

CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
OCTOBER 10, 2024 - MINUTES

The Convention and Visitors Bureau Authority met for their regularly scheduled meeting.

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary
	Clayton Mathias	Board Member
	Whit Holder	Board Member
	Lee Malcom	City Council Representative

Those Absent:	Chris Collin	Board Member
	Brittany Palazzo	Board Member

Staff Present: Chris Bailey, Brian Wilson, Beth Thompson, Laura Wilson, Mark Harrison, Laura-Beth Caudell, Sandy Daniels

Visitors: Sadie K, Chad Draper

- I. Call to Order - Chairman Anderson called the meeting to order 8:42am
 - A. Roll Call - Chairman Anderson noted that all Committee Members were present, except Board Members Brittany Palazzo and Chris Collin. There was a quorum.
 - B. Approval of Minutes from September 12, 2024
Motion to approve minutes as presented

Motion by Gray, Seconded by Malcom
Approved unanimously
 - C. Approval of August Financial Statements
Motion to approve financial as presented

Motion by Malcom, Seconded by Holder
Approved unanimously
- II. Chairman Update - none
- III. Director's Update - Sandy Daniels is researching new products for the Welcome Center;
 - A. Next year's budget for new products will start at \$20,000 to get a good inventory and see what sells at Christmas; will get nuts, honey, jams, and jellies; the funds to start the account will come from CVB and it will be a revolving fund

- B. Shop will be up and running mid-November for December shopping; will use social media ads, VIP event at the Museum
 - C. Lisa Anderson will help with the inventory
 - IV. Old Business - None
 - V. New Business
 - A. No new commercials right now, Spring would be better; can possibly use funds from CVB
 - B. Chris Bailey - what is the update on the bronze plaques? Lisa Anderson will contact Kim from the museum to get an update
 - C. Whit Holder - update on the Monroe sign - landscaping will start the Monday after Fall Fest, all parts of the sign are here or on the way; anticipated completion is a few months
 - VI. Announcements
 - A. Sandy Daniels is making significant progress on her Certified Downtown Professional certification; will be finished with classes in next year
 - B. Next meeting November 14th
 - VII. Adjourn - 8:59am
- Motion by Holder, Seconded by Gray
Passed unanimously