

CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
NOVEMBER 14, 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
	Chris Collin	Board Member
	Brittany Palazzo	Board Member

Those Absent: None

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

Visitors: None

- Call to Order - Chairman Anderson called the meeting to order 10:05 am
  - Roll Call - Chairman Anderson noted that all Committee Members were present, There was a quorum.
  - Approval of Minutes from September 12, 2024  
Motion to approve minutes as presented

Motion by Malcom, Seconded by Collin  
Approved unanimously

- Approval of August Financial Statements  
Motion to approve financial as presented

Motion by Mathias, Seconded by Gray  
Approved unanimously

- Chairman Update – Lisa Anderson; working with Sandy on items for the Welcome Center
- Director’s Update - Sandy Daniels is researching new products for the Welcome Center; trying to find a new name for the retail area (Swag Shop?) Monroe and Georgia Grown

featured items; maybe showcase some of the items in the lobby; possible name 1821 Shop/Store

Working on new brochures and brochure racks; putting other cities in to make it more of a welcome center; brochure on what tourism generates in Georgia

IV. Old Business

- Sculpture Projects – with the funding we have a budget of almost \$30k includes all 8 sculptures for a year lease, insurance, and installation; need to figure out where they will go on city properties

Motion to approve as presented Malcom, Seconded by Gray  
Passed unanimously

- QR Code – Kim with the Museum is working on it; VIP evening in December 9<sup>th</sup> at the Museum; the invite is from the Museum and DDA; will get with Sandy on the invite list
- Monroe Monument – the Monument will be the last item to be put in place, landscape is almost finished; grand reveal early 2025; front of Visitor Center should be finished prior to December 9<sup>th</sup> event
- Commercials – two different ones- retail and restaurant; running with sports, Georgia football, Hallmark, HDTV; personnel change with Comcast so working through that

V. New Business

- Beth Thompson presented the 2025 CVB Budget (refer to page 8 in the agenda packet); full time Welcome Center position will be changed to two part time positions; the balanced budget is 81K

Motion to approve as presented Malcom, Seconded by Holder  
Passed Unanimously

VI. Announcements

- Next meeting December 12<sup>th</sup> – 9:00am

VII. Adjourn – 10:32am

Motion by Collin, Seconded by Mathias  
Passed unanimously