



Convention and Visitors Bureau

AGENDA

Thursday, August 12, 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 July Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB June Financial Statements

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

3. Bicentennial Celebration Week Draft

ANNOUNCEMENTS

Next meeting will be September 9, 2021 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, July 08, 2021

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting was called to order at 9:00 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 Aldrige

Logan Propes

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

. CVB June Minutes

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

Voting Yea: Chairman Anderson, Board Member Sanders, Secretary Gray, Board Member

Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley,
Board Member Collin

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB May Financials

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

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

. 2021 Budget Review

Chairman's Report

None.

Director's Report

New legislation at the state level now requires short-term rental lodging to pay hotel/motel tax, which will bring in additional revenue for CVB.

OLD BUSINESS

TV commercial is currently running during Braves games; we will be adding some spots during the Olympics within our budget

NEW BUSINESS

None.

ANNOUNCEMENTS

Next meeting will be Month XX, 20XX at Monroe City Hall

Next meeting will be August 12, 2021.

ADJOURN

Motion made by City Council Representative Bradley, 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

5:06 PM

07/07/21

Accrual Basis

Monroe Convention & Visitors Bureau
Profit & Loss
June 2021

	<u>Jun 21</u>
Income	
314100 · Hotel/Motel Tax Funds	17,067.27
361000 · Interest Received	<u>0.31</u>
Total Income	17,067.58
Expense	<u>0.00</u>
Net Income	<u><u>17,067.58</u></u>

Monroe Convention & Visitors Bureau

07/07/21

Profit & Loss

Accrual Basis

January through June 2021

	<u>Jan - Jun 21</u>
Income	
314100 · Hotel/Motel Tax Funds	28,145.43
361000 · Interest Received	1.63
389000 · Other Misc. Revenue	125.00
	<hr/>
Total Income	28,272.06
Expense	
523300 · Advertising	
523313 · Direct Mail	5,324.94
523314 · Magazines	700.00
523315 · Commercial	3,554.25
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Total 523300 · Advertising	9,579.19
523600 · Dues and Subscriptions	488.00
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Total Expense	10,067.19
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Net Income	<u>18,204.87</u>

Monroe Convention & Visitors Bureau
Balance Sheet
As of June 30, 2021

	<u>Jun 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	50,488.71
Total Checking/Savings	<u>50,488.71</u>
Total Current Assets	<u>50,488.71</u>
TOTAL ASSETS	<u>50,488.71</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	18,204.87
Total Equity	<u>50,488.71</u>
TOTAL LIABILITIES & EQUITY	<u>50,488.71</u>

Bicentennial Celebration Week 2021

DATE	TIME	LOCATION	ACTIVITY	PEOPLE/TASKS
Sunday, Nov. 28	2:00 pm 4:00 pm	Denton Hall? FBC Monroe Fellowship Hall?	Monroe Then & Now presentation	Monroe Museum (Steve Brown)
Monday, Nov. 29	4:00 pm	Downtown Green	Downtown Green Groundbreaking & Time Capsule (final burial site decided later)	School Choral performance (Sadie) City Officials (John) Shovels (_____) Souvenir shovels with bicentennial logo (_____)
Tuesday, Nov. 30	3:00 pm to 7:00 pm	City Hall Parking Lot Highland Lot (Highland Street closed)	City Birthday Party Celebration - Reveal New City brand to the public	Food Trucks (Leigh Ann) Hot Dogs/Chips/Drinks (Civic Clubs/Meredith Malcom) City firepit (Rodney) marshmallows/skewers (LA) Jumpies (LA) Temp stage (_____) Sound system (Sadie) Fire Truck (Chris) Police Vehicles (Chris) Bucket Truck (Chris) Essay Winner (Kim Mulkey) Birthday cake? (_____)
Wednesday, Dec. 1	TBD-evening	OnStage	Theatre Event	Marc Hammes
	6:00 pm??	online	Online auction for Bicentennial Quilts and other special items - proceeds benefit park	2-3 Quilts (Lisa) Setup auction (Sadie)
Thursday, Dec. 2	6:00 pm	Broad Street	Bicentennial Christmas Parade	Announcers (Charles, Lisa, Russell) Parade Volunteers (Sadie/Leigh Ann) Judges (MAHS student council)

				Grand Marshall (_____)
Friday, Dec. 3	5:00 pm	Downtown & Facebook	Downtown business promotions & online drawing for Bicentennial Prize Pack	DT businesses (LA) Prize Pack (Sadie/LA/Chris) Social Media Posts (LA)
Saturday, Dec. 4	TDB	MWCA	Bicentennial Saturday Soiree	Hope Reese

Other Needed items:

Stickers (Jamie Joiner)
Ornaments
Plastic beads
Keychains
Tervis cups
Socks
Balloons

Other Bicentennial Events:

5K Race on 10/9/21 before Fall Fest
Bicentennial t-shirts sold at all annual events & VC
Bicentennial Mural
Bicentennial Community Participation Mural (Addison's Wonderland alley wall)

Additional Notes:

-Start social media campaign with daily posts about Monroe's history starting Nov. 1
-earlier in the year (September?) poll the public for time capsule contents
-collect 200 Monroe stories for our 200th, to be placed in the time capsule and shared over the next year
(What does Monroe mean to you? How would you describe Monroe in 2021 to future generations?)