

CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
December 12, 2024 - MINUTES

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

Those Present:	Lisa Reynolds Anderson	Chairman
	Clayton Mathias	Board Member
	Whit Holder	Board Member
	Lee Malcom	City Council Representative
	Chris Collin	Board Member
	Brittany Palazzo	Board Member

Those Absent:	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary

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

Visitors: None

- I. Call to Order - Chairman Anderson called the meeting to order 9:11 am
 - A. Roll Call - Chairman Anderson noted that all Committee Members. There was a quorum.
 - B. Approval of Minutes from November 14, 2024
Motion to approve minutes as presented

Motion by Colin, Seconded by Holder
Approved unanimously
 - C. Approval of October Financial Statements
Motion to approve financial as presented

Motion by Holder, Seconded by Colin
Approved unanimously
- II. Chairman Update – Lisa Anderson; Thank you for a wonderful Welcome Center; Chris Bailey will try to have the monument set and everything finished before the end of the year but it might not happened until next year
- III. Director’s Update - Sandy Daniels – 1821 Shop is going well in the Welcome Center; in the month of November had \$650 in sales and have already surpassed that amount in

December; Museum had VIP event this past Monday and it was well attended and works very well with having the store there; might adjust hours of the store like 12-6 instead of 10-4; does it have good signage?

IV. Old Business

A. Sculpture Projects – Chris Bailey agreements are in place for 10 sculptures; the sculptures will be here likely in February placement will have to be considered because it is three different types of mounts will have February 2025 to 2026; they will put together a marketing strategy

B. QR Code – 12 commitments; will begin process in February and March

C. Commercials – emphasize restaurants and shopping through June and then run the baseball Braves schedule and the Football/Georgia schedule

D. Brochure rack – Sandy Daniels – looking to order a new larger rack than what is currently at the Welcome Center

E. Training – Sandy goes next in February and training will likely take the rest of the year

V. New Business - none

VI. Announcements

A. Next meeting January 9th – 9:00am

VII. Adjourn – 9:24am

Motion by Mathias, Seconded by Collin
Passed unanimously