

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
FEBRUARY 13, 2025 – MINUTES**

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

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary
	Whit Holder	Board Member
	Clayton Mathias	Board Member
Those Absent:	Brittany Palazzo	Board Member
	Chris Collin	Board Member
	Lee Malcom	City Council Representative
Staff Present:	Chris Bailey, Beth Thompson, Beverly Harrison, Laura Beth Caudell, Brian Wilson, Mark Harrison, Les Russell, Audrey Fuller	
Visitors:	John Hawkins	

I. CALL TO ORDER

a. Roll Call

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

b. Approval of Financial Statements

a. December Financials

To approve the December Financials as presented

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

II. CHAIRMAN UPDATE

Chairwoman Anderson mentioned that she has been talking with Kim Smith about the QR plaques. The plaques should be here in the next 2-3 weeks.

III. DIRECTOR UPDATE

Sandy Daniels – Sandy discussed working with the museum on the Welcome Center. She met with Kim Smith to lay out goals and projects to tackle over the next 3 years.

IV. OLD BUSINESS

- a. QR code plaques are coming along.
- b. The front door of the museum is being worked on
- c. There is work to enhance the antiques promotion

- d. All racks at the Welcome Center have been updated and filled with brochures. Sandy is currently working on a rack card for around the state. Suggestion was made to take a survey of why people come to Monroe? This will help with the theme/design of the brochure.

V. NEW BUSINESS

Sandy shared the newest project, Experience Monroe, a publication that will come out quarterly. It advertises/highlights business around town. The back side will be a feature. The plan is for the first issue to hit stands on May 1st. This led to conversation about next steps for marketing. Conversation was had about moving away from commercials, as they are growing to be more expensive, and the company is more difficult to work with. There was discussion about redirecting the funds to ads, reels, and even the publication.

VI. ANNOUNCEMENTS

1. **Next Meeting – March 13, 2025 at 9:00 am at City Hall**

VII. ADJOURN -9:23am

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