



BOARD OF COMMISSIONERS MEETING
Wednesday, February 19, 2025

Commissioners Present: Pace Halter, Chair; Sherricka Day, Vice Chair; Dan Gilbert, Secretary/Treasurer; Lauren Becker, Miles Greathouse, Alex Naik (late), Michelle Spivey, and Mayor Skip Henderson

Commissioners Absent: Amy Bryan, and Pete Jones

Staff Present: Peter Bowden, Shelby Guest, Kim Gonzalez, Joel Slocumb, and Ashley Woitena

Call to Order **Pace Halter**

- The February 2025 meeting was called to order at 8:30am.

Secretary Treasurer Report **Dan Gilbert**

- Dan Gilbert presented the consent agenda that included minutes for the January 2025 meeting and financials for January 2025. He asked if there were any questions or discussion. There being none, a motion was made by Miles Greathouse to approve the consent agenda, seconded by Michelle Spivey. A vote was taken, and the motion was approved.
- Mr. Gilbert also mentioned that the past 2 months' checks for Hotel/Motel Tax have been almost half of what was expected and that the city has not provided a report for the remittance in the past 2 months. Mayor Skip Henderson said he would request an update on the remittance and reporting.
- Mr. Gilbert then turned the meeting over to Peter Bowden to discuss the FY 2026 Budget. Mr. Bowden began by saying that the staff was projecting a 6% increase in hotel/motel tax. He pointed out a few line items that increased due to new vendor contracts, but most line items remained the same as FY 2025 budget. A motion was made by Michelle Spivey to approve the FY 2025 budget, seconded by Lauren Becker. A vote was taken, and the motion was approved.

President's Report **Peter Bowden**

- Joel Slocumb discussed the Film Festivals he and staff have attended over the past few months and the upcoming Film Festivals he will be attending. He explained the value of attending the festivals to promote Columbus, GA as a film destination. Mr. Slocumb went on to discuss filming that is planned for our area as well as the progress on the local filmmaker grant program.
- Norm Easterbrook, Executive Director for RiverCenter for the Performing Arts, discussed the economic impact the Arts has on Columbus. He also encouraged attendees to be a champion for the cultural arts in the community.

- Carrie Beth Wallace, President & Owner of The Columbusite, discussed the past year's ArtFest and how successful it was. She also gave information on the return of Arts in the Park, taking place in Midtown this April.

Chair Report.....Pace Halter

- The Board then went into Executive Session for the purpose of a personnel matter. Mr. Halter excused non-voting attendees for the purpose of the meeting.
- Once the Executive Committee meeting concluded, non-voting attendees were invited back into the meeting. Mr. Halter announced that Ashley Woitena had been selected as the new President-CEO for VisitColumbuGA. A motion was made by Miles Greathouse to elect Ashley Woitena as the new CEO, seconded by Michelle Spivey. A vote was taken, and the motion was approved.
- Pace Halter gave an update on the Economic Development study being conducted by Ernst & Young.

Adjournment.....Pace Halter

- With no further business, Mr. Halter adjourned the meeting at 9:38am.



BOARD OF COMMISSIONERS MEETING
Wednesday, March 19, 2025

Commissioners Present: Pace Halter, Chair; Sherricka Day, Vice Chair; Lauren Becker, Amy Bryan, Miles Greathouse, Pete Jones, Alex Naik, and Michelle Spivey,

Commissioners Absent: Dan Gilbert, Secretary/Treasurer; and Mayor Skip Henderson

Staff Present: Ashley Woitena and Kim Gonzalez

Call to Order **Pace Halter**

- The March 2025 meeting was called to order at 8:30am.

Secretary Treasurer Report **Sherricka Day**

- Sherricka Day presented the consent agenda that included minutes for the February 2025 meeting and financials for February 2025. She asked if there were any questions or discussion. There being none, a motion was made by Amy Bryan to approve the consent agenda, seconded by Lauren Becker. A vote was taken, and the motion was approved.

Chair Report **Pace Halter**

- Pace Halter discussed the Board Meeting functions and the meetings should focus on strategy development.
- Mr. Halter gave an update on the Economic Development study conducted by Ernst & Young. It is in the final version focusing on high level direction.
- He then gave a brief on a meeting he had with Carl Vinson Institute, UGA and Ashley Woitena in which they discussed a proposal for a Rural County Tourist Attraction initiative which would be funded by a Federal Grant.

President's Report **Ashley Woitena**

- Ms. Woitena gave an update on a meeting she & Kim Gonzalez had with the City Finance Department where they learned about the Hotel/Motel Tax collection and remittance.
- Ashley then presented a revised FY2026 budget. The total dollars did not change from the budget that was approved in the February 2025 meeting and sent to the City Government. The changes only pertained to the expense line-item allocations.

- Ashley Woitena then gave an overview of her initial days in the office as CEO. She discussed the progress and implementation of the 90-day strategic plan that she was given by the Executive Committee upon her appointment as CEO.

Executive Session.....Pace Halter

- The Board then went into Executive Session for the purpose of a personnel matter. Mr. Halter excused non-voting attendees for the purpose of the meeting.

Adjournment.....Pace Halter

- With no further business, Mr. Halter adjourned the meeting at 9:42am.



