

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.

Board of Directors Meeting Minutes

August 14, 2025

8:15 am- 9:30 am

Directors in Attendance: Carol Sanchez – Chair
Krista Williams – Treasurer
Brandie Anderson – Secretary
Joshua Holland
Alfred Murray
Gene Porter, City-elect
Jay Homan, County-elect
Hallie Jae Zimmerman

Absent: Charles Marvil – Vice Chair
Joshua Holland

In Attendance: Jennifer Rosa Leon, CVB Director
Sarah Wibell, Ex officio – City of Madison
Jim Malanowski, City Ex Officio
Phillip Von Hanstein, Ex officio – Morgan County BOC
Mayor Fred Perriman

1. Carol S. called the meeting to order at 8:17 am.
2. Welcome and approval of Minutes: Carol S. welcomed the new board members and introductions were made all around.
3. Approval of the Minutes: Carol S. made a motion to approve June’s minutes. Krista W. seconded and the motion passed without opposition.
4. Old Business
5. FY 25-26 Budget Revision: Jennifer R. L. presented the budget revision, which included the final contributions, and noted that budgets are based on estimates until final numbers are received. Additional budgetary changes included a cost-of-living increase for the Project Coordinator position, totaling \$500.00 over the previous budget, which was approved by the committee. Jennifer also presented a budget item for improvements to the meeting space, mainly paint, for the main office conference room. See budget. Brandie A. made a motion to approve the budget changes, Hallie Jane seconded, and the motion passed without opposition.
6. New Business
 - a. Updated COI Forms: Jennifer R.L. passed around new COI forms for the current year.
 - b. Annual Report: Jennifer R.L. presented highlights from the annual report: see report. Highlights included marketing efforts and results, social media performance, website impressions, welcome center visitation and the e-newsletter.
 - c. Marketing Update. See Director’s report.
 - d. Strategic Plan: Jennifer R.L. stated that last year the board created a three-year strategic plan and that we are in year two. Carol S. recommended that the board should focus on the

research part of that plan and suggested forming a research committee. Hallie Jane Z. mentioned that she has a staff member who may be a good fit for this committee. Both Brandie A. and Gene Porter volunteered to work on the research committee as well.

7. Committee Reports:
 - e. Event Committee: Hallie Jane Z. presented the Wild About Tourism event in partnership with Georgia Safari Conservation Park. Personal invitations for VIP guests were distributed to board members to hand deliver to guests receiving complimentary tickets. 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.
 - f. Finance Committee: Jennifer R.L. Stated that we are in a full audit year, which CFP Brian Wright will present at the next meeting.
8. Other Business/General Discussion: Next meeting will be October 9, 2025. No other business or general discussion was had.

Carol S. adjourned the meeting at 9:30 am.

Respectfully Submitted,

Brandie Anderson
Secretary