



BOARD OF COMMISSIONERS MEETING
Wednesday, August 20, 2025

Commissioners Present: Pace Halter, Chair; Sherricka Day, Vice Chair; Lauren Becker, Amy Bryan, Miles Greathouse, Alex Naik, and Michelle Spivey

Commissioners Absent: Dan Gilbert, Secretary/Treasurer; Pete Jones, and Mayor Skip Henderson

Staff Present: Ashley Woitena and Kim Gonzalez

Special Invitees Present: Steve Morse-Uptown Columbus, Inc.

Call to OrderPace Halter

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

Secretary Treasurer Report.....Sherricka Day

- Sherricka Day presented the consent agenda that included minutes for the June 2025 meeting. She asked if there were any questions or discussion. There being none, a motion was made by Amy Bryan to approve the minutes, seconded by Miles Greathouse. A vote was taken, and the motion was approved.
- Ms. Day then presented the consent agenda that included financials for June 2025 and July 2025. She asked if there were any questions or discussion. There being none, a motion was made by Amy Bryan to approve the minutes, seconded by Lauren Becker. A vote was taken, and the motion was approved.

Chair Report.....Pace Halter

- Pace Halter provided an update on the Ernst and Young study which is ongoing; community interviews have been completed, a draft report is expected later this month or September.
- Mr. Halter provided an update on the ongoing meetings between the Chairs and Executive Directors of VisitColumbusGA and the Columbus Sports Council.
- An update on the initiative with Carl Vincen Institute from UGA was provided. This initiative is to promote regional tourism, which could benefit Columbus as a hub for visitors to surrounding counties.

President’s Report.....Ashley Woitena

- Ashley Woitena announced that the FY25 Annual Audit will be taking place in September. The Audit will be presented to the Board during the October meeting.
- Ms. Woitena informed the board that VisitColumbusGA will implement a new staff policy for Maternity/Paternity leave. This policy follows the guidelines set by the Columbus Consolidated Government.
- Ms. Woitena also informed the board that a new Director of Marketing and Communications for VisitColumbusGA has been hired, and an official announcement will be released soon. After a nationwide search and rounds of interviews, Ms. Woitena has selected Danielle Ackerman to lead the marketing efforts of VisitColumbusGA.
- Ms. Woitena also provided an update and overview of the three key pillars of her Strategic Implementation Plan for the organization. The three pillars focus on strengthening organizational capacity, enhancing the destination marketing impact, and deepening community partnerships.

Adjournment.....Pace Halter

- With no further business, Mr. Halter adjourned the meeting at 9:26am.