



## Convention and Visitors Bureau

### MINUTES

Thursday, January 13, 2022

9:00 AM

City Hall - 215 N. Broad Street

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#### **CALL TO ORDER**

Meeting called to order at 9:27 am.

#### **ROLL CALL**

##### PRESENT

Chairman Lisa Anderson

Vice Chairman Meredith Malcom

Secretary Andrea Gray

Board Member Whit Holder

Board Member Wesley Sisk

Board Member Ross Bradley

Board Member Chris Collin

City Council Representative Myoshia Crawford

##### CITY STAFF

Logan Propes

Leigh Ann Aldridge

Sadie Krawczyk

Carsyn Baker - intern

Reese Baker - intern

#### **APPROVAL OF EXCUSED ABSENCES**

#### **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

. December CVB Minutes

APPROVED - Motion made by Secretary Gray, Seconded by Board Member Sisk.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

### **APPROVAL OF CURRENT FINANCIAL STATEMENTS**

. CVB November Financials

APPROVED - Motion made by Board Member Bradley, Seconded by Board Member Sisk.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

### **Chairman's Report - Georgia Visitors Center Vacation Day, Jan. 25th**

#### **Director's Report**

Georgia Visitors Center Vacation Day, Jan. 25th

Still in conversations with a downtown hotel developer.

### **OLD BUSINESS**

TV commercial during NCAA Championship game

Our Tripadvisor campaign is complete. We used the "Meet Me in Monroe" ad pieces. It was delivered in 503,917 impressions to Tripadvisor users. Users clicked 752 times on the ad.

### **NEW BUSINESS**

Event cards ready for direct mail distribution.

### **ANNOUNCEMENTS**

Next meeting will be February 10th at Monroe City Hall.

### **ADJOURN**

Motion made by Board Member Bradley, Seconded by Board Member Sisk.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford