MADISON MORGAN CONVENTION & VISITORS BUREAU, INC.
Board of Directors Meeting Minutes
June 11, 2026
8:15 am- 9:30 am

Directors in Attendance:	Charles Marvil – Vice Chair Brandie Anderson – Secretary Krista Williams – Treasurer Gene Porter, City-elect Hallie Jae Zimmerman Joshua Holland Jim Malanowski, City-elect Alfred Murray
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Absent:	Carol Sanchez – Chair Jay Homan, County-elect
In Attendance:	Jennifer Rosa Leon, CVB Director Daisy Benford – Board Candidate Karen Robertson – Ex officio, City of Madison

1. Jennifer R.L. called the meeting to order at 8:20 am and introduced Karen Robertson, representing Madison Main Street, and Daisy Benford, who is a potential board candidate who is auditing the meeting.
2. Approval of the Minutes: Gene Porter made a motion to approve April's minutes. Charles M. seconded, and the motion passed without opposition.
3. New Business – See Director's Report
   a. Marketing Update/Midyear Report: Jennifer R.L. reported that Georgia State Tourism is placing a strong emphasis on America 250 and the FIFA World Cup. She shared that the CVB secured a PR collaboration at no cost, which will feature Madison as a day-trip destination in the official FIFA Magazine. Jennifer also reported that she and Carol S. will staff a booth at the Congress Center on June 15 to promote Madison during the FIFA opening games.

      Jennifer R.L. also reported that her team is developing an America 250 social media campaign titled "We the People," which will highlight Madison through two reels each month. She and Brandie A. also presented to the UGA Career Center about internship opportunities with both the CVB and the nonprofit organization led by Brandie A. Jennifer R.L. shared that the CVB will have a summer intern from Georgia College & State University who is majoring in Public Relations. Additionally, Jennifer R.L. and Trinity M. joined Cheryl Bland in cleaning historic African American markers throughout the community.
4. Old Business:
   a. Strategic Plan: Jennifer R.L. stated that the organization is in the final year of the strategic plan and that Carol S. has asked the board to review any of the items that are incomplete and to be prepared to discuss at the next meeting.

5. A brief discussion was held regarding the current hotel/motel tax percentage and the Wild About Tourism event, including whether the event should be held annually or every other year. The Board was also asked to consider which remaining Strategic Plan initiatives it would like to prioritize and accomplish during the final year of the current plan. Jim M. asked about opportunities to engage more young people in the organization. Jennifer R.L. shared that she is already collaborating with the local high school through its Tourism Ambassador Program as one way to encourage youth involvement.
6. Committee Reports:
   a. Nominating Committee: Jennifer R.L. presented Ansley Schultz who is on the marketing team at Farmview Markets. Charles M. made a motion to approve Ansley Schultz to the board, Brandie A. Seconded. Then Brandie A. presented Jordana Roberts, who is the Director of Education at Georgia Safari Conservation Park. Brandie A. made a motion to approve Jordana Roberts to the board, Krista W. Seconded, and both motions passed without opposition.
7. Finance Committee: Krista W. presented the April and May financial reports. A brief discussion was held regarding the timing and distribution of hotel/motel tax revenue. It was noted that the annual budget is developed using projected revenue, generally based on the prior year's collections. As actual hotel/motel tax revenue is received, the budget may be adjusted to reflect collections that exceed initial projections. Jennifer R.L. presented the proposed 2026–2027 budget (see attached budget) and recommended transitioning Trinity M. into a full-time Project Coordinator/Marketing role. The promotion would include a salary increase, which is accounted for within the proposed budget. Krista W. made a motion to approve the 2026–2027 budget, including the creation of the full-time Project Coordinator/Marketing position. Alfred M. seconded the motion. The motion passed without opposition.
8. Other Business/General Discussion: Various board members presented updates on their businesses and events.

Jennifer R.L. adjourned the meeting at 9:27 am.

Respectfully Submitted,

Brandie Anderson
Secretary