

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

December 12, 2024

8:15 am- 9:30 am

Directors in Attendance: Carol Sanchez – Chair
Charles Marvil – Vice Chair
Brandie Anderson – Secretary
Krista Williams – Treasurer
Karen Wibell
Jay Homan
Hallie Jane Zimmerman

Absent: Joshua Holland

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

1. Carol S. called the meeting to order at 8:22 am.
2. Welcome – Carol welcomed new board members and extended a thank you to Hallie Jane Z. for hosting the meeting and the holiday party.
3. Approval of Minutes – Karen W. made a motion to approve October’s minutes, Hallie J. seconded, and the motion passed without opposition.
4. Old Business
 - a. A discussion was had on the resources for small businesses through UGA’s Small Business Development Center.
 - b. Facility Co-Location: Carol S. updated the board on additional conversations with the upstairs tenant, The Wheelhouse, about how to split the utilities. It was decided that a 50/50 split would work for both organizations. Brandie A. made a motion to approve a 50/50 split of the utilities with The Wheelhouse. Hallie Jane Z. seconded, and the motion passed without opposition. Carol S. will create an MOU with The Wheelhouse to outline the arrangement. The board will review this arrangement in June and make any adjustments if needed. The board’s only concern was to not lose any money.
 - c. New Committee: A new committee was formed with Brandie A., Jennifer R.L., Krista W., and Hallie Jane Z. to plan an annual event for Morgan County stakeholders. Discussions were started about having the first event at the safari park.
 - d. Welcome Center Seasonal Hours: Carol S. updated the board that City Council voted against the proposed seasonal hours. The Welcome Center will continue to operate on the current schedule.
 - e. Annual Report: Jennifer R.L. presented key points from the annual report. See report. Earned media was the best performing marketing effort and had the best ROI for our investment.

5. New Business
 - a. Jennifer R.L. presented her director's report. See report. She highlighted recent hires, interns, and their respective projects.
 - b. Marketing Update: Jennifer R.L. presented a one-page summary of Madison/Morgan County tourism numbers as presented at the State Governor's Tourism Conference. Also in this report were social media and digital metrics gauging the success of our online marketing efforts through social media and the MMCVB website. See summary.
6. Committee Reports
 - a. Board Update: Ron Collins has stepped down from his board position due to his departure from the James Madison Inn. A discussion of potential board members to fill his vacancy was had. Jennifer R.L. will reach out to the new manager of the Inn to see if there is a possible replacement.
 - b. Marketing Update: Jennifer R.L. reported that the launch of a new digital ad campaign through our website, an newsletter, and social media. See the marketing report.
 - c. Finance Committee: Brian Wright with Wright & Wright P.C. presented the findings of this year's financial audit. Mr. Wright stated the small difference in the organization's net assets was to account for several outstanding checks that had not cleared the bank. Discussions were had on revenue generating ideas and what is typically allowed and not allowed for a 501©6 organization.
 - d. Treasurer Election: Carol S. stated that Krista Williams has volunteered to serve as the Board Treasurer for the duration of her term. Carol S. made a motion to approve Krista W. to serve as Treasurer and assume a role on the finance committee. Hallie Jane Z. made a motion to approve Krista W. as Treasurer. Ron C. seconded, and the motion passed without opposition. Also noted is that with this election, Ron C. will roll off the finance committee.
 - e. Financials. Carol S. presented current financial and made a motion to approve the financials as represented. Brandie seconded, and the motion passed without opposition.
7. Other Business: Discussions were had on the organization's holiday events. Jennifer R.L. suggested that the board invite welcome center staff to the December board holiday function which will be held during our normal board date and time. Hallie Jane Z. offered Empire Mills as a location for the event. Hallie Jane Z. made a motion to allow the board event to be held at empire mills and to include welcome center staff. Brandie seconded and the motion passed without opposition.

Sarah W. presented downtown events happening over the next several months.

Carol S. adjourned the meeting at 9:45am

Respectfully Submitted,

Brandie Anderson

Secretary