



BOARD OF COMMISSIONERS MEETING  
Wednesday, May 18, 2022

**Commissioners Present;** Lauren Becker, Chair; Jamie Waters, Vice Chair; Miles Greathouse, Secretary/Treasurer, Sherricka Day, Dan Gilbert, Pete Jones, Pace Halter

**Commissioners Absent:** Mamie Pound, Donna Hix, Mayor Skip Henderson

**Special Invitees:** Norm Easterbrook, RiverCenter; Michael Denehy, National Infantry Museum; Merri Sherman, Columbus Sports Council; Ed Wolverton, Uptown Columbus

**Staff Present:** Peter Bowden, Shelby Guest, Ashley Woitena

**Call to Order ..... Lauren Becker**

- The May meeting was called to order by Lauren Becker at 3:30pm.

**Approval of Minutes & Financials ..... Miles Greathouse**

- Miles Greathouse reminded the Board approval of Minutes & Financials is by way of consent agenda and asked if there were any questions or discussions on the minutes and financials. There being none, a motion was made by Jamie Waters to approve the April Minutes & Financials and the motion was seconded by Sherricka Day. A vote was taken, and the motion was approved.

**Chair’s Report..... Lauren Becker**

- Ms. Becker reminded the Board discussed the relocation of the current administrative office to the YMCA Building. Discussions were held and there was a consensus of Board members present this option should be pursued. Ms. Becker asked Peter Bowden to recap the rationale and plans of the relocation. Mr. Bowden explained the savings and comparisons of other properties visited. He said the goal is complete the move by the end of August. Ms. Becker asked the Board to ratify the relocation based on the April Board meeting discussion and its consensus. The Board gave its approval, with Pace Halter abstaining.

**President’s Report..... Peter Bowden**

- Mr. Bowden began by explaining that this month’s report would focus on the Sales Department, specifically the importance of being a one-stop shop. VisitColumbusGA’s cornerstones include

Visitor Services, Advertising & Marketing, Research, Brand Awareness, Site Visits, Travel Writer Tours, Film, and Meetings & Conventions.

- He then introduced Ashley Woitena, Vice President of Sales, for an in-depth look at the inner workings of the Department. Ms. Woitena stressed the importance of prospecting, awareness, and a call to action with clients. This includes social media, working with associations, retargeting the audience in conjunction with efforts brought forth by working with the Digital Edge Agency, and familiarization tours. She shared the digital packet the Sales department is currently using, highlighting the proposal template. There was also a mention of some of the travel Sales will be embarking on to include Destination Showcase, GSAE Annual Conference, Military Reunion Network, Small Meeting Marketing Conference, Meetings Today, Smart Meetings, and more. There are also plans for a refresh of VisitColumbusGA's destination research -- this usually occurs every 3-4 years -- as well as a refresh for the main website. Ms. Woitena also informed the Board about how Sales is preparing for the future, with emphasis on infrastructure, incentives, transportation, and collaboration. (Please refer to the slide deck for complete presentation)

**Other Business.....Group**

- No other business from the group

**Adjournment.....Lauren Becker**

With no further business, Ms. Becker adjourned the meeting at 4:40 p.m.