BOARD OF COMMISSIONERS MEETING
Wednesday, September 17, 2025

Commissioners Present: Pace Halter, Chair; Sherricka Day, Vice Chair (virtual); Dan Gilbert, Secretary/Treasurer; Lauren Becker, Amy Bryan, Pete Jones, Michelle Spivey and Mayor Skip Henderson

Commissioners Absent: Miles Greathouse and Alex Naik

Staff Present: Ashley Woitena, Danielle Ackerman (virtual) and Kim Gonzalez

Special Invitees Present: Jansen Tidmore; CEO Columbus Chamber, Herman Lewis: Board Chair Columbus Sports Council

Call to OrderPace Halter

- The September 2025 meeting was called to order at 8:30am.

Secretary Treasurer Report..........Dan Gilbert

- Dan Gilbert presented the consent agenda that included minutes for the August 2025 meeting and financials for August 2025. He asked if there were any questions or discussion. There being none, a motion was made by Lauren Becker to approve the minutes, seconded by Pete Jones. A vote was taken, and the motion was approved.

Chair Report..........Pace Halter

- Pace Halter introduced Jansen Tidmore, the new CEO of the Columbus Chamber of Commerce. Jansen outlined the Chamber's focus on being connectors, a resource for local businesses, and advocacy efforts.
- Mr. Halter discussed the current structure of the Executive Committee and suggested that it remains unchanged for a second year. Nominations for the Executive Committee should be submitted before the next meeting.

President's Report..........Ashley Woitena

- Ashley Woitena introduced Danielle Ackerman as the new Director of Marketing & Communications, who started on September 8th and will be on-site full-time on October 6th
- Ms. Woitena discussed the upcoming renewal of their 5-year contract and an upcoming presentation to the Columbus City Council on October 14th.

- She then provided an update and timeline for the upcoming facilitated staff cultural assessment, which will be conducted offsite on October 6, followed by a leadership and board chair conversation and planning on October 7.
- The board members present reviewed November dates for a Board retreat and strategic planning session facilitated by Fired Up Culture for November 17th and 18th. The session will include board governance training, Berkman assessments, and strategic planning, which will encompass 5 phases.
- Ashley highlighted recent team achievements, including Lacy earning her Tourism Marketing Professional (TMP) certification, and upcoming events including the Georgia 100 film commission event.
- Ms. Woitena presented a sales team recap highlighting KPI goal accomplishments, travel, market segments and achievements from Fiscal Year 2025.

Adjournment.....Pace Halter

- With no further business, Mr. Halter adjourned the meeting at 9:20am and went into Executive Session.



BOARD OF COMMISSIONERS MEETING
Wednesday, November 19, 2025

Commissioners Present: Pace Halter, Chair; Sherricka Day, Vice Chair; Dan Gilbert, Secretary/Treasurer; Lauren Becker, Amy Bryan, Miles Greathouse, Alex Naik, Pete Jones, and Michelle Spivey

Commissioners Absent: Mayor Skip Henderson

Staff Present: Ashley Woitena and Kim Gonzalez

Special Invitees Present: Bo Taber & Mathew Culenverg; Robinson Grimes CPA's and Hayley Tillery; Director Columbus GA Convention & Trade Center

Call to Order **Pace Halter**

- The November 2025 meeting was called to order at 8:31am.

Secretary Treasurer Report **Dan Gilbert**

- Dan Gilbert presented the consent agenda that included minutes for the October 2025 meeting and financials for October 2025. He asked if there were any questions or discussion. There being none, a motion was made by Alex Naik to approve the minutes and financials, seconded by Miles Greathouse. A vote was taken, and the motion was approved.
- Mr. Gilbert turned the meeting over to Bo Taber, CPA with Robinson Grimes CPA Firm, who presented the FY 2025 Audit. After the presentation Mr. Gilbert asked if there were any questions or discussion. There being none, a motion was made by Sherricka Day to approve the FY 2025 Audit, seconded by Michelle Spivey. A vote was taken, and the motion was approved.

Chair Report **Pace Halter**

- Mr. Halter asked if the Board should meet in December 2025 due to the Holidays and travel. A motion was made by Amy Bryan to not conduct a Board meeting in December 2025, seconded by Lauren Becker. A vote was taken, and the motion was approved.
- Ashley Woitena presented the 2026 Legislative Agenda and explained each of the items to be brought forward to the Legislators. She asked if there were any questions or discussion. A motion was made by Sherricka Day to approve the legislative agenda, seconded by Miles Greathouse. A vote was taken, and the agenda was approved.
- Pace Halter provided a cash management policy which was discussed in the previous month's meeting. He asked if there were any questions or discussions. A motion was made by Amy Bryan

to approve the cash management policy, seconded by Pete Jones. A vote was taken, and the policy was approved.

President's Report.....Ashley Woitena

- Ashley Woitena discussed the upcoming February 2026 Board Retreat and Strategic Plan update.
- Ms. Woitena announced Lacy Harden will be receiving the Stephen Styron Award next month at the GACVB Luncheon. She also gave an update on conferences that have been won by the Sales Team.
- She then invited the board members to attend the upcoming Holiday Social at Nonic on December 9th.

Adjournment.....Pace Halter

- With no further business, Mr. Halter adjourned the meeting at 9:35am.