

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
April 10, 2025
8:15 am- 9:30 am

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

Absent: Jay Homan

In Attendance: Jennifer Rosa Leon, CVB Director
Sarah Wibell, Ex officio – City of Madison

1. Carol S. called the meeting to order at 8:19 am.
2. Welcome and approval of Minutes: Carol S. made a motion to approve the February 2025 meeting minutes. Krista W. seconded the motion, and the motion passed without opposition.
3. Old Business
 - a. Charles M. presented his review of the organization’s bylaws, along with a written summary outlining key structural considerations and recommendations for transitioning to an advisory board model. See Review. He also provided an overview of the potential legal implications associated with such a change. The board engaged in a discussion weighing the benefits and drawbacks of shifting to an advisory board structure. Additionally, members explored the possibility of revising the board composition to include an “at-large” position—open to professionals outside the hospitality industry, such as attorneys, accountants, educators, or other relevant experts. The board agreed to postpone a vote on the proposed board realignment.
4. New Business: No new business at this time.
5. Committee Reports
 - a. Nominating Committee: Charles M. will draft a proposed revision outlining the structure and role of the new “at-large” board seat for presentation at the next meeting.
 - b. Finance Committee: Carol S. presented an update on the financials. Brandie A. made a motion to approve the minutes. Hallie Jane Z. seconded, and the motion passed without opposition.
 - c. Event Committee: Jennifer R.L. presented the proposed plan for the inaugural Tourism Engagement Event, scheduled to launch in September 2025 at Georgia Safari Conservation Park. The board discussed the event’s purpose, logistical considerations,

and ticketing strategy. Additional details will be shared at the June meeting as plans are finalized.

- d. Facility Committee: Carol S. shared a request from local entrepreneur Bob Fuhr, who is launching a trolley tour in the downtown area. He inquired about using the Welcome Center as either a base of operations or a point of ticket sales with staff assistance. Due to restrictions outlined in the building's lease, the Welcome Center is unable to accommodate this request. Additionally, the board expressed concern that such an arrangement falls outside the intended role of Welcome Center staff and could present fairness issues with respect to other attractions and venues in the community.

6. Other Business: None at this time.

Carol S. adjourned the meeting at 9:25 am.

Respectfully Submitted,

Brandie Anderson
Secretary