



Convention and Visitors Bureau

MINUTES

Thursday, March 11, 2021

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

PRESENT

Chairman Lisa Anderson

Vice Chair Meredith Malcom

Secretary Andrea Gray

Board Member Whit Holder

Board Member Wesley Sisk

Board Member Charles Sanders

City Council Representative Ross Bradley

Board Member Chris Collin

CITY STAFF

Sadie Krawczyk

Leigh Ann Walker

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

. CVB February Minutes

Approved - Motion made by City Council Representative Bradley, Seconded by Secretary Gray.

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

Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley,

Board Member Collin

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB January Financials

Approved - Motion made by City Council Representative Bradley, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

. 2021 CVB Budget

Approved as presented with an increase of the Total Magazines budget increased to \$8,000.00 - Motion made by Board Member Holder, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

Chairman's Report

Chairman Anderson asked the board to begin thinking towards Bicentennial event planning and bring ideas to our next meeting.

Director's Report

Hotel interest in the site at Monroe Pavilion continues. The two parties are trying to come to terms on the lot price at this time.

OLD BUSINESS

NEW BUSINESS

City rebranding effort. www.brandmonroe.com

ANNOUNCEMENTS

Next meeting will be April 8, 2021 at Monroe City Hall.

ADJOURN

Motion made by City Council Representative Bradley, Seconded by Vice Chairman Malcom.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin