



Convention and Visitors Bureau

MINUTES

Thursday, November 14, 2019

9:00 AM

City Hall

CALL TO ORDER

Meeting called to order at 9:35 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson
Board Member Mike Gray
Board Member Wesley Sisk
Board Member Charles Sanders
City Council Representative Ross Bradley

ABSENT

Vice Chair Meredith Malcom
Secretary Andrea Gray
Board Member Whit Holder

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. CVB October Minutes

Approved - Motion made by Board Member Sanders, Seconded by Board Member Sisk.
Voting Yea: Chairman Anderson, Board member Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB Sept. Financials

Approved - Motion made by Board Member Sanders, Seconded by Board Member Sisk.
Voting Yea: Chairman Anderson, Board member Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

Chairman's Report

None.

Director's Report

None.

OLD BUSINESS

Still need to get pricing for billboard, but waiting now that the antiques festival has been shifted to June rather than spring.

Board discussed the TV commercial filming update and recommended we shift the filming to early spring.

NEW BUSINESS

Board decided to use social media advertising to encourage holiday shopping in Monroe.

ANNOUNCEMENTS

Next meeting will be Dec. 12th, 2019 at Monroe City Hall

ADJOURN

Motion made by City Council Representative Bradley, Seconded by Board Member Sanders.
Voting Yea: Chairman Anderson, Board member Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley