CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
DECEMBER 14, 2023 – 9:00 A.M.

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

Those Present:	Lisa Reynolds Anderson	Chairman
	Andrea Gray	Secretary
	Whit Holder	Board Member
	Brittany Palazzo	Board Member
	Chris Collin	Board Member
	Clayton Mathias	Board Member
	Myoshia Crawford	City Council Representative
	Lee Malcom	City Council Representative
Those Absent:	Meredith Malcom	Vice-Chairman

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

Visitors: Julie Treadwell

I.   CALL TO ORDER
1. Roll Call
Chairman Anderson noted that all Committee Members were present, except Vice-Chairman Meredith Malcom was absent. There was a quorum.

2. Approval of Previous Meeting Minutes
    a. November 9, 2023 Minutes

To approve the minutes as presented.

Motion by Gray, seconded by Collin.
Passed Unanimously

3. Approval of Financial Statements
    a. October Financials

To approve the October 2023 Financials.

Motion by Collin, seconded by Holder.
Passed Unanimously

b. 2024 Budget

The Committee and Ms. Aldridge discussed direct mail, contingencies, and changing magazine advertising to social media.

Chairman Anderson would like to have more dining cards with maps printed.

Finance Director Beth Thompson explained the budget numbers are being approved now, but changes can be made at the meeting in February.

To approve the Budget.

Motion by Collin, seconded by Mathias.
Passed Unanimously

II.   CHAIRMAN UPDATE
There was no update.

III.   DIRECTOR UPDATE
There was no update.

IV.   OLD BUSINESS
Chairman Anderson stated they have decided to hold off on having a big band for this year.

The Committee and Ms. Aldridge discussed local talent and different options for promoting the talent.

V.   NEW BUSINESS
There was no new business.

VI.   ANNOUNCEMENTS
1. Next Meeting – January 11, 2024 at 9:00 am at City Hall

VII.   ADJOURN

Motion by Gray, seconded by Collin.
Passed Unanimously