



## Convention and Visitors Bureau

### AGENDA

Thursday, May 13, 2021

8:00 AM

City Hall - 215 N. Broad Street

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#### CALL TO ORDER

#### ROLL CALL

#### APPROVAL OF EXCUSED ABSENCES

#### APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. CVB April Meeting Minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB March Financials

#### **Chairman's Report**

#### **Director's Report**

#### OLD BUSINESS

#### NEW BUSINESS

#### ANNOUNCEMENTS

Next meeting will be June 2021 at Monroe City Hall.

#### ADJOURN



**Convention and Visitors Bureau**

**MINUTES**

**Thursday, April 08, 2021**

**9:00 AM**

**City Hall - 215 N. Broad Street**

**CALL TO ORDER**

Meeting was called to order at 9:11 am.

**ROLL CALL**

**PRESENT**

- Chairman Lisa Anderson
- Secretary Andrea Gray
- Board Member Whit Holder
- Board Member Wesley Sisk
- City Council Representative Ross Bradley

**ABSENT**

- Vice Chairman Meredith Malcom
- Board Member Charles Sanders
- Board Member Chris Collin

**CITY STAFF**

- Sadie Krawczyk
- Leigh Ann Walker

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

- . CVB March Minutes

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

City Council Representative Bradley

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

. CVB February Financials

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

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

**Chairman's Report**

None.

**Director's Report**

None.

**OLD BUSINESS**

**Monroe Bicentennial Planning**

The city is working on a bicentennial t-shirt, 5K race, and planning a larger event on 11/30.

Chairman Anderson asked who would like to participate on a Bicentennial Planning committee - Lisa and Andrea volunteered to serve.

**NEW BUSINESS**

Every Door Direct mailer has been sent; TV commercials are ready to air and will begin during Braves season

**ANNOUNCEMENTS**

Next meeting will be May 13, 2021 at Monroe City Hall

**ADJOURN**

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

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

Profit & Loss

March 2021

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	<u>Mar 21</u>
<b>Income</b>	
361000 · Interest Received	0.25
389000 · Other Misc. Revenue	125.00
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<b>Total Income</b>	125.25
<b>Expense</b>	
523300 · Advertising	
523313 · Direct Mail	5,324.94
	<hr/>
<b>Total 523300 · Advertising</b>	5,324.94
523600 · Dues and Subscriptions	120.00
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<b>Total Expense</b>	5,444.94
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<b>Net Income</b>	<b><u><u>-5,319.69</u></u></b>

**Profit & Loss**

January through March 2021

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	<u>Jan - Mar 21</u>
<b>Income</b>	
361000 · Interest Received	0.75
389000 · Other Misc. Revenue	125.00
<b>Total Income</b>	<u>125.75</u>
<b>Expense</b>	
523300 · Advertising	
523313 · Direct Mail	5,324.94
523315 · Commercial	2,615.25
<b>Total 523300 · Advertising</b>	<u>7,940.19</u>
523600 · Dues and Subscriptions	488.00
<b>Total Expense</b>	<u>8,428.19</u>
<b>Net Income</b>	<u><u>-8,302.44</u></u>

**Balance Sheet**

As of March 31, 2021

	<u>Mar 31, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	23,981.40
Total Checking/Savings	<u>23,981.40</u>
Total Current Assets	<u>23,981.40</u>
<b>TOTAL ASSETS</b>	<b><u>23,981.40</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	<u>-8,302.44</u>
Total Equity	<u>23,981.40</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>23,981.40</u></b>