

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

November 9, 2023

8:19 am- 9:18 am

Directors in Attendance: Pat Hodgetts, Chair
Joshua Alexander- Vice Chair
Brandie Anderson, Secretary
Carol Sanchez- Treasurer, County-Elect
Ron Collins
Charles Marvil, City-Elect
Lance Van Rheenen
Karen Wibell, City-Elect

Absent: Lance Alexander- County-Elect

In Attendance: Jennifer Rosa Leon, CVB Director
Sarah Wibell, City Ex-Officio

1. Pat H. called the meeting to order at 8:19
2. Welcome
3. Approval of Minutes – A quorum was not met in October, so there are no October minutes to approve. Karen W. made a motion to approve September’s minutes. Lance V. seconded and the motion passed without opposition.
4. Old Business
 - a. StratOp Planning - Carol S. Presented the questionnaire for the stakeholders (city and county partners) in the community to be polled. Premise is to have a 20-30 min conversation with local businesses serving tourists. The board will report back as a group on the feedback from the stakeholders. See questionnaire for more details.
 - b. Karen W. presented her comments and questions regarding the questionnaire for group discussion particularly concerning cohesiveness of collected data.
 - c. Further discussions of qualitative vs. quantitative data and ways to phrase questions to receive the quantitative data needed for the StratOp planning. Decision to change question #1 on the questionnaire to collect more quantitative data and to rearrange the order of the questions was had.
 - d. Pat H. tasked the Board to review the list of stakeholders and to pick three that each will contact.
 - e. The board will collect info through end of the year to regroup and present in February. StratOp planning sessions will begin in March/April 2024.
5. New Business
 - a. Marketing Update – Jennifer LR. stated we have a new Marketing Coordinator, Beth Anne DeKeizer, who is currently a Master's student at UGA.

- b. Jennifer LR. asked the board to review the 2023-2024 Marketing Plan which was emailed in the last board packet. The Board will vote to approve the plan at the January meeting. See the Marketing Plan for more details.
- 6. Committee Reports
 - a. Finance Committee

Auditor – Made a presentation of this year’s review of last year’s audit. The Auditor took the board through the statement of financial position, assets, liabilities, statement of activities, expenses, cash flow, etc. as of June 30, 2023.

September/October Financials – Carol S. Made a motion to add the \$32,400 rent (in-kind) line item to the 2024 fiscal year budget. Brandie A. seconded, and the motion passed without opposition. Carol S. stated that the budget is on track for the remainder of the year.
- 7. Other Business Pat H. presented the idea for a Christmas Party or Holiday get together in lieu of a December meeting. Charles M. will check on the availability of Mad Hospitality for the morning of 12/14/2023. Jennifer presented the TikTok video created by the MCHS student ambassador group on their tourism day.

Pat H. adjourned the meeting at 9:18

Respectfully Submitted,

Brandie Anderson
Secretary