

MADISON MORGAN COUNTY CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

July 14, 2022

8:15 a.m. – 9:18 a.m.

Directors in Attendance: Karen Wibell, Chair
Zeb Grant, Vice Chair
Pat Hodges, Treasurer
Joshua Alexander
Lance Alexander
Carol Sanchez
Lance Van Rheenen

Absent: Himanshu Bhatwala
Charles Marvil

In Attendance: Jennifer Rosa, CVB Director
Karen Robertson, Ex officio City of Madison
Philipp von Hanstein, Ex officio County
Sarah Wibell, Marketing Communications Specialist

Karen W. called the meeting to order at 8:15 a.m.

Welcome: Jennifer opened the meeting by welcoming everyone and introducing Joshua Alexander, a new board member. Karen W. shared information about Himanshu Bhatwala, the other new board member who was unable to attend.

Approval of Minutes: Jennifer presented May minutes for approval. Karen W. motioned to approve, and Pat H. seconded. The motion passed without opposition.

Old Business:

- a. Personnel Update- Jennifer R. reported it has been difficult to keep Welcome Center staffed. New Information Specialist Linda Willard (Gail) was recently hired. However, another staff member will be moving soon and that position is open for recruitment. Three application efforts have come in the last month but have not worked out for various reasons. The hourly wage would be \$10.50 an hour.
- b. Jennifer R. noted that every first of July, the board does need to accept the Conflict of Interest Policy. The policy was reviewed by the board. Pat H. moved to accept. Karen W. seconded. The policy was accepted unanimously.
- c. Secretary position on board is open. Jennifer R. noted a few responses for interest in treasurer position have been received, but not for the secretary role at this time. Secretary is part of the

executive committee, and main role involves keeping meeting minutes. Karen W. asked if anyone present was interested in the secretary role. No interest was shown. Karen W. noted that they might ask Charles M.

Karen W. shared Himanshu B. asked if the meetings might be held at the Public Safety Complex, where recording capabilities are available for people who are unable to attend in addition to written minutes that are important and required for Sunshine Laws. Pat H. suggested meetings remain in CVB office and have a way to have Zoom or another such technology utilized. Pat H. noted she was concerned about members not fully participating if in-person requirement was substituted for virtual meetings. Jennifer R. said it will be difficult for Himanshu to make morning meetings, and she has been working to find ways for the Board to work together in person as much as possible. Jennifer R. offered suggestion to consider other times. Karen W. noted that hoteliers have had trouble with morning meetings as they are working breakfast and checkout and are very hands-on in their businesses. She further said that it is important to have hoteliers involved as they are where the CVB's money comes from and Himanshu has a wealth of knowledge to share and is a nice fit. Jennifer R. said if people do not miss three consecutive meetings, they are able to remain on the board and wants to figure out the next step: change time, fewer meetings (bi-monthly), Zoom as alternative, or stagger meetings.

Karen W. said having some way for board members absent to connect whether by phone or video call would be better in her opinion than changing the meetings for everyone else who is able to come to meetings set as is. She further noted that other locations have two or three hoteliers on their boards as a norm to represent that industry and that the easiest fix is to have a way for him to call in, which Himanshu B. has said he would be able to do when not physically present. Pat H. moved to make a call in available as a first step in that direction to see how it goes. Jennifer R. said the CVB does not currently have the equipment for a caller to hear the entire board in the room so pursuing this route would mean meeting somewhere else until technology is available. Karen R. said if he has committed to being on the board for a year (filling Tom White's seat) based on the bylaws, then there should be the opportunity to see if Himanshu B. can attend the meetings and go from there. She also noted that board members are not allowed to miss more than three meetings in a row and, as Himanshu B. is a new board member, there is not currently a problem. Karen R. asked if Himanshu was aware of membership requirements when joining Board. Lance A. noted it is not easy for him to make time for meetings either, but it is a commitment made to be a part of the Board. Zeb G. noted that attending meetings virtually is usually difficult to hear, but meeting at the Public Safety Complex would give Himanshu a chance to participate and use recordings as a secretary of sorts until that role is filled. Jennifer R. noted two options are available currently, 1. See if he can make meetings as are or 2. Look for other times to hold meetings. A motion was made to keep meetings as they are. Motion carried with 6 for and 1 abstain. Karen W. said she is unhappy with the turnout of the vote but would see how attendance goes moving forward.

New Business:

- a. Update (GAT): Jennifer R. shared an update on Georgia's Antebellum Trail, see Director's Report for details. Karen R. noted that it would have been easy to envelope architecture into an overarching art trail that would have connected more broadly with people, but an architecture trail may surprise us. Karen W. asked how much it costs to participate. Jennifer R. said \$5K was

put toward research and an annual \$1.5K. Karen W. suggested the board watch and see how this goes and consider if it is worth continuing down the road.

- b. Marketing Update: Jennifer R. shared an update on marketing, see Director's Report for details.

Committee Reports:

Financials Report: Pat H. shared financials, see financials for full details. FY 2021- 22 is a full audit year (every three years), which is required of non-profits. Jennifer R. said the CVB's auditor changed companies. Doing due diligence, Jennifer R. has reached out to other auditors for quotes. Pat H. said the auditor will require the Conflict of Interest to be signed by the board. Pat H. said the budget was overspent by \$10,000 but the reserves are still good. Biggest overspending was in advertising, which is a good thing in Pat H's opinion.

She further noted that she and Jennifer R. have drafted the 2022-23 budget. Pat H. is working with the financial committee to get together to approve the budget. Jennifer R. said the CVB is up 25% from most recent pre-pandemic fiscal year.

Other Business/General Discussion:

General Discussion: Lance A. said tournaments are starting today through Sunday with hotels filled up with 12 teams. Jennifer R. has had six film requests come through – film is booming.

Next meeting will be August 11, 2022.

Karen W. adjourned the meeting at 9:18 a.m.

Respectfully submitted,

Sarah Wibell
Marketing Communications Specialist