

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

July 13th, 2023

8:22 am – 9:10 am

Directors in Attendance: Karen Wibell, Chair
Pat Hodgetts, Treasurer
Carol Sanchez, Secretary
Ron Collins
Lance Van Rheenen
Joshua Alexander

Absent:

Charles Marvil
Lance Alexander
Philipp von Hanstein
Adam Mestres
Brandie Alexander

Call to Order: 8:22 a.m.

Welcome: Karen W thanked Himanshu Bhatwala and Zeb Grant for their service on the board. Then introduced incoming board member Ron Collins. Ron spoke about his experience in Madison and then other board members introduced themselves.

Approval of Minutes: Pat H. made a motion to approve the minutes, Joshua A seconded. Minutes approved with two amendments. First, listing incoming board members. Second, changing minutes to reflect executive board elections in July meeting instead of June. Minutes accepted pending amendments.

Old Business:

- a. **Sports Tourism:** Designs and banners accepted and printed for tournaments. Good learning experience for committee with project.
- b. **Social Media Post:** Karen W. acknowledged receiving a call by Ex Officio Philipp von Hanstein about posts acknowledging Pride Month on the CVB's social media platforms. Philipp claimed to have received concerned calls by several constituents and requested removal and oversight of the CVB's communications. Karen W. declined, noting the post was not a political statement, and addressed the reasoning behind marketing to the LGBTQI+ community as a growing travel segment. Jennifer R. shared information about the Safe Space Alliance, and importance of being seen as a safe space for diverse types of travelers, which is where the sticker featured in the post is from. Karen W. shared that it is a highly-engaged, overwhelmingly positive post on the page, but has not received further calls on the issue. Karen W. opened discussion to the Board

on the issue. Following discussion showed agreement of Madison as an inclusive community with the Welcome Center to serve as a place welcome to all.

New Business:

a. Nominations for Fiscal Year 2024

Pat Hodgetts, Chair

Joshua Alexander, Vice Chair

Brandie Alexander, Secretary

Carol Sanchez, Treasurer

Lance van Rheenen made a motion to accept the board as presented. Ron Collins seconded. Officers approved without discussion.

b. Year-end report: Jennifer R will present the report at the September meeting, powerpoint available online. Discussion of developing a 1 year marketing plan for 2024 and revisiting a 3 year strategic plan after the expected changes to lodging are finalized this year (Safari Park, new hotel, Parks & Rec expansion, remodeling at Motor Inn).

c. FY 2024 Budget: Budget presented for FY 2024. Materials are online for review.

d. Tourism Ambassador: The August meeting will be cancelled, as the reception for the Tourism Ambassador collab at the Steffen Thomas Museum will be held on August 10.

Adjourned: 9:20 a.m.