

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

June 13, 2024

8:15 am- 9:20 am

Directors in Attendance: Pat Hodgetts, Chair
Carol Sanchez- Treasurer, County-Elect
Ron Collins
Karen Wibell, City-Elect
Charles Marvil, City-Elect

Absent: Brandie Anderson, Secretary

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

1. Call to Order : 8:15

2. Welcome

3. Approval of the Minutes- B Anderson has not submitted minutes from last meeting. Minute approval will be done in July.

Old Business

a. StratOp Plan: Strat Ops plan developed by Dawn Przystal according to feedback from board member interviews and her own observations during her visit. Main points to focus on investing in research to maximize budget, identifying “best customer” and move to an advisory board vs an active board. Ron made a motion to accept, Carol 2nd and all in favor. Motion carried

b. Facility Lease: Lease was negotiated between Pat Hodgetts of the MMCVB and John Klimm. Lease is automatically renewed for up to 5 years if no changes. \$500 monthly rent due to the city and the city accepts all responsibility for the condition and maintenance of the building. Pat moved to accept the lease as written, Ron seconded, motion carried. Lease is available in drive folder and will be signed at new fiscal year with new officers.

c. Insurance: renewing plan with current provider. Jennifer R presented adding cybersecurity coverage.

d. Employee Handbook: Board approved (Carol motion, Ron 2nd) changes to employee handbook to include Juneteenth as an observed holiday. The board implemented a plan for deferred holiday time. Holidays must be used in 90 days.

Finance

a. Financials look to be on track for end of the fiscal year.

- b. The City has not provided forecasts for FY2025. Planning on using FY24 numbers and adjusting as necessary.

New Board Members

- a. The board approved Jay Holman, Hallie Jane Zimmerman, Krista Williams and Joshua Holland to the board beginning in July.

Marketing Update

- a. Beth Anne DeKeiser will be leaving the MMCVB to begin a graduate program at UGA.
- b. Tourism Ambassador program program begins today.
- c. Jennifer R. announced the Legacy and Lore Trail which is a cooperative effort between Athens, Watkinsville, Madison, Eatonton, Old Clinton/Gray and Macon.

8. Adjournment 9:20 am

Respectfully submitted,

Carol Sanchez- Treasurer