



BOARD OF COMMISSIONERS MEETING
Wednesday, March 18, 2026

Commissioners Present: Pace Halter, Chair; Sherricka Day, Vice Chair; Dan Gilbert, Secretary/Treasurer; Pete Jones, Alex Naik, Miller Robinson, Michelle Spivey, Hudson Terrell, and Mayor Skip Henderson

Commissioner Absent: Amy Bryan

Staff Present: Ashley Woitena and Kim Gonzalez

Special Invitees Present: Craig Howard; Columbus Sports Council and Steve Morse; Uptown Columbus, Inc.

Call to OrderPace Halter

- The meeting was convened by Pace Halter at 8:32 am.

Secretary Treasurer Report.....Dan Gilbert

- Dan Gilbert presented the consent agenda that included minutes for the February 2026 meeting and financials for February 2026. He asked if there were any questions or discussions. There being none; a motion was made by Michelle Spivey to approve the minutes and financials, seconded by Sherricka Day. A vote was taken, and the motion was approved.

Chair Report.....Pace Halter

- Mr. Halter welcomed Hudson Terrell as a new Board Member.

President's Report.....Ashley Woitena

- Ashley Woitena gave a Legislative update which included the Gold Dome Drop-In, Tourism Day at the Capitol, Crossover Day update, and wins for Columbus.
- She then gave an update on the FY 26-FY 28 Strategic Plan. The new Mission and Vision Statements were unveiled, along with an overview of the three pillars, and examples of the strategic initiatives, key tactics, and the next steps for creating additional tactics and KPIs.
- Ashley presented examples of budget and expenditure for similar sized DMOs and how they compare to VisitColumbusGA's budget and expenses.
- Miss Woitena announced that Nation Travel and Tourism week is May 3-9. The Board will receive invitations to the events that will be held during this timeframe.

- Upcoming collaborative efforts were discussed, including the Chamber of Commerce’s tour of the National Soccer Training Facility and local watch parties for FIFA.
- Ashley recognized two local hotels for their recent accomplishments. She also acknowledged Hudson Terrell for being selected as a 2026 Georgia Grown Chef, highlighting the significance of this statewide honor. In addition, Ashley congratulated the VisitColumbusGA Sales Team for securing the GSAE Board Retreat, which will be held in Columbus, Georgia, in August of this year.

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 9:26 am.