

MADISON MORGAN COUNTY CONVENTION & VISITORS BUREAU
Board of Directors Meeting Minutes

February 12, 2026 - 8:15 am
118 N. Main Street

Directors in Attendance: Carol Sanchez – Chair
Charles Marvil – Vice Chair
Krista Williams – Treasurer
Jay Homan, County-elect
Alfred Murray
Gene Porter, City-elect

Absent: Brandie Anderson – Secretary
Joshua Holland
Hallie Jae Zimmerman

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

Meeting Agenda

1. Call to Order
 - The meeting was called to order at 8:19 by Carol Sanchez
2. Welcome
 - Carol reminded members our responsibility as a board is to provide feedback to Jennifer
 - As an Ice-Breaker the group discussed upcoming initiatives in their organizations
3. Approval of the Minutes
 - a. October Minutes
 - Krista moved, Alfred seconded to accept the minutes with one change.
Unanimously approved the minutes.
4. New Business
 - a. Marketing Update/MidYear Report

- Jennifer provided an update on marketing with review of Directors Reports. See Reports.
- We are over \$18,000 in sales for the Destination Guide, a record
- Destination marketing is a focus
- American 250 - area of focus
- World Cup - area of consideration

5. Old Business

a. Bylaws Update - Carol, Charles and Jennifer worked on review. We cannot have board members who are elected officials. Clarification of required term staggering. See edit document.

- Alfred moved to accept the update to the bylaws, Charles seconded. Approved with unanimous vote.

b. Strategic Plan, FY25-26 Committee Planning

- Jennifer provided an update on the Advance Travel custom research report
- Some of the data appeared to have some tracking discrepancies but still good to have to understand trends
- We received good data from Explore Georgia.
- All research reports are available for Board Members in Stats folder of shared drive.

6. Committee Reports

a. Finance Committee

- Krista shared that we are adhering to the budget
- October, November, December, January Financials

7. Other Business/General Discussion

Meeting was adjourned at 9:45

Respectfully submitted, Jay Homan