

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
February 13, 2020
8:17 am- 09:20 am

Directors in Attendance: Zeb Grant, Chair
Kim Brown, Vice Chair
Pat Hodgetts, Treasurer
Brandie Anderson, Secretary
Lance Alexander
Laura Rotroff
Karen Roggenkamp

Absent: Karen Wibell
Dan Mathews

In Attendance: Chris Hodges- City Ex Officio
Jennifer Rose, CVB Director

Zeb Grant called the meeting to order at 8:17 am

Approval of Minutes: Kim made a motion to approve January's minutes. Pat seconded and the motion passed without opposition.

Old Business:

- a) Audit: Jennifer stated she received the report from the city so she is ready for the next step with the auditor. A draft has been received and Jennifer will schedule the final review with the auditor. Pat asked for a copy of the draft audit to be sent.
- b) Movie Productions: Mark Williams, Ann Huff and the Mayor of Rutledge had a meeting to discuss different film policies and explore joint efforts to streamline processes (application, pricing, etc.) Jennifer will research what other areas are doing (applications and pricing) to create a unified policy. County, City and the city of Rutledge will still review each filming application moving forward.
- c) Events:
 - Tourism Day at the Capitol (1/21/2020) - Jennifer stated she attended the event at the capitol. The 2020 Explore Georgia official state travel guide was released. Gov. Kemp gave a short speech and reported on the tourism impact for Georgia. Jennifer reported on Gov. Kems stats and a discussion was had on the visitor stats reported by the state of GA. Jennifer stated knowing this information is a good way to assess the impact in Morgan County. Jennifer presented the new Explore Georgia Travel Guide to the board.
 - Jennifer stated that she will be attending the GACVB-Winter Conference.

d) Tech. Faculty Update-

- Jennifer reported that the building is getting ready to undergo renovation and the previous leak in the restroom facility is fixed.
- Jennifer also reported on the CVB apps and her efforts to get them updated and to eliminate the outdated ones per the recommendation of Adam Mestres. Jennifer stated she has followed up with the software developer in India and they are checking on it.
- A discussion on the technology available to help get sports travelers from the new soccer fields to downtown, and city and county efforts to assist with this situation was had. Lance reported new signage regarding downtown to be installed at ball fields ahead of upcoming tournaments and discussion of creating swag bags for head coaches was had as well.
- Jennifer reported a new computer was purchased for the front of welcome center.
- Jennifer reported on update on the blog and her steps to address issues with authorization/permissions to photos in digital content that we have previously had permission to use. She is working on renewing those permissions. A discussion was had on asking locals to submit personal photos for marketing use and other ways to build up the photo stock and generate public participation in marketing efforts.

e) Holiday Tour of Homes: Discussion of trends in revenue from previous tours and the Pros and Cons were thoroughly vetted. Jennifer stated that at this time, it did not seem feasible with current staff and budget limitations to take over the running of the Christmas Tour in 2021. Pat made a motion to vote not to take on the tour. Brandie seconded and the motion passed without opposition.

f) Bookkeeping: Jennifer presented several tax accountants and bookkeeping services in Madison. She would like to contract with Ally Tax to handle the books going forward. Brandie gave a personal recommendation and discussion of fees was had. The Board unanimously approved to move forward with Ally Tax.

New Business:

- a) Strategic Operations Planning- Jennifer presented final Plan On A Page from the strategic operations sessions. She thanked the board for their participation. A discussion on the new Marketing Committee that came out of the strategic session was had the committee will begin to develop the CVB's Marketing Plan. Jennifer will distribute dates and times.
- b) Internships- Jennifer presented the new Internship program and reported that she is bringing on Justin Stringer, an advertising major from UGA who will assist in several key areas including social media and special projects. Justin will work 12 hours a week for a \$1000 stipend to be paid at the end of _____ weeks.

Jennifer stated the assistant position has been hard to hire for, but she hopes creating an internship program will also create an applicant pool for future team development. Jennifer presented the various outlets in which the position is being advertised.

Committee Reports:

- a) Finance Committee- Pat reported on the January financials and that we are still under budget but tracking well. A discussion on rental of room board room for events, rates and what is allowed was had.

Zeb Adjourned the meeting at 9:20am.

Respectfully submitted,

Brandie Anderson
Secretary