

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

June 12, 2025

8:15 am- 9:30 am

Directors in Attendance: Carol Sanchez – Chair
Charles Marvil – Vice Chair
Brandie Anderson – Secretary
Karen Wibell
Joshua Holland

Absent: Krista Williams – Treasurer
Jay Homan
Hallie Jane Zimmerman

In Attendance: Jennifer Rosa Leon, CVB Director
Sarah Wibell, Ex officio – City of Madison
Phillip Von Hanstein, Ex officio – Morgan County

1. Carol S. called the meeting to order at 8:18 am.
2. Welcome and approval of Minutes: Carol S. welcomed the Board and made a reminder that this is the last official meeting of this fiscal year. She presented Karen W. with a thank you gift on behalf of the Board as she is required to roll off for one year per the by-laws.
3. Approval of the Minutes: Carol S. made a motion to approve April's minutes. Joshua H. seconded and the motion passed without opposition.
4. Old Business
 - a. Charles M. initiated a discussion regarding the proposed amendments to the bylaws, specifically the recommendation that at least two (2) of the five (5) board seats can now be individuals from non-tourism or non-hospitality-related fields. The proposed language also included examples of industries or areas of expertise that would bring valuable perspectives to the board. Following discussion, the group agreed to revise the proposal by reducing the required number of non-tourism/hospitality seats from two (2) to one (1). Additionally, the wording related to the types of professional backgrounds was modified to remove, "including but not limited to fields such as the following," to allow for broader inclusion. Brandie A. moved to approve the proposed bylaw changes with the discussed revisions. The motion was seconded by Charles M. and passed unanimously.
5. New Business
 - a. FY 25-26 Budget. Carol S. reported that additional funding from the County has helped reduce the projected shortfall for the upcoming fiscal year, effectively restoring the budget to the level of the previous fiscal year. Jennifer R.L. presented the proposed FY 2025–2026 budget for review (see Budget). Carol S. moved to approve the budget as presented, with the provision that an amendment may be made should additional funds be received from the City. Brandie A. seconded, and the motion passed unanimously.
 - b. Marketing Update. Jennifer presented a brief marketing update. See report.

6. Committee Reports:
 - a. Karen W. Reported on Nominating Committee's recruitment efforts and recommendation of Alfred Murray for CVB Board's open position, term ending 2026 (Remainder of term vacated by Ron Collins). Murray's application was presented and discussed. Karen W. Made a motion to appoint Alfred Murray to the Board. The motion was approved unanimously by the board. Carol S. reported Jay Homan was nominated by the Morgan County Board of Commissioners to complete a second 3-year term. Carol S. made a motion for the Board to confirm Jay H.'s appointment. The motion was approved unanimously by the board. Sarah W. reported on applications received for the City-nominated board position, submitted by Gene Porter and David Nunn. Additionally, Councilman Eric Joyce has submitted an application for an official ex officio City representative position. Sarah W. is working to have the board nomination added to City Council's upcoming Agenda for a vote.
 - b. Event Committee: Jennifer R.L. provided an update on the finalized plans for the "Wild About Tourism" event, scheduled to take place at the Safari Park on September 22. (See Event Details.) Philip Von Hanstein recommended the inclusion of several district and state elected officials on the invitation list. These additions were noted and incorporated accordingly.
 - c. Finance Committee: Discussion of the FY 25-26 budget was previously discussed in New Business.
7. Other Business/General Discussion: Karen W. noted the importance of remaining mindful of the potential ripple effects that national and global events may have on local tourism. She also highlighted upcoming opportunities within the next 12 months to strategically position the community around major events, including the 2026 FIFA World Cup and the America 250 campaign. Additionally, Karen emphasized that the CVB continue to ensure that public relations efforts support and promote all community assets. Jennifer R.L. responded by stating the while the CVB prioritizes showcasing the full range of Madison-Morgan stakeholders, it has limited control over which stakeholders media outlets choose to feature. Nonetheless, staff remains committed to representing the entire community in its outreach and promotional efforts.

Carol S. adjourned the meeting at 9:45 am.

Respectfully Submitted,

Brandie Anderson
Secretary