

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
February 8, 2024
8:19 am- 9:50 am

Directors in Attendance: Pat Hodgetts, Chair
Brandie Anderson, Secretary
Carol Sanchez- Treasurer, County-Elect
Ron Collins
Karen Wibell, City-Elect

Absent: Lance Alexander- County-Elect (resigned)
Joshua Alexander – Vice Chair (resigned)
Lance Van Rheen (resigned)
Charles Marvil, City-Elect

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

1. Pat H. called the meeting to order at 8:24
2. Approval of Minutes – Carol S. made a motion to approve November’s minutes. Karen W. seconded, and the motion passed without opposition.
3. Old Business
 - a. StratOp Planning – Jennifer R.L. reported that the StratOp consultant has gone out on his own.
4. New Business
 - a. Board Member Updates: Pat H. stated that three board members have turned in their resignations. Discussions were had on pausing the StratOp session to focus on a board retreat in March or April to reevaluate the purpose of the board. Is it a working board or an oversight and approval board? Jennifer R.L. read the resignation letters to the Board. Discussion was had on the timing for filling vacant board positions, and it was decided to have a board retreat/planning session for March. Jennifer R.L. will look into using a facilitator to help with board planning and development.
 - b. Stakeholder Interviews Results Part 1:
Jennifer R.L. presented her results for the Cultural Center and Deerfield Inn.
Carol S. presented on Hard Labor Creek State Park.
Karen W. presented on Sleep Inn and Brady Inn, The Historical Society, & Steffen Thomas
Ron C. presented on Burnt Pine Plantation
Pat H. Presented on Crafdale Farm and the African American Museum
Jennifer R.L. reported on Charles Marvil’s – Firefly Inn
 - c. Marketing Update: Jennifer R.L. opened the floor to questions about her director’s report. There were no questions from the Board.

5. Committee Reports

- a. Finance Committee – Pat H. reported that after meeting with the City Manager, the CVB will start paying \$500 dollars a month in rent for use of the building. The City has access to the CVB conference room and storage downstairs. Karen W. asked about a lease agreement with the City. Pat H. stated that she will work on that.
- b. Carol S. presented Q4 financials. The CVB will be over budget now due to the new rent payments to the city but that other financials are tracking well. Ron C. posed the question about renting the conference room at the CVB to larger groups who need more space for meetings. Discussion was also had on how to use the funds in the reserve. Carol S. presented research on investing 30K in CD's. – two six-month CDs at a 4.5% interest rate through the Bank of Madison. Recommendations were to hold 20K and invest. Brandie A. made a motion to approve investing the reserve in CD's. Karen W. seconded, and the motion passed without opposition.

6. Other Business/General Discussion: City of Madison State of the City is scheduled for March 14th at the Cultural Center. No other business or general discussion.

Pat H. adjourned the meeting at 9:50 am

Respectfully Submitted,

Brandie Anderson
Secretary