

CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JANUARY 9, 2024 - MINUTES DRAFT

The Convention and Visitors Bureau Authority met for their regularly scheduled meeting.

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|----------------|------------------------|-----------------------------|
| Those Present: | Lisa Reynolds Anderson | Chairman |
| | Meredith Malcom | Vice-Chairman |
| | Andrea Gray | Secretary |
| | Clayton Mathias | Board Member |
| | Whit Holder | Board Member |
| | Lee Malcom | City Council Representative |
| | Chris Collin | Board Member |
| | Brittany Palazzo | Board Member |

Those Absent: None

Staff Present: Chris Bailey, Brian Wilson, Beth Thompson, Laura Wilson, Laura-Beth Caudell, Sandy Daniels, Logan Propes

Visitors: None

I) Call to Order - Chairman Anderson called the meeting to order 8:59 am

1) Roll Call - Chairman Anderson noted that all Committee Members. There was a quorum.

a) Approval of Minutes from December 12, 2024

Motion to approve minutes as presented

Motion by Mathias, Seconded by Collin

Approved unanimously

b) Approval of November Financial Statements

Motion to approve financial as presented

Motion by M. Malcom, Seconded by Mathias

Approved unanimously

II) Chairman Update – Lisa Anderson; Thank you for a wonderful Welcome Center;

III) Director's Update - Sandy Daniels – 1821 Shop is going well - hit \$1000 in sales, sold out of two of the ornaments, new shirts are in; the hours will be changing to noon - 6pm except when we have a Market event so the public can get to the restrooms; Ordered a new

brochure rack and possibly can redo the existing rack; in 2025 there will be some interior renovations to the Welcome Center, have additional staff to support expanded hours; going to increase data capture for visitors;

IV) Old Business

- 1) Sculpture Projects – Chris Bailey - still on track for February
- 2) QR Code – 12 commitments; will begin process in February and March; Chris will meet with her soon
- 3) Commercials – they are running
- 4) Upstairs of Welcome Center - Chris Bailey - hold tight for now, not leasing to the public right now

V) New Business - Sandy is continuing her training and will go the National Conference in April; Our new rack cards go out in March to other welcome centers; we will get them sent to the printer

VI) Announcements

- 1) Next meeting February 13th – 9:00am

VII) Adjourn – 9:17am

Motion by Holder, Seconded by M. Malcom
Passed unanimously