

**CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
JUNE 8, 2023 – 9:00 A.M.**

The Convention & Visitors Bureau Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary
	Lee Malcom	City Council Representative

Those Absent:	Myoshia Crawford	City Council Representative
	Whit Holder	Board Member
	Wesley Sisk	Board Member
	Chris Collins	Board Member

Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Dwayne Day

Visitors: Nolan Gray

**I. CALL TO ORDER**

**1. Roll Call**

Chairman Anderson noted that all Committee Members were present except Myoshia Crawford, Whit Holder, and Wesley Sisk. There was not a quorum, so no action could be taken.

**2. Approval of Previous Meeting Minutes**

**a. May 11, 2023 Minutes**

The Committee reviewed the minutes to be approved next month.

**3. Approval of Financial Statements**

**a. April Financials**

The Committee reviewed the financials to be approved next month.

The Committee and Ms. Aldridge discussed increasing followers by tagging and using hashtags with the Downtown businesses.

City Administrator Logan Propes, the Committee, Ms. Aldridge and Mr. Bailey discussed spot lighting a couple of businesses each week to help build relations with the business owners.

**II. CHAIRMAN UPDATE**

Chairman Anderson explained that she has been discussing the QR Code Project with Ms. Kim Smith. After a lot of research, they have decided that using a bronze sign will be much better than a window decal. The price has been negotiated down from \$1,200 to \$600. Ms. Smith does not see any problems with doing some fundraisers to cover the cost of the signs. Ms. Anderson discussed the possibility of CVB contributing funds to help with the project.

The Committee, Ms. Aldridge, and Mr. Bailey further discussed the project, funding, designs, and installation.

Ms. Anderson stated they would like to get started on the project in August. They would be starting with 13 sites. Monroe would be the first community in the State to do this type of project.

### **III. DIRECTOR UPDATE**

Ms. Leigh Ann Aldridge stated the commercial details are being worked out; it will be scheduled to be done during the last week of June.

The Committee and Ms. Aldridge discussed the Shopping and Dining Guide.

### **IV. OLD BUSINESS**

There was no old business.

### **V. NEW BUSINESS**

Vice-Chairman Meredith Malcom explained Mr. Bruce Verge is still working on the concept design and price for the Water Tower sign.

Committee Member Lee Malcom discussed contacting Mr. Steve South about possibly becoming a sponsor.

Ms. Meredith Malcom stated the 2024 Fall Sponsorship needs to be on the Planning Agenda.

### **VI. ANNOUNCEMENTS**

**1. Next Meeting – July 13, 2023 at 9:00 am at City Hall**

### **VII. ADJOURN**