

**CITY OF MONROE**  
**CONVENTION & VISITORS BUREAU AUTHORITY**  
**MARCH 13, 2025 – 9:00 A.M.**

The Convention & Visitors Bureau Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Chris Collin	Board Member
	Whit Holder	Board Member
	Clayton Mathias	Board Member
Those Absent:	Brittany Palazzo	Board Member
	Andrea Gray	Secretary
	Lee Malcom	City Council Representative
Staff Present:	Logan Propes, Chris Bailey, Beth Thompson, Sandra Daniels, Laura Beth Caudell, Brian Wilson, Kaitlyn Stubbs	
Visitors:	John Hawkins	

**I. CALL TO ORDER- 9:07am**

**1. Roll Call**

Chairman Anderson noted that all Committee Members were present, except Board Members Brittany Palazzo and Andrea Gray. City Council Representative Lee Malcom was also absent. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. January 9, 2025 Minutes**

To approve the minutes as presented.

*Motion by Malcom, seconded by Collin.  
Passed Unanimously*

**b. February 13, 2025 Minutes**

To approve the minutes as presented.

*Motion by Malcom, seconded by Mathias.  
Passed Unanimously*

**3. Approval of Financial Statements**

**a. January Financials**

To approve the January 2025 Financials.

*Motion by Mathias, seconded by Holder.  
Passed Unanimously*

## **II. CHAIRMAN UPDATE**

Chairwoman Anderson discussed working with Sandy on the “Experience Monroe”. She also was very appreciative to how the Welcome Center has turned out.

## **III.DIRECTOR UPDATE**

Ms. Daniels raved about the diligence of those who have helped make all of these recent things happen in the City. She shared that her staff would be moving into the Welcome Center, as well as interviewing to hire a new part time position.

Ms. Daniels stated that they have decided to put brakes on the “Experience Monroe” at the moment. Businesses are hesitant due to the cost. We have purchased a tourism website- [experiencemonroe.com](http://experiencemonroe.com).

## **IV.OLD BUSINESS**

QR code plaques are about 3-6 weeks out.

## **V. NEW BUSINESS**

There was no new business

## **VI. ANNOUNCEMENTS**

1. Next Meeting – April 10, 2025 at 9:00 am at City Hall

## **VII. ADJOURN -9:22am**

*Motion by Mathias, seconded by Collin.  
Passed Unanimously*