

MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
April 9, 2026
8:15 am- 9:30 am

Directors in Attendance: Carol Sanchez – Chair
Charles Marvil – Vice Chair
Hallie Jane Zimmerman
Brandie Anderson – Secretary
Gene Porter, City-elect

Absent: Krista Williams – Treasurer
Joshua Holland
Jay Homan, County-elect
Alfred Murray

In Attendance: Jennifer Rosa Leon, CVB Director
Jim Malanowski, City-elect

1. Carol S. called the meeting to order at 8:25 am.
2. Approval of the Minutes: A motion was made to approve February’s minutes. Hallie Jane Z. seconded, and the motion passed without opposition.
3. New Business
 - a. Marketing Update/Midyear Report: See attached report. Jennifer R.L. presented a summary of the midyear marketing report, highlighting website performance, public relations efforts, and social media growth.

Jennifer R.L. presented engagement statistics for Facebook, Instagram, and Pinterest, noting several top-performing posts and reporting that content is also being added to YouTube to expand reach. She shared that social media performance improved significantly under Audra's management and emphasized the value of having a dedicated professional with strategic marketing expertise overseeing those efforts.

Jennifer R.L. informed the board that Audra left her role after discussions regarding compensation. Audra requested an increase in her monthly contract from \$1,000 to \$1,250, which was not approved. Jennifer R.L. is currently conducting a three-month trial utilizing existing staff to manage social media responsibilities and evaluate long-term needs. During the discussion, Jennifer R.L. noted that future budgets should consider allocating approximately \$1,500 per month for a qualified social media professional, citing the measurable impact strategic social media management had on engagement and visibility. The board also discussed the relationship between marketing efforts and visitation. Jennifer R.L. reported that, based on available data, public relations and website traffic remain the

top drivers of visitation, followed by social media, with the Welcome Center ranking third as a visitor referral source.

Jennifer concluded by discussing the growing impact of artificial intelligence on search engine optimization (SEO) and tourism marketing, noting that changing search behaviors may require organizations to adapt their digital marketing strategies in the future.

4. Committee Reports:

- a. Nominating Committee: Brandie A. informed the board that she will be rotating off the board at the end of her term and has been in discussions with Georgia Safari Conservation Park regarding potential candidates to fill the upcoming vacancy. The park proposed shared board seat between the Director of Education and the Director of Sales & Events. After discussion, the board determined that a shared position would be unprecedented and could create challenges related to representation, accountability, and continuity. The board therefore elected to move forward with extending an invitation to Jordana Roberts, Director of Education, to serve on the board.

Jennifer R.L. also introduced Daisy Benford as a prospective board candidate recommended by Alfred Murray. Daisy is expected to attend the June board meeting as a guest to learn more about the organization and board service before making a commitment regarding membership. Jennifer R.L. presented other candidates being pursued to fill upcoming vacancies.

- b. Finance Committee: Carol S. reported that she and Jennifer R.L. will continue to review and refine the budget over the coming months. Jennifer reported that the organization received additional county funding beyond what was originally budgeted. Discussion was held regarding the timing and allowable use of those funds, including whether they must be spent within the current fiscal year or may be carried forward. The board noted that budget projections are based on assumptions and may require periodic adjustments as revenues and expenses are finalized throughout the year.
5. Other Business/General Discussion: Various board members presented updates on their businesses and events.

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

Respectfully Submitted,

Brandie Anderson
Secretary