

**CITY OF MONROE**  
**CONVENTION & VISITORS BUREAU AUTHORITY**  
**JULY 10, 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
	Brittany Palazzo	Board Member
	Clayton Mathias	Board Member
	Andrea Gray	Secretary
	Lee Malcom	City Council Representative

Those Absent: Chris Collin  
Whit Holder

Staff Present: Logan Propes, Chris Bailey, Brad Callender, Sandy Daniels, Laura Beth Caudell, Brian Wilson, Kaitlyn Stubbs, Beth Thompson, Laura Powell

Visitors: Branden Whitfield

**I. CALL TO ORDER- 8:38am**

**1. Roll Call**

Chairman Anderson noted that all Committee Members were present except for Chris Collin and Whit Holder. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. June 12, 2025 Minutes**

To approve the minutes as presented.

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

**3. Approval of Financial Statements**

**a. May Financials**

To approve the May 2025 Financials.

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

**II. CHAIRMAN UPDATE**

Chairwoman Anderson reiterated how glad everyone is to see Downtown at the Welcome Center.

**III. DIRECTOR UPDATE**

Ms. Daniels shared that she is just so proud to be in the Welcome Center with all of the updates. She is proud to be involved in all facets and that Monroe is noticed. We should expect more traction. Ms. Daniels mentioned that Shane Short is assisting her with an antiques brochure that will be helpful. She also just received the Walton County road

map, from the Chamber of Commerce. The new Walton County publication is out. Lastly, the Beach Event is this Saturday, and she has new products going in the Welcome Center that goes along with the theme.

#### **IV. OLD BUSINESS**

Ms. Gray inquired about the QR codes. The intent is to have them installed and there will be ten in total. Sandy plans on creating a brochure to go along with the QR codes. Ms. Anderson asked if the codes were limited to commercial buildings, or if they will be open to residential. Ms. Daniels expressed that she would like to have a brochure of historical homes and Ms. Meredith Malcom suggested that the historical society would most likely have that information. Discussion ensued.

#### **V. NEW BUSINESS**

None.

#### **VI. ANNOUNCEMENTS**

- 1. Next Meeting – August 14, 2025 at 9:00 am at City Hall**

#### **VII. ADJOURN -9:15am**

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