

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
January 9, 2020
8:00 am- 9:11 am

Directors in Attendance: Zeb Grant, Chair
Kim Brown, Vice Chair
Pat Hodgetts, Treasurer
Brandie Anderson, Secretary
Karen Wibell
Laura Rotroff
Dan Mathews

Absent: Karen Roggenkamp

In Attendance: Ann Huff- City of Madison Ex Officio
Chris Hodges- City of Madison Ex Officio
Phillip Von Hanstein – ex officio Morgan Co. Commissioner
Jennifer Rosa, CVB Director
Adam Mestres, County Manager

Zeb Grant called the meeting to order at 8:15 am

Approval of Minutes:

Brandie made a motion to approve minutes from December; Pat seconded the motion. The motion passed without opposition.

Old Business:

- a) *Audit:* Jennifer stated the audit is on hold as the company's liaison has been out of the office since November. No further meeting has been scheduled and no payments have been made as of yet.
- b) *Regional Visitor Information Center (RVIC) Program.*

New Business:

- a) *Movie Productions:*
 - Scouts are in the area and in talks for smaller productions by Netflix, National Geographic and reshoots for 'Charming The Hearts of Men' are in discussion Jennifer reported on the different Film policies between County, City of Madison and Rutledge, and reported that discussions about streamlining all the different policies will take place in the Rutledge City Hall.

- *GA Film Trail*: There is a house Bill to reinstate/revamp the Georgia Film Trail throughout the state which would include items like GDOT Signage and brochures of various film sites.

b) *Events*:

- Tourism Day at the Georgia State Capital is Tuesday, Jan 21. Jennifer invited the board to attend.
- GACVB-Winter Conference is a three-day, two-night conference on February 24th to February 28th in Valdosta, GA. The cost is \$375 for CVB and Jennifer will attend. This is a part of the three (3) event strategy which is outlined in the previous strategic plan.
 1. Governors' Conference
 2. Winter Conference
 3. Marketing College
- Bridal & Wedding Expo- Jennifer reported she was able to receive a full refund of the show deposit.

c) End of Year Reporting- See Report.

Social Media stats reported. Traffic through Explore Georgia vs. Facebook was discussed.

A Discussion was also had on continued issues with the Blog not being connected to our website. Jennifer stated she is working with Madison Studios on linking the Blog to the website.

CVB Report:

See Report: Jennifer stated she is taking resumes for a part-time marketing assistant.

Committee Reports:

- a) Finance committee- Pat stated that we are dramatically under budget due to staffing changes and Audit delay. Pat stated that monies need to be spent by end of the fiscal year and that we are at the halfway point.

Other Business/General Discussion:

- Karen Wibell asked about the Ads that pop-up on the blogs. Jennifer stated that it is a word press site which makes the ads. Jennifer is working with Madison Studios on redoing the Blog and making it compatible with our current website.
- Jennifer reported that the CVCB's digital footprint (social media engagements and hits, etc.) is increasing but actual visitor count at the Welcome Center is decreasing significantly. Differences between 2018 and 2019 as different ways to capture this information was discussed.
- Adam Mestres asked about the current App(s) needing an update. The Retail Shopper app in particular is outdated. The Walking Tour seems to be up to date. Jennifer conveyed her frustration with the App company going out of business and being outsourced to India. A discussion of the need for updating the walking Ap was had and Jennifer stated both are paid through August. Anne stated we need to keep this on radar moving forward.

- Jennifer presented earned media and free press. She stated that she would like to develop a strategy to track earned media which can be expensive. Discussion was had on the value of tracking this data.
- Discussion of needing interns from College and/or the High School College and Career Academy was had. Brandie stated that she could introduce Jennifer to Jennifer Butler or Katie Harris at the High School. Dan stated he can help with connections to Clemson.

Zeb made a motion to adjourn the meeting at 9:11 am. Brandie seconded.

Respectfully submitted,

Brandie Anderson
Secretary