

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

September 15, 2022

8:18 am – 9:30 am

Directors in Attendance: Karen Wibell, Chair
Zeb Grant, Vice Chair
Pat Hodgetts, Treasurer
Carol Sanchez, Secretary
Joshua Alexander
Himanshu Bhatwala
Lance van Rheenen

Absent: Lance Alexander
Charles Marvil
Karen Robertson
Adam Mestres
Philipp von Hanstein

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

Welcome: Jennifer R. welcomed Himanshu Bhatwala to the Board. Introductions were made of other board members.

Approval of Minutes: Pat H. made a motion to approve the minutes without discussion, Lance V second. Motion carried.

Old Business:

a. Personnel Updates:

-Intern *Louis Carter* completed internship over the summer. The fall intern will be Davis Gray Ledford studying Public Relations at UGA. Jennifer R. wants to involve her in developing the ambassador program..

- Jane Matthews joined the Welcome Center staff for the weekends.

New Business:

a. FY22-23 Marketing Plan: Jennifer R. developed the FY22-23 plan after meeting with board members individually over the summer to discuss 2023 Vision. Meetings and data reinforce that the plan is working. Morgan-Madison earned PR spots in HGTV, Travel & Leisure, Southern Living, etc. Great return on investment through professional relationships.

b. Sports Tourism: *presentation delayed by Lance A's family medical absence*. Board considered drafting a letter to support the new Recreation Complex for the county.

- Board decided to draft a letter reaffirming support for sports tourism in our community as stated in the 2020 strategic plan. Carol S. made motion, motion carried.

- A new, temporary Sports Tourism Committee was created with Lance A. to lead, Carol S. and Himansh B. as members. Committee will draft the *letter to be presented at the next board meeting on October 13th*.
- c. **Marketing Update:** Board members asked to review information individually, provided previously in Meeting Packet, in interest of time after discussion of Sports Tourism. See Director's Report.

Finance Committee Report: Financials: See Report. Pat H. noted good financials report, have not started really spending for fiscal year. Shows good reserves for now thanks to ad sales.

Karen W. adjourned the meeting at 9:30 a.m.

Respectfully submitted,

Carol Sanchez, Secretary