

**CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
MAY 11, 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
	Whit Holder	Board Member
	Wesley Sisk	Board Member
	Chris Collins	Board Member
	Myoshia Crawford	City Council Representative

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

Visitors:

**I. CALL TO ORDER**

**1. Roll Call**

Chairman Anderson noted that all Committee Members were present. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. April 13, 2023 Minutes**

To approve the minutes as presented.

*Motion by Sisk, seconded by Collin.  
Passed Unanimously*

**3. Approval of Financial Statements**

**a. March Financials**

The Committee discussed different line items and amounts on the Financial Report.

Ms. Beth Thompson explained the amounts. She will rename a line item for direct mail.

To approve the financials as presented.

*Motion by Sisk, seconded by Collin.  
Passed Unanimously*

**II. CHAIRMAN UPDATE**

There was no update.

**III. DIRECTOR UPDATE**

Ms. Leigh Ann Aldridge discussed details for the new commercials and some businesses not being able to be featured.

*City Administrator Logan Propes arrived at 9:11.*

The Committee discussed becoming more digital and social media forward, which would be cheaper and allow for more.

Chairman Anderson stated the commercials still need to be done in order to reach the older generation.

The Committee and City Administrator Logan Propes discussed the need to modernize, utilizing Instagram, promoting, expanding the digital footprint, being able to provide links, increasing followers, tagging, and sharing items. They discussed the cost of using an outside service versus the benefit.

Chairman Anderson stated that someone from DDA needs to be added so they are able to post items.

Mr. Propes explained he would look at creating it here at the City and having more people to create and post items.

Chairman Anderson suggested having a gathering event to help business owners learn about using social media for advertisements.

Mr. Aldridge explained the Chamber of Commerce already has a Summit Event scheduled for next week, and they teaching how to use social media.

Committee Member Meredith Malcom requested for something to be sent to all of the business owners in downtown before the next meeting asking them to tag Downtown Monroe or hash tag Downtown Monroe Ga in everything that they post, which will build up followers and promote more going on in Downtown.

The Committee and Mr. Propes discussed coming up with a plan for social media marketing.

#### **IV. OLD BUSINESS**

Chairman Anderson questioned whether there was a hotel update.

City Administrator Logan Propes stated it is a slow methodical progress for downtown; the issue is the site. He does not know about outside of town.

*Committee Member Myoshia Crawford left at 9:30.*

The Committee discussed possible sites for hotels in the downtown area.

#### **V. NEW BUSINESS**

Ms. Leigh Ann Aldridge stated the Main Street Meet Up on April 21 went great; the City received lots of compliments and good feedback.

#### **VI. ANNOUNCEMENTS**

**1. Next Meeting – June 8, 2023 at 9:00 am at City Hall**

#### **VII. ADJOURN**

*Motion by Sisk, seconded by M. Malcom.  
Passed Unanimously*