



Convention and Visitors Bureau

MINUTES

Thursday, April 11, 2019

9:00 AM

City Hall

CALL TO ORDER

called to order at 8:37 am

ROLL CALL

PRESENT

Chairman Lisa Anderson
Vice Chairman Meredith Malcom
Secretary Andrea Gray
Board member Mike Gray
Board Member Whit Holder
Board Member Charles Sanders
Board Member Wesley Sisk

ABSENT

City Council Representative Ross Bradley

CITY STAFF

Logan Propes, Darrell Stone, Les Russel, Sadie Krawczyk, Leigh Ann Walker

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

Motion made by Board Member Holder, Seconded by Board Member Sanders.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk

CVB March Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

Motion made by Vice Chairman Malcom, Seconded by Board member Gray.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk

CVB February Financials

Chairman's Report

None

Director's Report

Sadie Krawczyk reported that a hotel developer is planning a site visit at the end of May; new Antiques Capital cards and maps and bags are ready and being distributed.

OLD BUSINESS

TV commercial update - Leigh Ann Walker met with Comcast about new commercials and they suggested three 30-sec commercials focusing on antiques, shopping, and dining.

NEW BUSINESS

Presentation from Bonnie Getchell and Cari Martinez on the Collaborative, a marketing proposal for Downtown Monroe.

The board also mentioned that it is time to design and order new banners.

ANNOUNCEMENTS

Next meeting will be May 9, 2019 at Monroe City Hall

Tony Serrano Century Ride this Saturday.

ADJOURN

Motion made by Board Member Holder, Seconded by Board Member Sanders.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk