

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
May 9, 2024
8:23 am- 9:18 am

Directors in Attendance: Karen Wibell
Brandie Anderson (Secretary)
Carol Sanchez
Ron Collins

Absent: Pat Hodgetts
Charles Marvil

In Attendance: Jennifer Rosa Leon, CVB Director
Sarah Wibell, City Ex-Officio
Philip Von Hanstein, Morgan County Commissioners

1. Jennifer R.L. called the meeting to order at 8:23 am
2. Welcome
3. Approval of Minutes – Carol S. made a motion to approve February’s minutes. Karen W. seconded and the motion passed without opposition.
4. Old Business
 - a. Jennifer R.L. asked if the board can turn in their interview questions from the stakeholder’s interviews that will be kept in a shared.
 - b. StratOp planning - Jennifer R.L. asked for board to approve the results from the board retreat with Dawn Przysal and to be prepared to discuss it during the next meeting. See the board report.
 - c. Facility Lease - Draft has been submitted to legal review. Insurance also reviewed for exposure and all is well. Our insurance is up for renewal and there were some recommendations for cyber security, judiciary liability, crime insurance and other coverage were recommended.
5. New Business
 - a. Stakeholder interview reports - Ron Collins presented on Madison markets & barking dog shoe. Jennifer presented on Deerfield Inn and Eric Joyce. Jennifer R.L. Reported that Ed Latham has stopped by to meet and learn more about tourism and opportunities for growth.
 - b. Marketing Update – Jennifer R.L. stated that sign up forms for the next ambassador programs are live for registration. The goal is to have 35 participants for this next session. See directors report for more details. Jennifer R.L. asked the board for thoughts on promoting Gay Pride month as an organization and how. She reported the CVB will promote Steffen Thomas's Queer Perspectives exhibition that will run in June.

6. Committee Reports

- a. Finance Committee – Carol S. presented, the finances and stated that the organization is tracking with the budget. The CD are all set up as well as are the signatory cards.
- b. Nominating Committee- Jennifer R.L. stated that the board chair gets to appoint the committee per the bylaws. JR reported recommendations from Dawn Przysal on board development.
Board was asked to submit to Pat H. recommendations for board new board members and that the bylaws indicate which industries must have representation.

7. Other Business

8. Adjournment

Respectfully Submitted,

Brandie Anderson