



Convention and Visitors Bureau

MINUTES

Thursday, October 14, 2021

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 8:39 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson
Vice Chairman Meredith Malcom
Secretary Andrea Gray
Board Member Whit Holder
Board Member Charles Sanders
Board Member Wesley Sisk
City Council Representative Ross Bradley
Board Member Chris Collin

CITY STAFF

Leigh Ann Walker
Sadie Krawczyk

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

. CVB September Minutes

Approved - Motion made by Secretary Gray, 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

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB August Financials

Approved - Motion made by Board Member Collin, 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

Chairman's Report

None.

Director's Report

Sadie Krawczyk noted there is good activity regarding a Hampton Inn development.

OLD BUSINESS

Bicentennial Week Updates
Tripadvisor Ad Campaign
TV Commercials

NEW BUSINESS

McDaniel-Tichenor House Governor's Ball - Nov. 4th

Board members suggested we consider a Tourism Product Development grant to support local tourism products rather than sponsorship of events. Ms. Krawczyk proposed bringing a draft grant program to review next month.

ANNOUNCEMENTS

Next meeting will be Nov. 11, 2021 at Monroe City Hall.

ADJOURN

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