

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
April 13th, 2023
8:20 am – 9:20 am

Directors in Attendance: Karen Wibell, Chair
Pat Hodgetts, Treasurer
Carol Sanchez, Secretary
Charles Marvil
Lance Van Rheenen
Karen Robertson, City Ex Officio
Joshua Alexander

Absent: Zeb Grant, Vice Chair
Lance Alexander
Philipp von Hanstein
Himanshu Bhatwala
Adam Mestres

Call to Order: 8:20 a.m.

Welcome: Jennifer R. welcomed the board mentioning the new awning that was installed on the Welcome Center.

Approval of Minutes: Pat H. made a motion to approve the minutes, Lance V seconded. Minutes approved without discussion.

Old Business:

- a. **Tourism Ambassador Program:** May 11th has been chosen as the inaugural class. The Board will meet before the class time of 3PM to conduct quick board-specific business and then attend the 90 minute presentation.
- b. **23-24 Board Nominations:** Karen W. presented Asia Ruhani who owns Ruby's of Rutledge. Carol S. told her of the position opening. Concerns were raised over the recent change to her business location. Nominations are due in May for formal vote in June.
- c. **Sports Tourism:** Carol S and Lance A have discussed what is needed for the visitors. We will present a collection of materials to the board in May.

New Business: GACVB - Destination Leadership - Fundamentals of Tourism

Jennifer R. recommended sending members of the CVB to this course which will cover the financials and mission of CVBs through UGA's Carl Vinson Institute of Government and the GACVB. The board voted to cover the course expenses for 3 board members and 4 members of city or county government to attend (\$250/ea). The money allocated for Marketing College can be reassigned as Sarah W has a conflict and

cannot attend. The board hopes that covering expenses for the officials will incentivize participants for the course. Pat H made a motion. Carol S. second. None opposed.

Finance Committee Report: Materials are available online to review.

Adjourned: 9:25 a.m.