

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

September 14, 2023

8:17 am- 9:04 am

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

Absent: Lance Alexander- County-elect

In Attendance: Sarah Wibell
Eric Joyce
Jennifer Rosa Leon, CVB Director

Pat H. called the meeting to order at 8:17 am

Jennifer R.L. presented Karen W. with flowers and a thank you card for her service as chair.

Pat H. congratulated Sarah W. on her new role as Main Street Director.

Approval of Minutes: Karen W. made a motion to approve July's minutes. Carol S. seconded, and the minutes were approved without changes.

Old Business: Jennifer R.L. presented information from the Governors Tourism Conference. Key highlights included: Agriculture is the #1 Industry in Georgia, and tourism in #2 industry in the State. Georgia broke records in tourism in 2022.

Director's Report:

Jennifer R.L. presented the annual report for 2022-2023. Included in the report are website metrics of paid visitors to the CVB website, features in major publications and media showcases, and social media statistics from Facebook, Instagram, and Pinterest. She also presented the results of a new paid social media campaign on Pinterest, the challenges with that platform and the plan going forward. See report for more information.

Karen W. congratulated Jennifer R.L. on a successful year in Marketing, for meeting and exceeding goals and that the annual report presentation is something to be proud of.

Strat-OP Planning - Pat H. stated that the CVB is doing a new 3-year planning. Carol S. presented a plan to have each board member choose 2-3 other stakeholders in the community to inquire where their businesses are, their goals and plans and how the CVB can help. Purpose is data collecting in preparation for the Strat OP facilitator, Hunter Hall. The Board will be given a list of questions and directions for these conversations.

Finance Committee Report - Carol S. presented the financials and stated that she was able to create a strong budget for FY 23-24, after receiving final numbers of the City's income that proved to be thousands more than originally estimated and budgeted on.

General Discussion – The promotional video the summer interns worked on is live on the Visit Madison GA YouTube channel. Jennifer R.L. is working on how to link the video to the Website.

Pat H. made a motion to adjourn the meeting at 9:04 am. Brandie A. seconded.

Respectfully submitted,

Brandie Anderson
Secretary