



Convention and Visitors Bureau

AGENDA

Thursday, May 09, 2019

9:00 AM

City Hall

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[CVB](#) Minutes April 2019

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB](#) March Financials

Chairman's Report

Director's Report

OLD BUSINESS

[Collective](#) Advertising Campaign Custom Quote

NEW BUSINESS

Georgia Trust Expedition to Monroe 2020

ANNOUNCEMENTS

Next meeting will be June 13, 2019 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, April 11, 2019

9:00 AM

City Hall

CALL TO ORDER

called to order at 8:37 am

ROLL CALL

PRESENT

Chairman Lisa Anderson
Vice Chairman Meredith Malcom
Secretary Andrea Gray
Board member Mike Gray
Board Member Whit Holder
Board Member Charles Sanders
Board Member Wesley Sisk

ABSENT

City Council Representative Ross Bradley

CITY STAFF

Logan Propes, Darrell Stone, Les Russel, Sadie Krawczyk, Leigh Ann Walker

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

Motion made by Board Member Holder, Seconded by Board Member Sanders.
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board member Gray,
Board Member Holder, Board Member Sanders, Board Member Sisk

CVB March Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

Motion made by Vice Chairman Malcom, Seconded by Board member Gray.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk

CVB February Financials

Chairman's Report

None

Director's Report

Sadie Krawczyk reported that a hotel developer is planning a site visit at the end of May; new Antiques Capital cards and maps and bags are ready and being distributed.

OLD BUSINESS

TV commercial update - Leigh Ann Walker met with Comcast about new commercials and they suggested three 30-sec commercials focusing on antiques, shopping, and dining.

NEW BUSINESS

Presentation from Bonnie Getchell and Cari Martinez on the Collaborative, a marketing proposal for Downtown Monroe.

The board also mentioned that is it time to design and order new banners.

ANNOUNCEMENTS

Next meeting will be May 9, 2019 at Monroe City Hall

Tony Serrano Century Ride this Saturday.

ADJOURN

Motion made by Board Member Holder, Seconded by Board Member Sanders.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk

1:03 PM
 04/26/19
 Accrual Basis

Monroe Convention & Visitors Bureau
Profit & Loss
 March 2019

	<u>Mar 19</u>
Income	
361000 · Interest Received	0.30
Total Income	<u>0.30</u>
Expense	<u>0.00</u>
Net Income	<u><u>0.30</u></u>

1:03 PM
 04/26/19
 Accrual Basis

Monroe Convention & Visitors Bureau
Profit & Loss
 January through March 2019

	<u>Jan - Mar 19</u>
Income	
361000 · Interest Received	1.05
389000 · Other Misc. Revenue	148.00
Total Income	<u>149.05</u>
Expense	
522140 · Landscape	52.98
531300 · Food	61.49
523300 · Advertising	
523311 · Online Ads	337.50
523312 · School Sponsor Ads	250.00
523314 · Magazines	1,188.39
523315 · Commercial	4,132.00
Total 523300 · Advertising	<u>5,907.89</u>
523600 · Dues and Subscriptions	478.00
Total Expense	<u>6,500.36</u>
Net Income	<u><u>-6,351.31</u></u>

1:04 PM
 04/26/19
 Accrual Basis

Monroe Convention & Visitors Bureau
Balance Sheet
 As of March 31, 2019

	<u>Mar 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	11,459.71
Total Checking/Savings	<u>11,459.71</u>
Total Current Assets	<u>11,459.71</u>
TOTAL ASSETS	<u><u>11,459.71</u></u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	17,811.02
Net Income	-6,351.31

THE COLLECTIVE

Local entrepreneurs committed to advancing the love of & loyalty to their small town through authentic, community-driven marketing.

CUSTOM PACKAGE BREAKDOWN

\$2300 / month

INSTAGRAM

20-25 custom posts per month
(mirror-posted to FB only)

8-10 unique stories per month

creation + management of 5 account story highlights:
events | foodies | shopping | visitors | locals

minimum of 50% original content creation
(photography + graphic designs)

social media management of account
(interaction, engagement + responding on Instagram only)

PINTEREST

creation + management of 6 unique boards:
wedding | antiques | retail | restaurants | places to stay | recipes

minimum of 10-15 new pins per month

Per Monroe DDA request, this package is custom curated for the duration of 3 months with the overall objective being translating online social media interactions into physical traffic to, engagement in & store transactions within the city of Monroe.
Please note, The Collective advises optimum results are not anticipated to be experienced before 6-8 months of their full-range services.