



Convention and Visitors Bureau

AGENDA

Thursday, February 11, 2021

8:00 AM

City Hall - 215 N. Broad Street - Join Zoom Meeting

<https://us02web.zoom.us/j/83217262394>

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. January CVB Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. December CVB Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be March 11, 2021, at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, January 14, 2021

9:00 AM

Virtual Meeting via Zoom - <https://us02web.zoom.us/j/82957379872>

CALL TO ORDER

Meeting was called to order at 9:02 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson

Vice Chairman Meredith Malcom

Secretary Andrea Gray

Board Member Whit Holder

Board Member Charles Sanders

Board Member Wesley Sisk

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 December Minutes

Approved - Motion made by Board Member Sanders, Seconded by Board Member Holder.
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 November 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

Chairman's Report

Director's Report

Two hotel developers are interested in the Monroe Pavilion hotel site at this time.

OLD BUSINESS

None.

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be February 11, 2021 at Monroe City Hall

ADJOURN

Motion made by Vice Chairman Malcom, 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

Monroe Convention & Visitors Bureau

Profit & Loss

December 2020

	<u>Dec 20</u>
Income	
314100 · Hotel/Motel Tax Funds	13,376.09
361000 · Interest Received	0.24
Total Income	<u>13,376.33</u>
Expense	
522140 · Landscape	8,000.00
523300 · Advertising	
523312 · School Sponsor Ads	500.00
523314 · Magazines	2,376.78
523315 · Commercial	4,115.50
Total 523300 · Advertising	<u>6,992.28</u>
Total Expense	<u>14,992.28</u>
Net Income	<u><u>-1,615.95</u></u>

Balance Sheet

As of December 31, 2020

	<u>Dec 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	18,907.75
Total Checking/Savings	18,907.75
Accounts Receivable	
111900 · Accts. Rec. - City of Monroe	570.45
Total Accounts Receivable	570.45
Other Current Assets	
1499 · Undeposited Funds	12,805.64
Total Other Current Assets	12,805.64
Total Current Assets	32,283.84
TOTAL ASSETS	<u>32,283.84</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	38,446.31
Net Income	-6,162.47
Total Equity	32,283.84
TOTAL LIABILITIES & EQUITY	<u>32,283.84</u>

Profit & Loss

January through December 2020

	<u>Jan - Dec 20</u>
Income	
314100 · Hotel/Motel Tax Funds	51,306.61
361000 · Interest Received	4.39
389000 · Other Misc. Revenue	200.00
Total Income	<u>51,511.00</u>
Expense	
522140 · Landscape	12,100.00
531300 · Food	127.91
523850 · Contract Labor	7,649.22
523300 · Advertising	
523311 · Online Ads	2,050.00
523312 · School Sponsor Ads	1,500.00
523313 · Direct Mail	4,955.89
523314 · Magazines	9,441.95
523315 · Commercial	14,859.50
523317 · Newspapers	350.00
523300 · Advertising - Other	4,250.00
Total 523300 · Advertising	<u>37,407.34</u>
523600 · Dues and Subscriptions	364.00
531250 · Office Supplies	25.00
Total Expense	<u>57,673.47</u>
Net Income	<u><u>-6,162.47</u></u>