

CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JUNE 12, 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
	Chris Collin	Board Member
	Whit Holder	Board Member
	Andrea Gray	Secretary
	Lee Malcom	City Council Representative

Those Absent: Brittany Palazzo
 Clayton Mathias

Staff Present: Logan Propes, Chris Bailey, Sandra Daniels, Laura Beth Caudell, Brian
 Wilson, Kaitlyn Stubbs, Mark Harrison

Visitors:

I. CALL TO ORDER- 9:01am

1. Roll Call

Chairman Anderson noted that all Committee Members were present except for Brittany Palazzo and Clayton Mathias. There was a quorum.

2. Approval of Previous Meeting Minutes

a. May 8, 2025 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. April Financials

To approve the April 2025 Financials.

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

II. CHAIRMAN UPDATE

Chairwoman Anderson continued to read of the City and all that is has done.

III. DIRECTOR UPDATE

Ms. Daniels shared she wants the DDA to be forward thinking on what they want to do when the statues leave. Consider having visiting art or historical tours with our new QR codes. Ms. Daniels also shared that Monroe is being featured in a magazine this fall.

IV. OLD BUSINESS

We are sitting idle with the experience Monroe.com due to budget. 1821 is doing well, and we are looking at different things to sale. We will commission ornaments. Advertising budget is tight. We have stopped Comcast, and have renewed with the Walton Tribune. We will continue advertising on social media.

V. NEW BUSINESS

None

VI. ANNOUNCEMENTS

1. Next Meeting - July 10, 2025 at 9:00 am at City Hall

VII. ADJOURN -9:15am

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