



## Convention and Visitors Bureau

### MINUTES

Thursday, May 13, 2021

8:00 AM

City Hall - 215 N. Broad Street

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#### **CALL TO ORDER**

Meeting was called to order at 8:47 am.

#### **ROLL CALL**

##### PRESENT

Chairman Lisa Anderson  
Vice Chairman Meredith Malcom  
Secretary Andrea Gray  
Board Member Whit Holder  
Board Member Charles Sanders  
Board Member Chris Collin

##### CITY STAFF

Les Russell  
John Howard  
Logan Propes

##### ABSENT

Board Member Wesley Sisk  
City Council Representative Ross Bradley

#### **APPROVAL OF EXCUSED ABSENCES**

#### **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

. CVB April Meeting Minutes

Approved - Motion made by Board Member Holder, Seconded by Secretary Gray.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Collin

### **APPROVAL OF CURRENT FINANCIAL STATEMENTS**

. CVB March Financials

Approved - Motion made by Board Member Holder, Seconded by Board Member Sanders.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Collin

### **Chairman's Report**

None.

### **Director's Report**

None.

### **OLD BUSINESS**

Bicentennial shirt has been created for City events in three colors; TV commercial is currently airing

### **NEW BUSINESS**

Explore Georgia is offering a Trip Advisor Marketing Co-op to CVBs. Sadie has registered for an informational webinar coming up on May 17th to find out more.

The board approved an expenditure of up to \$5,000.00 on this Co-op opportunity if staff decides to proceed following the webinar. Motion made by Board Member Holder, Seconded by Board Member Collin.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Collin

### **ANNOUNCEMENTS**

Next meeting will be June 2021 at Monroe City Hall.

Next meeting will be June 3, 2021 at 9:00 am at City Hall.

### **ADJOURN**

Motion made by Vice Chairman Malcom, Seconded by Board Member Collin.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member

Holder, Board Member Sanders, Board Member Collin