



Convention and Visitors Bureau

AGENDA

Thursday, April 08, 2021

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. CVB March Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB February Financials

Chairman's Report

Director's Report

OLD BUSINESS

Monroe Bicentennial Planning

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be May 13, 2021 at Monroe City Hall

ADJOURN



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

Profit & Loss

February 2021

	<u>Feb 21</u>
Income	
361000 · Interest Received	0.24
Total Income	0.24
Expense	
523300 · Advertising	
523315 · Commercial	2,615.25
Total 523300 · Advertising	2,615.25
523600 · Dues and Subscriptions	368.00
Total Expense	2,983.25
Net Income	<u><u>-2,983.01</u></u>

Monroe Convention & Visitors Bureau

Balance Sheet

As of February 28, 2021

	<u>Feb 28, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	29,301.09
Total Checking/Savings	<u>29,301.09</u>
Total Current Assets	<u>29,301.09</u>
TOTAL ASSETS	<u>29,301.09</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	<u>-2,982.75</u>
Total Equity	<u>29,301.09</u>
TOTAL LIABILITIES & EQUITY	<u>29,301.09</u>

Monroe Convention & Visitors Bureau

Profit & Loss

January through February 2021

	<u>Jan - Feb 21</u>
Income	
361000 · Interest Received	0.50
Total Income	0.50
Expense	
523300 · Advertising	
523315 · Commercial	2,615.25
Total 523300 · Advertising	2,615.25
523600 · Dues and Subscriptions	368.00
Total Expense	2,983.25
Net Income	<u><u>-2,982.75</u></u>