



## Convention and Visitors Bureau

### AGENDA

Thursday, July 09, 2020

9:00 AM

City Hall (Council Chambers)

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#### CALL TO ORDER

#### ROLL CALL

#### APPROVAL OF EXCUSED ABSENCES

#### APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. CVB June Minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB May Financials

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

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

#### OLD BUSINESS

TV Commercial filming

#### NEW BUSINESS

#### ANNOUNCEMENTS

Next meeting will be August 13, 2020 at Monroe City Hall.

#### ADJOURN



**Convention and Visitors Bureau**

**MINUTES**

**Thursday, June 11, 2020  
9:00 AM  
City Hall (Council Chambers)**

**CALL TO ORDER**

Called to order at 8:48 am.

**ROLL CALL**

**PRESENT**

- Chairman Lisa Anderson
- Vice Chairman Meredith Malcom
- Board Member Whit Holder
- Board Member Charles Sanders
- City Council Representative Ross Bradley

**ABSENT**

- Secretary Andrea Gray
- Board Member Wesley Sisk
- Board Member Chris Collin

**CITY STAFF**

- Les Russell
- Sadie Krawczyk
- Leigh Ann Walker
- Aida Roberts (intern)

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

Approved - Motion made by Board Member Sanders, Seconded by Board Member Holder. Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board Member Sanders, City Council Representative Bradley

CVB May Minutes

### **APPROVAL OF CURRENT FINANCIAL STATEMENTS**

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

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board Member Sanders, City Council Representative Bradley

CVB April Financials

### **Chairman's Report**

None.

### **Director's Report**

None.

### **OLD BUSINESS**

Commercial re-shoot was discussed. The board agreed that July would be a good time to do this.

### **NEW BUSINESS**

None.

### **ANNOUNCEMENTS**

Next meeting will be July 9th at Monroe City Hall.

### **ADJOURN**

Motion made by Vice Chairman Malcom, Seconded by Board Member Sanders.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board Member Sanders, City Council Representative Bradley

Monroe Convention & Visitors Bureau

Balance Sheet

As of May 31, 2020

	<u>May 31, 20</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	22,446.55
Total Checking/Savings	<u>22,446.55</u>
Total Current Assets	<u>22,446.55</u>
<b>TOTAL ASSETS</b>	<b><u>22,446.55</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	38,446.31
Net Income	<u>-15,999.76</u>
Total Equity	<u>22,446.55</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>22,446.55</u></b>

**Profit & Loss**

May 2020

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	<u>May 20</u>
<b>Income</b>	
361000 · Interest Received	0.19
389000 · Other Misc. Revenue	<u>80.00</u>
<b>Total Income</b>	80.19
<b>Expense</b>	<u>0.00</u>
<b>Net Income</b>	<u><u>80.19</u></u>

## Profit &amp; Loss

January through May 2020

	<u>Jan - May 20</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	10,839.98
361000 · Interest Received	2.67
389000 · Other Misc. Revenue	200.00
<b>Total Income</b>	<u>11,042.65</u>
<b>Expense</b>	
531300 · Food	127.91
523850 · Contract Labor	7,649.22
523300 · Advertising	
523311 · Online Ads	675.00
523312 · School Sponsor Ads	500.00
523313 · Direct Mail	4,955.89
523314 · Magazines	4,438.39
523315 · Commercial	7,982.00
523317 · Newspapers	350.00
<b>Total 523300 · Advertising</b>	<u>18,901.28</u>
523600 · Dues and Subscriptions	364.00
<b>Total Expense</b>	<u>27,042.41</u>
<b>Net Income</b>	<u><u>-15,999.76</u></u>