

**MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.**

**Board of Directors Meeting Minutes**

**February 9, 2023**

8:21 am – 9:25 am

**Directors in Attendance:** Karen Wibell, Chair  
Zeb Grant, Vice Chair  
Carol Sanchez, Secretary  
Charles Marvil  
Lance Van Rheenen  
Philipp von Hanstein  
Karen Robertson, City Ex Officio  
Lance Alexander  
Joshua Alexander

**Absent:** Pat Hodgetts, Treasurer  
Himanshu Bhatwala  
Adam Mestres

**Call to Order:** 8:21 a.m.

**Welcome:** Karen W opened the meeting with a discussion of the Nominating Committee. In total, the board will need to find one new director for the upcoming year. Nominations are due to be presented in May.

**Approval of Minutes:** Zeb G. made a motion to approve the minutes, Joshua A seconded. Minutes approved without discussion.

**New Business:**

- a. Marketing Update; Midyear Report:** Presentation is available online. Jennifer R. highlighted the Pinterest activity (52.7% for engagement) which is a high mark of success in that social strategy. Madison Morgan CVB is one of 12 CVBs in the state to earn the Gold Standard. Charles M. asked how MMCVB ranks among regional competitors. Jennifer R reported that comparisons to other regional cities are positive for social media engagement and PR.
- b. Tourism Ambassador Program:** Program being developed to build volunteers and create local experts on Madison and Morgan County. Jennifer R and Karen R recommend the MMCVB board members be a part of the inaugural class. More information is available in meeting packet.
- c. Sports Tourism:** Karen W. challenged the committee to develop a list of materials/graphics needed to implement advertisements at the ballfield this Spring and Summer to encourage visitors to stay and dine or shop in Morgan County. The board would like to capture more of the

sports traveler. Material should be in place by June 1; tournaments are scheduled for June 28<sup>th</sup> and July 13-16.

**Finance Committee Report:** Materials are available online to review.

**Adjourned: 9:25**