

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

April 14, 2022

8:26 am- 9:37 am

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

Absent: Zeb Grant, Vice Chair
Lance Van Rheenen

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

Karen W. called the meeting to order at 8:26 am.

Approval of Minutes: The approval was tabled as minutes were not distributed. A vote to approve March's minutes will take place during next meeting.

Old Business:

- a. Personnel Update- Jennifer R. updated the board on the new summer intern, Louis A. Carter, who is a senior at UGA's Grady College of Journalism & Mass Communications, majoring in Public Relations. Carter will begin, 200-hour internship in May.

New Business:

- a. Board of Directors, Nominating Committee- Karen W. and Lance A. will be renewing their Board terms. Tom White accepted a new position at UGA and will be leaving the Board in June. Jennifer R. asked the Board to start thinking about their networks, what skills and experiences do we need, who are with Tourism assets that would/could serve on the Board. Discussions were had on attraction assets and representation. Brandie A. stated she is willing to come back on after the required 1-year break per the By-Laws. **Board to bring at least one name for prospective Board members to the next meeting.**
- b. Benchmark of Excellence- Jennifer R. stated that we are a Gold Level Benchmark of Excellence Organization. The CVB is up for renewal and Jennifer R. has stated that she has inquired into the renewal process and costs.
- c. Marketing Update: Jennifer reported that the vendor and hosting company for the CVB website has been moved to ClockworkWP. She also reported that Chris Cook with Madison Studios is the current owner of the CVB domain, visitmadisonga.com, who counseled that the domain name is

not transferred to the new vendor. Jennifer R. opened a discussion on domain ownership and conversations with Chris Cook about purchasing the domain. The Board opted to move forward with purchasing the domain from Madison Studios.

- d. Destination Guide- Jennifer R. stated she set a goal of \$12,500 for ad sales and has surpassed that goal with \$15,700 in ad sales to date. She also reported that the cost of printing has increased, so it is a wash when the increase cost and shipping is factored in, but that the guide still pays for itself. Jennifer R. reported on Newsletter distribution rate (see report) and presented research on tracking visitors. Tracking options included Arrivalist Daily Index Charts, GPS Tracking which can be purchased through Explore Georgia Co-op available to the CVB. Jennifer R. stated the cost of accessing the reports is approximately \$1000 a month with the discount through Explore Georgia. A brief discussion was had on ROI, and it was determined that this is not a good investment at this time. Charles M. asked if a trial is available.

Committee Reports:

Finance Report: See Treasurers Report. Pat H. stated that the budget errors have been resolved and that there is a surplus in advertising, which is by design. Jennifer R. stated the office supply budget is a little over due to the increased cost of supplies as well as increased number of visitors over previous year utilizing the Welcome Center's public restroom.

Other Business/General Discussion: No other discussions had.

Karen W. adjourned the meeting at 9:37 am.

Respectfully submitted,
Brandie Anderson
Secretary