

Mission: To boost economic vitality and development by inspiring tourists to come, stay and take part in the local tourism economy.



## MADISON MORGAN COUNTY CONVENTION & VISITORS BUREAU

**January 11, 2024 - 8:15 am**  
**115 E. Jefferson St.**

### BOARD ATTENDANCE

Pat Hodgetts – Chair (6/24) \_\_\_\_\_  
Joshua Alexander - Vice Chair (6/25) \_\_\_\_\_  
Brandie Anderson, Secretary (6/26) \_\_\_\_\_  
Carol Sanchez – Treasurer,  
County-elect (6/24) \_\_\_\_\_  
Lance Alexander - County-elect (6/25) \_\_\_\_\_  
Ron Collins - (6/26) \_\_\_\_\_  
Charles Marvil - City-elect (6/24) \_\_\_\_\_  
Lance van Rheenen - (6/26) \_\_\_\_\_  
Karen Wibell - City-elect (6/25) \_\_\_\_\_  
  
Sarah Wibell – City Ex Officio \_\_\_\_\_  
Adam Mestres, County Ex Officio \_\_\_\_\_  
Phillip Von Hanstein,  
County Ex Officio \_\_\_\_\_  
  
Jennifer Rosa León, CVB Director \_\_\_\_\_

### STANDING COMMITTEES

**Executive** – Hodgetts (Chair), J. Alexander,  
Anderson, Sanchez

**Finance** – Sanchez (Chair), Hodgetts, Open

**Personnel** – J. Alexander (Chair), Hodgetts, Open

**Out-of-Market Advertising** – S. Wibell, Rosa  
León

### NOTES:

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### MEETING AGENDA

1. Call to Order
2. Welcome
3. Approval of the Minutes
  - a. November Minutes
4. Old Business
  - a. StratOp Planning
5. New Business
  - a. Board Member Updates
  - b. Stakeholder Interview Results, Pt. 1.
  - c. Marketing Update
6. Committee Reports
  - a. Finance Committee
    - Facility Rent
    - November, December Financials
    - Savings Recommendation
7. Other Business/General Discussion
8. Adjournment

### REGULARLY SCHEDULED MEETINGS:

**The 2<sup>nd</sup> Thursday of the month @ 8:15am**