



VisitColumbusGA

BOARD OF COMMISSIONERS MEETING
Thursday, June 20, 2024

Commissioners Present: Jamie Waters, Vice Chair; Sherricka Day, Pace Halter, Peter Jones, and Michelle Spivey,

Commissioners Absent: Lauren Becker, Chair; Miles Greathouse, Secretary/Treasurer; Amy Bryan, Dan Gilbert, and Mayor Skip Henderson

Special Invitees Present: Ed Wolverton

Staff Present: Peter Bowden, Shelby Guest, Kim Gonzalez, Ashley Woitena, Stacy Bridges and Gracie Childers

Call to OrderJamie Waters

- The June 2024 meeting was called to order by Jamie Waters at 4:02pm.

Secretary Treasurer ReportJamie Waters

- Jamie Waters presented the consent agenda -- minutes for the May 2024 meetings, as well as financials for May 2024. He asked if there were any questions or discussion. There being none, a motion was made by Peter Jones to approve the consent agenda, seconded by Pace Halter. A vote was taken, and the motion was approved.

Chair Report.....Jamie Waters

- The Board was given a copy of the Georgia Trend magazine, June 2024 issue. Mr. Waters informed them of the news article about Columbus, GA printed in the magazine. This article describes the growth and development happening in the area and features Peter Bowden.
- Mr. Waters congratulated Peter Bowden for being chosen as one of the 200 most influential of Georgia’s creative industries by GA Entertainment News.
- There was a reminder that there will not be a Board Meeting in July 2024.

President’s Report.....Peter Bowden

- Next, Mr. Waters turned the meeting over to Peter Bowden who introduced Mya Surrency, President for Digital Edge. Ms. Surrency gave a demonstration of the marketing and strategy they have provided VisitColumbusGA over the past 3 years. She also discussed industry trends,

focused marketing and marketing niches. The development of the upcoming meeting campaign showcasing the 4 different meeting districts in Columbus, GA was discussed.

- Shelby Guest provided several magazine articles showcasing Columbus, GA. These articles have appeared in various magazines that arrived in the mail over the past couple of weeks.

- **Adjournment**.....Jamie Waters

With no further business, Mr. Waters adjourned the meeting at 4:55pm.