



## Convention and Visitors Bureau

### AGENDA

Thursday, April 09, 2020

9:00 AM

Teleconference - Zoom Meeting

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#### CALL TO ORDER

#### ROLL CALL

#### APPROVAL OF EXCUSED ABSENCES

#### APPROVAL OF MINUTES FROM PREVIOUS MEETING

[CVB](#) March Minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

[February](#) CVB Financials

#### **Chairman's Report**

#### **Director's Report**

#### OLD BUSINESS

#### NEW BUSINESS

#### ANNOUNCEMENTS

Next meeting will be May 14, 2020 at Monroe City Hall

#### ADJOURN



## Convention and Visitors Bureau

### MINUTES

Thursday, March 12, 2020

9:00 AM

City Hall (Council Chambers)

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#### **CALL TO ORDER**

Meeting called to order at 8:55 am.

#### **ROLL CALL**

##### PRESENT

Chairman Lisa Anderson  
Vice Chairman Meredith Malcom  
Board Member Charles Sanders  
City Council Representative Ross Bradley  
Board Member Chris Collin

##### ABSENT

Secretary Andrea Gray  
Board Member Whit Holder  
Board Member Wesley Sisk

##### CITY STAFF

Sadie Krawczyk  
Leigh Ann Walker

#### **APPROVAL OF EXCUSED ABSENCES**

#### **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

CVB February Minutes

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

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Sanders, 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 Sanders.

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

### **Chairman's Report**

None.

### **Director's Report**

None.

### **OLD BUSINESS**

Event cards mailed out to over 20,000 addresses. Cost was around \$5,200.

### **NEW BUSINESS**

Planning on TV commercial update filming for mid-April.

### **ANNOUNCEMENTS**

Next meeting will be April 9, 2020 at Monroe City Hall

### **ADJOURN**

Motion made by Board Member Sanders, Seconded by Vice Chairman Malcom.

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

**Monroe Convention & Visitors Bureau**

**Balance Sheet**

As of February 29, 2020

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	<u>Feb 29, 20</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
111116 · General Fund Checking	27,726.09
<b>Total Checking/Savings</b>	<u>27,726.09</u>
<b>Total Current Assets</b>	<u>27,726.09</u>
<b>TOTAL ASSETS</b>	<b><u>27,726.09</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
134220 · CVB Fund Balance	38,446.31
Net Income	<u>-10,720.22</u>
<b>Total Equity</b>	<u>27,726.09</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>27,726.09</u></b>

Monroe Convention & Visitors Bureau

Profit & Loss

February 2020

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	<u>Feb 20</u>
<b>Income</b>	
361000 · Interest Received	0.74
<b>Total Income</b>	<u>0.74</u>
<b>Expense</b>	
523300 · Advertising	
523311 · Online Ads	337.50
523312 · School Sponsor Ads	500.00
523314 · Magazines	1,188.39
523315 · Commercial	7,982.00
523317 · Newspapers	350.00
<b>Total 523300 · Advertising</b>	<u>10,357.89</u>
523600 · Dues and Subscriptions	364.00
<b>Total Expense</b>	<u>10,721.89</u>
<b>Net Income</b>	<u><u>-10,721.15</u></u>

# Monroe Convention & Visitors Bureau

## Profit & Loss

January through February 2020

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	<u>Jan - Feb 20</u>
<b>Income</b>	
361000 · Interest Received	1.67
<b>Total Income</b>	1.67
<b>Expense</b>	
523300 · Advertising	
523311 · Online Ads	337.50
523312 · School Sponsor Ads	500.00
523314 · Magazines	1,188.39
523315 · Commercial	7,982.00
523317 · Newspapers	350.00
<b>Total 523300 · Advertising</b>	10,357.89
523600 · Dues and Subscriptions	364.00
<b>Total Expense</b>	10,721.89
<b>Net Income</b>	<b>-10,720.22</b>