



BOARD OF COMMISSIONERS MEETING
Wednesday, April 16, 2025

Commissioners Present: Pace Halter, Chair; Sherricka Day, Vice Chair; Pete Jones, Dan Gilbert, Secretary/Treasurer; and Mayor Skip Henderson

Commissioners Absent: Lauren Becker, Amy Bryan, Miles Greathouse, Alex Naik, and Michelle Spivey

Staff Present: Ashley Woitena and Kim Gonzalez

Call to OrderPace Halter

- The April 2025 meeting was called to order at 8:33am. Due to lack of quorum, approval of the March Meeting Minutes and Financial reports was deferred to the May meeting.

Chair Report.....Pace Halter

- Mr. Halter announced the hiring of Missy Kendrick as the new director of Choose Columbus. Missy will start on May 12th and will build her team over time.
- The search for a new Chamber President is ongoing, with three candidates shortlisted for interviews.

President’s Report.....Ashley Woitena

- Ms. Woitena continued the discussion from the last board meeting of the implementation of her implementation of the 90-day strategic plan. She first discussed the ongoing software updates and improvements, including the transition to Microsoft 365, email switch, and server migration to the cloud. This will enable remote work and enhance team collaboration. They are also considering booking engine software, RIPE, to improve data collection and offer additional services to partners. The team is currently cleaning up their server before the migration. An update was given on the timeline for hiring a new Director of Sales.
- Ms. Woitena also discussed the efforts of VisitColumbusGA in working on recertification for industry standards, enhancing their image and video library, and focusing on key pillars such as outdoor activities, arts and entertainment, food, culture, and multi-generational travelers. They are planning to host travel writers in June and develop a monthly newsletter for locals and stakeholders. Additionally, Ms. Woitena provided brief recaps of meetings that she has had with Columbus Airport and Columbus 2025.
- Lastly, Ms. Woitena reported on the upcoming events for National Travel and Tourism Week, May 4-10, 2025, including a new partnership breakfast and a community lunch at the end of the

week, supporting small businesses Frank's Alley and the Icey Girl, both events will be held in partnership with the RiverCenter.

Adjournment.....Pace Halter

- With no further business, Mr. Halter adjourned the meeting at 9:05am.