



Convention and Visitors Bureau

AGENDA

Thursday, December 12, 2019

9:00 AM

City Hall

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[CVB November Meeting Minutes](#)

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB Sept. Financials](#)

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be January 9, 2020 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, November 14, 2019

9:00 AM

City Hall

CALL TO ORDER

Meeting called to order at 9:35 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Board Member Mike Gray
- Board Member Wesley Sisk
- Board Member Charles Sanders
- City Council Representative Ross Bradley

ABSENT

- Vice Chair Meredith Malcom
- Secretary Andrea Gray
- Board Member Whit Holder

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. CVB October Minutes

Approved - Motion made by Board Member Sanders, Seconded by Board Member Sisk.
Voting Yea: Chairman Anderson, Board member Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB Sept. Financials

Approved - Motion made by Board Member Sanders, Seconded by Board Member Sisk.
Voting Yea: Chairman Anderson, Board member Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

Chairman's Report

None.

Director's Report

None.

OLD BUSINESS

Still need to get pricing for billboard, but waiting now that the antiques festival has been shifted to June rather than spring.

Board discussed the TV commercial filming update and recommended we shift the filming to early spring.

NEW BUSINESS

Board decided to use social media advertising to encourage holiday shopping in Monroe.

ANNOUNCEMENTS

Next meeting will be Dec. 12th, 2019 at Monroe City Hall

ADJOURN

Motion made by City Council Representative Bradley, Seconded by Board Member Sanders.
Voting Yea: Chairman Anderson, Board member Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

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

	Oct 31, 19
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	25,983.03
Total Checking/Savings	25,983.03
Total Current Assets	25,983.03
TOTAL ASSETS	25,983.03
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	17,811.02
Net Income	8,172.01
Total Equity	25,983.03
TOTAL LIABILITIES & EQUITY	25,983.03

Monroe Convention & Visitors Bureau
Profit & Loss
October 2019

	<u>Oct 19</u>
Income	
361000 · Interest Received	0.71
389000 · Other Misc. Revenue	60.00
	<hr/>
Total Income	60.71
Expense	
523300 · Advertising	
523311 · Online Ads	337.50
523315 · Commercial	1,995.00
	<hr/>
Total 523300 · Advertising	2,332.50
	<hr/>
Total Expense	2,332.50
	<hr/>
Net Income	<u><u>-2,271.79</u></u>

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

	<u>Jan - Oct 19</u>
Income	
314100 · Hotel/Motel Tax Funds	36,154.62
361000 · Interest Received	4.36
389000 · Other Misc. Revenue	384.00
	<hr/>
Total Income	36,542.98
Expense	
522140 · Landscape	52.98
531300 · Food	193.70
523850 · Contract Labor	6,900.00
523300 · Advertising	
523311 · Online Ads	1,350.00
523312 · School Sponsor Ads	1,250.00
523314 · Magazines	4,790.17
523315 · Commercial	11,080.00
523317 · Newspapers	40.00
523300 · Advertising - Other	2,236.12
	<hr/>
Total 523300 · Advertising	20,746.29
523600 · Dues and Subscriptions	478.00
	<hr/>
Total Expense	28,370.97
	<hr/>
Net Income	8,172.01