



**Convention and Visitors Bureau**

**AGENDA**

**Thursday, June 20, 2019**

**9:00 AM**

**City Hall**

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**CALL TO ORDER**

**ROLL CALL**

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

[CVB](#) May Minutes

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

[CVB](#) April Financials

**Chairman's Report**

**Director's Report**

**OLD BUSINESS**

Update on The Collective

**NEW BUSINESS**

**ANNOUNCEMENTS**

Next meeting will be July 11, 2019 at Monroe City Hall

**ADJOURN**



## Convention and Visitors Bureau

### MINUTES

Thursday, May 09, 2019

9:00 AM

City Hall

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Meeting called to order at 9:00 am

#### PRESENT

Chairman Lisa Anderson

Secretary Andrea Gray

Board member Mike Gray

Board Member Whit Holder

Board Member Charles Sanders

Board Member Wesley Sisk

City Council Representative Ross Bradley

#### ABSENT

Vice Chairman Meredith Malcom

#### CITY STAFF

Darrell Stone

Sadie Krawczyk

Leigh Ann Walker

CVB Minutes April 2019

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

Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

CVB March Financials

Motion made by Board member Gray, Seconded by Board Member Holder.

Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

None

None

Collective Advertising Campaign Custom Quote

Funding approved for three months services at the cost of \$6900.00.

Motion made by Board Member Holder, Seconded by Secretary Gray.

Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

Board also agreed not to share photo content during this initial contract period.

Board elected to move the June meeting from the 13th to the 20th.

Motion made by City Council Representative Bradley, Seconded by Board member Gray.

Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

Motion made by Board member Gray, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

Monroe Convention & Visitors Bureau

Profit & Loss

April 2019

	<u>Apr 19</u>
<b>Income</b>	
361000 · Interest Received	0.28
<b>Total Income</b>	0.28
<b>Expense</b>	
531300 · Food	103.92
523300 · Advertising	
523311 · Online Ads	337.50
523314 · Magazines	525.00
523300 · Advertising - Other	1,176.12
<b>Total 523300 · Advertising</b>	<u>2,038.62</u>
<b>Total Expense</b>	<u>2,142.54</u>
<b>Net Income</b>	<u><u>-2,142.26</u></u>

Monroe Convention & Visitors Bureau

Balance Sheet

As of April 30, 2019

	<u>Apr 30, 19</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	9,317.45
Total Checking/Savings	9,317.45
Total Current Assets	9,317.45
<b>TOTAL ASSETS</b>	<b>9,317.45</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	17,811.02
Net Income	-8,493.57
Total Equity	9,317.45
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>9,317.45</b>

## Profit &amp; Loss

January through April 2019

	<u>Jan - Apr 19</u>
<b>Income</b>	
361000 · Interest Received	1.33
389000 · Other Misc. Revenue	148.00
<b>Total Income</b>	<u>149.33</u>
<b>Expense</b>	
522140 · Landscape	52.98
531300 · Food	165.41
523300 · Advertising	
523311 · Online Ads	675.00
523312 · School Sponsor Ads	250.00
523314 · Magazines	1,713.39
523315 · Commercial	4,132.00
523300 · Advertising - Other	1,176.12
<b>Total 523300 · Advertising</b>	<u>7,946.51</u>
523600 · Dues and Subscriptions	478.00
<b>Total Expense</b>	<u>8,642.90</u>
<b>Net Income</b>	<u><u>-8,493.57</u></u>