vice Chair  
Brandie Anderson, Secretary

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

Karen W. called the meeting to order at 8:18 am.

**Approval of Minutes:** Tom W. made a motion to approve the February Minutes. Lance A. seconded, and the motion was approved without opposition.

**Old Business:**

- a. Personnel Update- Jennifer R. updated the board on new Part-Time Marketing Coordinator, Sarah Wibell. Sarah began onboarding February 15<sup>th</sup> and training is going great.
- b. Movie Productions: Jennifer R. reported 'Southern Gothic' is still filming in the area and has continued support from the CVB. There have been four other productions scouted in the past month. See directors reports for additional information.
- c. Investment Options for Marketing: Jennifer reported that she is waiting for photos that were recommended to correct the website. Jennifer R. discussed that the two main focus areas in the Marketing Strategy are Heritage and Wellness Travelers. Jennifer R. asked to shift focus on the concept of what "Wellness" represented and asked the Board to describe what "wellness" means to them. Discussions were had on locations to focus on branding of Functional and Emotional Elements. Bicycling was discussed and it was agreed upon to market this activity towards the younger generation (millennials). Karen W. recommended that the 'Outdoor Activities' picture be changed to reflect the cycling; however, the 'Outdoor Recreation' header could remain. Jennifer R. stated if the any board members have additional ideas, to please contact her regarding other options. Jennifer R. gave a brief update on the Destination Guide and reported that Ad sales have already surpassed the sales goal for this issue. Jennifer R. stated that the current intern, Ann B.,

has an interest in design, her minor at UGA, so has been able to assist stakeholders with their ads. The new guide will be published in June.

**New Business:**

- a. Jennifer reported that the Welcome Center visitor numbers were higher than in 2021 and only 9% less than pre-Covid. She stated the Public Relations Project is tracking and that she has approved several pitches that will be presented to travel writers, journalists, and bloggers.
- b. Communications- Jennifer R. reported that she has accepted an invitation to be a part of the City of Madison's Steering Committee for their strategic planning. Karen R. is also on the committee.

**Committee Reports:**

Finance Report: See Treasurers Report. Pat H. reported on status of the budget and stated that the budget is not changing except for The Loan forgiveness error of 30K, which has been corrected in the overall totals.

**Other Business/General Discussion:**

Jennifer R. informed the Board of her recent presentation to Madison City Council in on the 2019 and 2020 visitor numbers and the Economic Impact report for Tourism in Georgia. Karen W. stated it would be best to check into advertising geographically and potentially focusing on "1 tank trip" markets due to the impacts of current gasoline costs. Jennifer R. provided statistics that gas prices are having more of an impact on tourism than Covid-19. Karen W. asked Jennifer about capturing Zip codes from visitors to target advertising locations. Jennifer R. stated that is not a current practice, but **she will research costs for technology/applications to capture origin markets of travelers.**

Karen W. adjourned the meeting at 9:06 am.

Respectfully submitted,  
Brandie Anderson  
Secretary