



Convention and Visitors Bureau

AGENDA

Thursday, December 09, 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 November Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB October Financials

Chairman's Report

Director's Report

Review of Hotel-Motel Tax Restrictions

OLD BUSINESS

Trip Advisor Ad Campaign running
Bicentennial Week Celebrations

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be January 13, 2022 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, November 11, 2021

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 8:58 am.

ROLL CALL

PRESENT

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

ABSENT

Secretary Andrea Gray
Board Member Wesley Sisk

CITY STAFF

Sadie Krawczyk
Leigh Ann Aldridge
John Howard

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

. CVB October Minutes

Approved. Motion made by Board Member Sanders, Seconded by City Council Representative Bradley.

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

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB September Financials

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

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

Chairman's Report

None.

Director's Report

Continued conversations regarding a downtown hotel project; Pavilion hotel site is under contract.

OLD BUSINESS

NEW BUSINESS

The board will review the TPD grant draft and discuss at the next meeting. Staff will review hotel/motel tax spending guidelines and update the board at the next meeting.

. Tourism Product Development Grant - DRAFT

Leigh Ann shared a quote with the board from a company that makes oversized outdoor sculpture letters. No action taken.

ANNOUNCEMENTS

Next meeting will be December 9th at Monroe City Hall.

Mayor Howard asked the board for support of a long-term goal of adding statues of significant local figures downtown and potentially creating a civic center/performing arts center for the City of Monroe where local arts organizations could collaborate and be housed together.

ADJOURN

Motion made by City Council Representative Bradley, Seconded by Board Member Collin.

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

Profit & Loss

January through October 2021

	<u>Jan - Oct 21</u>
Income	
314100 · Hotel/Motel Tax Funds	43,976.16
361000 · Interest Received	3.14
389000 · Other Misc. Revenue	325.00
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Total Income	44,304.30
Expense	
523300 · Advertising	
523312 · School Sponsor Ads	150.00
523313 · Direct Mail	5,324.94
523314 · Magazines	6,150.00
523315 · Commercial	9,993.25
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Total 523300 · Advertising	21,618.19
523600 · Dues and Subscriptions	488.00
532900 · Misc. Expense	
Equipment for Downtown	3,500.00
Alleyways/Murals	3,608.23
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Total 532900 · Misc. Expense	7,108.23
Total Expense	<hr/> 29,214.42 <hr/>
Net Income	<hr/> 15,089.88 <hr/>

Balance Sheet

As of October 31, 2021

	<u>Oct 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	47,373.72
Total Checking/Savings	<u>47,373.72</u>
Total Current Assets	<u>47,373.72</u>
TOTAL ASSETS	<u>47,373.72</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	15,089.88
Total Equity	<u>47,373.72</u>
TOTAL LIABILITIES & EQUITY	<u>47,373.72</u>

Monroe Convention & Visitors Bureau

Profit & Loss

October 2021

	<u>Oct 21</u>
Income	
361000 · Interest Received	0.42
Total Income	0.42
Expense	
523300 · Advertising	
523314 · Magazines	700.00
523315 · Commercial	1,444.00
Total 523300 · Advertising	2,144.00
532900 · Misc. Expense	
Alleyways/Murals	1,433.23
Total 532900 · Misc. Expense	1,433.23
Total Expense	3,577.23
Net Income	<u><u>-3,576.81</u></u>