



## Convention and Visitors Bureau

### AGENDA

Thursday, October 14, 2021

9:00 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 September Minutes

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

- [2.](#) CVB August Financials

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

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

#### **OLD BUSINESS**

Bicentennial Week Updates

Tripadvisor Ad Campaign

TV Commercials

#### **NEW BUSINESS**

McDaniel-Tichenor House Governor's Ball - Nov. 4th

#### **ANNOUNCEMENTS**

Next meeting will be Nov. 11, 2021 at Monroe City Hall.

#### **ADJOURN**



## Convention and Visitors Bureau

### MINUTES

Thursday, September 09, 2021

9:00 AM

City Hall - 215 N. Broad Street

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#### **CALL TO ORDER**

Meeting called to order at 9:00 am.

#### **ROLL CALL**

##### PRESENT

Chairman Lisa Anderson  
Secretary Andrea Gray (via conference call)  
Board Member Whit Holder  
Board Member Wesley Sisk  
City Council Representative Ross Bradley  
Board Member Chris Collin

##### ABSENT

Vice Chairman Meredith Malcom  
Board Member Charles Sanders

##### CITY STAFF

Sadie Krawczyk

#### **APPROVAL OF EXCUSED ABSENCES**

#### **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

. CVB August Minutes

Approved - 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, Board Member Collin

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

. CVB July 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, Board Member Collin

**Chairman's Report**

None.

**Director's Report - Tripadvisor Ads being created; hotel activity update**

**OLD BUSINESS**

TV Commercial still running

**NEW BUSINESS**

. Bicentennial Celebration Week

**ANNOUNCEMENTS**

Next meeting will be October 14, 2021 at Monroe City Hall

**ADJOURN**

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

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

Monroe Convention & Visitors Bureau

Profit & Loss

August 2021

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	<u>Aug 21</u>
<b>Income</b>	
361000 · Interest Received	0.36
<b>Total Income</b>	<u>0.36</u>
<b>Expense</b>	
523300 · Advertising	
523314 · Magazines	3,250.00
523315 · Commercial	1,378.00
<b>Total 523300 · Advertising</b>	<u>4,628.00</u>
<b>Total Expense</b>	<u>4,628.00</u>
<b>Net Income</b>	<u><u>-4,627.64</u></u>

**Balance Sheet**

As of August 31, 2021

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	<u>Aug 31, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	40,594.48
Total Checking/Savings	40,594.48
Total Current Assets	40,594.48
<b>TOTAL ASSETS</b>	<b><u>40,594.48</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	8,310.64
Total Equity	40,594.48
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>40,594.48</u></b>

**Profit & Loss**

January through August 2021

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	<u>Jan - Aug 21</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	28,145.43
361000 · Interest Received	2.40
389000 · Other Misc. Revenue	125.00
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<b>Total Income</b>	28,272.83
<b>Expense</b>	
523300 · Advertising	
523312 · School Sponsor Ads	150.00
523313 · Direct Mail	5,324.94
523314 · Magazines	5,450.00
523315 · Commercial	8,549.25
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<b>Total 523300 · Advertising</b>	19,474.19
523600 · Dues and Subscriptions	488.00
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<b>Total Expense</b>	19,962.19
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<b>Net Income</b>	<b><u>8,310.64</u></b>