



BOARD OF COMMISSIONERS MEETING
Wednesday, October 15, 2025

Commissioners Present: Pace Halter, Chair; Sherricka Day, Vice Chair (virtual); Dan Gilbert, Secretary/Treasurer; Lauren Becker, Amy Bryan, Miles Greathouse and Michelle Spivey

Commissioners Absent: Pete Jones, Alex Naik and Mayor Skip Henderson

Staff Present: Ashley Woitena, Danielle Ackerman, and Kim Gonzalez

Special Invitees Present: Brett Oetting (virtual); Fired-Up Culture, Steve Morse; CEO Uptown Columbus, Herman Lewis; Board Chair Columbus Sports Council and Hayley Tillery; Director Columbus GA Convention & Trade Center

Call to Order**Pace Halter**

- The October 2025 meeting was called to order at 8:32am.

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

- Dan Gilbert presented the consent agenda that included minutes for the September 2025 meeting and financials for September 2025. He asked if there were any questions or discussion. There being none, a motion was made by Amy Bryan to approve the minutes, seconded by Sherricka Day. A vote was taken, and the motion was approved.
- The Board discussed financial matters, particularly focusing on cash management. They suggested developing a cash management policy that will be presented at the next meeting.

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

- Pace Halter provided updates on board member appointments, noting that current officers agree to serve another year. This will be voted on at the next meeting. He also noted that two new members were recommended by the mayor to replace outgoing members. Their terms will begin in January 2026.
- Mr. Halter reported on EY's progress with their community interviews and research presentation, which included a half-day workshop attended by 40-50 people. The team is working on a report that will be the first step toward a 2030 plan, expected to be completed by year-end.

President's Report.....Ashley Woitena

- Ashley Woitena introduced Brett Oetting representing Fired-Up Culture who discussed the timeline for the strategic plan, which aims to be finalized by February.
- Ms. Woitena announced the City Council has renewed the VisitColumbusGA contract.
- Danielle Ackerman presented an executive summary of new tourism data software, highlighting KPIs across lodging, short-term rentals, social media, and website analytics.
- Ashley discussed recent accolades and gave an update on conferences that have been won by the Sales Team.
- She then invited the board members to attend the upcoming Hospitality Leaders Meeting on October 21st which will be held at Synovus Park.

Adjournment.....Pace Halter

- With no further business, Mr. Halter adjourned the meeting at 9:39am.