

**MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.**  
**Board of Directors Meeting Minutes**  
**December 15, 2022**  
8:27 am – 8:44 am

**Directors in Attendance:** Karen Wibell, Chair  
Pat Hodgetts, Treasurer  
Carol Sanchez, Secretary  
Joshua Alexander  
Lance Alexander  
Charles Marvil  
Adam Mestres  
Karen Robertson  
Lance van Rheenan

**Absent:** Zeb Grant, Vice Chair  
Himanshu Bhatwala  
Philipp von Hanstein

**Welcome:** Karen W. called meeting to order 8:27am

Jennifer R. took a moment to thank Charles Marvil and MAD Hospitality for hosting the meeting.

**Approval of Minutes:** Pat H. made motion, Lance A. seconded, minutes approved without discussion.

**Old Business:**

- a. **Sports Tourism:** Lance A. provided a committee update that the expansion to the Recreation Center passed at the special Board of Commissioners' meeting. Work should begin next month. Karen W. was at the meeting representing the MMCVB and spoke to the added value for tourism as summarized in the letter submitted to the Board of Commissioners.

**New Business:**

- a. **Marketing Update:** Benchmark of Excellence was renewed. MMCVB has earned the Gold standard again (*at last certification, Madison-Morgan was the smallest community to earn the designation, Jennifer R awaiting confirmation for renewal*). Christmas cards are available for supporting advertisers. Pre-sales are ongoing for the guide. Jennifer R. reports that website sessions are up 17% calendar year to calendar year. Up 12% from pre-pandemic standard in

2019. CVB Marketing Communication Specialist Sarah W. is working hard on Pinterest seasonal paid campaign with 103k views.

**Finance Committee Report:** Pat H. reports that November financials showed no income because November income arrived December 3<sup>rd</sup>. Big spending usually occurs in the winter and there is money in the account ahead of time. Charles M. asked about billboards. Not much return for CVB on billboard advertising. Joshua A. said that tool works well for Farmview but is an expensive option at \$12-1800/month. Adam M. said county code keeps inventory low along I-20 which is why the options are more expensive than other advertising options. Jennifer R. said the CVB currently invests in a billboard on 441 and a 3-panel window cling at the Augusta State Visitor Information Center.

Meeting turned over to Charles M. for tour of MAD Hospitality properties and planning at 8:44am.