

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

May 12, 2022

8:17 am- 9:51 am

Directors in Attendance: Karen Wibell, Chair
Brandie Anderson, Secretary
Tom White
Charles Marvil
Carol Sanchez
Lance Van Rheenen

Absent: Zeb Grant, Vice Chair
Pat Hodgetts, Treasurer
Lance Alexander

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

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

Welcome: Jennifer opened the meeting by introducing Sarah Wibell as the new Marketing Communications Specialist for the CVB.

Approval of Minutes: Jennifer presented March and April's minutes for approval. Tom W. made a motion to approve the March minutes and Carol S. seconded. Karen W. made a motion to approve the April minutes and Carol S. seconded.

Old Business:

- a. Personnel Update- Jennifer R. reported recruitment efforts for a replacement information specialist for the Welcome Center as the current employee is moving. The position advertisements are out in the Morgan County Citizen and on the CVB website. Jennifer also expressed exploring internship opportunities through the Morgan County High School Work Based Learning Program. Tom W. presented more information about the program to the Board. Jennifer R. suggested the idea of a \$200 stipend for a High School intern. The Board agreed that was reasonable and further discussion on what reasonable rates for were both High School and College intern stipends was had.
- b. Board of Directors, Nominating Committee- Two Board positions will become available in July. Karen W. collected other recommendations and will be reaching out to potential candidates to gauge interest. Jennifer presented a proposed summer schedule to either move or cancel June,

July and possibly August's, meeting. The Board agreed to cancel June and August's Meetings; however, a July meeting will be held to install new Board members.

New Business:

- a. Marketing Update: Jennifer R. answered unresolved questions from April's meeting regarding the Arrivalist data through the partnership with Explore Georgia. Jennifer R. also reported on travel data from Explore Georgia. See Report in Board Packet. A discussion on cost vs. ROI for the Arrivalist Program was had.
- b. Jennifer R. presented the write up and Instagram video post from a travel blogger she recently hosted, @BlackgirlsguideAtl. A discussion was had on engagement and comments the post received.
- c. Jennifer R. reported on the efforts by the Georgia Antebellum Trail (Athens-Macon) Board to reevaluate the current branding as it relates to the community assets represented on the current trail itinerary. The Georgia Antebellum Trail Board engaged a research firm to evaluate the relevance of the "Antebellum" brand. The project cost \$60K and was funded by each community in the co-op. Jennifer reported on preliminary results and brand recommendations. See Board Packet for more information. A discussion was had on Madison's position and of future of participation in the co-op.
- d. The board decided to limit reporting to once a quarter vs. monthly and to focus on a particular topic for each Board meeting going forward.

Committee Reports:

Finance Report: See Treasurers Report. Financials are in good order and on track.

Other Business/General Discussion: No other discussions had. Next meeting will be July 14th, 2022.

Karen W. adjourned the meeting at 9:51 am.

Respectfully submitted,
Brandie Anderson
Secretary