



Convention and Visitors Bureau

AGENDA

Thursday, August 13, 2020

9:00 AM

City Hall (Council Chambers)

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[CVB](#) July Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB](#) June Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be Sept. 10, 2020 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, July 09, 2020

9:00 AM

City Hall (Council Chambers)

CALL TO ORDER

Meeting called to order at 8:47 am.

ROLL CALL

PRESENT

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

ABSENT

- Vice Chairman Meredith Malcom

CITY STAFF

- Sadie Krawczyk
- Leigh Ann Walker
- Les Russell
- Logan Propes

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, Secretary Gray, Board Member Holder, Board Member

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

- 1. CVB June Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

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

- 2. CVB May Financials

Chairman's Report

None.

Director's Report

None.

OLD BUSINESS

TV Commercial filming

dates set for filming new commercials - 7/15 & 7/21 for 3 new commercials

NEW BUSINESS

ANNOUNCEMENTS

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

ADJOURN

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

Balance Sheet

As of June 30, 2020

	<u>Jun 30, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	18,346.71
Total Checking/Savings	<u>18,346.71</u>
Total Current Assets	<u>18,346.71</u>
TOTAL ASSETS	<u>18,346.71</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	38,446.31
Net Income	<u>-20,099.60</u>
Total Equity	<u>18,346.71</u>
TOTAL LIABILITIES & EQUITY	<u>18,346.71</u>

Profit & Loss

January through June 2020

	<u>Jan - Jun 20</u>
Income	
314100 · Hotel/Motel Tax Funds	10,839.98
361000 · Interest Received	2.83
389000 · Other Misc. Revenue	200.00
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Total Income	11,042.81
Expense	
522140 · Landscape	4,100.00
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
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Total 523300 · Advertising	18,901.28
523600 · Dues and Subscriptions	364.00
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Total Expense	31,142.41
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Net Income	-20,099.60
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Profit & Loss

June 2020

	<u>Jun 20</u>
Income	
361000 · Interest Received	<u>0.16</u>
Total Income	0.16
Expense	
522140 · Landscape	<u>4,100.00</u>
Total Expense	<u>4,100.00</u>
Net Income	<u><u>-4,099.84</u></u>