

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

November 10, 2022

8:17 a.m. to 9:10 a.m.

Directors in Attendance: Karen Wibell, Chair
Pat Hodgetts, Treasurer
Carol Sanchez, Secretary
Lance Alexander
Joshua Alexander
Lance van Rheenen
Charles Marvil

Absent: Zeb Grant, Vice Chair
Himanshu Bhatwala
Karen Robertson
Adam Mestres
Philipp von Hanstein

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

Welcome: Jennifer R. introduced Brian Wright with Wright & Wright, CPAs

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

Old Business:

- a. **Audit:** "Overall, from our perspective, books are in good shape." Reviewed last fiscal year's audit which reviewed the year ending in June of 2022. Jennifer R asked about the amount to have in reserves. Answer was about six months in reserves. Charles M asked about the rent line item. Auditor explained that they account for the value of the rent, but it is booked as an in-kind donation from the city. Auditor clarified that taxes will be filed only federally.
- b. **Personnel:** new hire Vicki Harris on recommendation from Laurie Ricks. She trained on 11-3. Laurie has recommended several people who have become successful new hires.
- c. **Sports Tourism:** Karen W introduced the letter to the Board of Commissioners. Letter notes Sports Tourism as part of the CVB's strategic planning dating back to 2019. Lance A shared that he was recently at a Georgia Recreation State Conference and many other jurisdictions were excited to hear about the potential for tournament expansion in Morgan County convenient to I-20 and Hwy 441. Pat H. made a motion to approve the letter as written. Carol S. seconded. Motion carried without opposition. Letter to be presented to the Board of Commissioners before the next meeting on 11-15.

New Business:

- a. **Holiday Gathering:** because of scheduling conflicts, Jennifer R needs to move the December meeting. MAD Hospitality has offered to host the CVB Board at MAD Taco on December 15th to showcase some of their new projects in the community. Meeting will be at 8:15 am beginning at MAD Taco. Jennifer R suggested that the board find other tourism assets in the community to host field trips for board meetings in the coming year.
- b. **Marketing Update:** Jennifer R. highlighted recent coverage in the AJC (reaching roughly 9.8million digitally), MSN (ad equivalent of \$9500). Both were through the connection with Roland. ExploreGA has highlighted Madison for the Christmas Season.
 - Jennifer reported the new Accessible Travel Page for the website which highlights accessible travel assets in the community.
 - Jennifer R. gave update on the changes to the old Antebellum Trail. The group is moving to re-brand with a focus on Cultural Arts to showcase the assets in the cities along the old Antebellum Trail: Macon, Eatonton, Milledgeville, Gray/Old Clinton, Madison and Athens.
- c. **Karen W.** showed a nametag which she has from the MAG. She said something similar might work for the CVB ambassadors program under development. Karen also shared some Madison Mainstreet events upcoming for the holiday season and Jennifer R reviewed the Welcome Center's event calendar as a resource.

Finance Committee Report: Financials: See Report. Pat H. noted "nothing exciting" in the financials report. PPP Loan Forgiveness came through and the website investments are showing good returns.

Karen W made a motion to adjourn at 9:10 am

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

Respectfully submitted,

Carol Sanchez, Secretary