



Convention and Visitors Bureau

AGENDA

Thursday, September 09, 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 August Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

- [2.](#) CVB July Financials

Chairman's Report

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

OLD BUSINESS

TV Commercial still running

NEW BUSINESS

- [3.](#) Bicentennial Celebration Week

ANNOUNCEMENTS

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

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, August 12, 2021

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 8:56 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chairman Meredith Malcom
- Board Member Whit Holder
- Board Member Charles Sanders
- Board Member Chris Collin

ABSENT

- Secretary Andrea Gray
- Board Member Wesley Sisk
- City Council Representative Ross Bradley

CITY STAFF

- Les Russell
- Sadie Krawczyk

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, Board Member Collin

. CVB July Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

Approved - Motion made by Vice Chairman Malcom, Seconded by Board Member Holder.
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board Member Sanders, Board Member Collin

. CVB June Financial Statements

Chairman's Report

None.

Director's Report

Johnston Institute Hotel project has another interested buyer; Courtyard developer taking a look at the Wayne Street lot.

OLD BUSINESS

TV commercial still running

NEW BUSINESS

. Bicentennial Celebration Week Draft

ANNOUNCEMENTS

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

ADJOURN

Motion made by Vice Chairman Malcom, Seconded by Board Member Holder.
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board Member Sanders, Board Member Collin

Monroe Convention & Visitors Bureau

Balance Sheet

As of July 31, 2021

	<u>Jul 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	45,222.12
Total Checking/Savings	<u>45,222.12</u>
Total Current Assets	<u>45,222.12</u>
TOTAL ASSETS	<u>45,222.12</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	12,938.28
Total Equity	<u>45,222.12</u>
TOTAL LIABILITIES & EQUITY	<u>45,222.12</u>

Monroe Convention & Visitors Bureau

Profit & Loss

July 2021

	<u>Jul 21</u>
Income	
361000 · Interest Received	0.41
Total Income	<u>0.41</u>
Expense	
523300 · Advertising	
523312 · School Sponsor Ads	150.00
523314 · Magazines	1,500.00
523315 · Commercial	3,617.00
Total 523300 · Advertising	<u>5,267.00</u>
Total Expense	<u>5,267.00</u>
Net Income	<u><u>-5,266.59</u></u>

Profit & Loss

January through July 2021

	<u>Jan - Jul 21</u>
Income	
314100 · Hotel/Motel Tax Funds	28,145.43
361000 · Interest Received	2.04
389000 · Other Misc. Revenue	125.00
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Total Income	28,272.47
Expense	
523300 · Advertising	
523312 · School Sponsor Ads	150.00
523313 · Direct Mail	5,324.94
523314 · Magazines	2,200.00
523315 · Commercial	7,171.25
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Total 523300 · Advertising	14,846.19
523600 · Dues and Subscriptions	488.00
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Total Expense	15,334.19
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Net Income	<u><u>12,938.28</u></u>

Bicentennial Celebration Week 2021

DATE	TIME	LOCATION	ACTIVITY	PEOPLE/TASKS
Sunday, Nov. 28	4:00 pm	Denton Hall	Monroe Then & Now presentation -award essay winner	Monroe Museum (Steve Brown) Essay Winner (Kim Mulkey)
Monday, Nov. 29	4:00 pm	Downtown Green	Downtown Green Groundbreaking & 2121 Time Capsule (final burial site decided later)	School Choral performance (Sadie) City Officials (John) Shovels (Chris) Souvenir shovels with bicentennial logo (John/Shane) Chamber of Commerce
	5:00-7:00 pm	McDaniel-Tichenor House	Bicentennial Reception	
Tuesday, Nov. 30	3:00 pm to 7:00 pm	City Hall Parking Lot Highland Lot (Highland Street closed) Map the event with multiple locations for cupcakes; cake @ stage; create signup genius for cupcake volunteers	City Birthday Party Celebration - Reveal New City brand to the public -reading of proclamation -recognize essay winner again	Street closure (Leigh Ann) Food Trucks (Leigh Ann) Hot Dogs/Chips/Drinks (Civic Clubs/Meredith Malcom) City firepit (Rodney) marshmallows/skewers (LA) Jumpies (LA) Temp stage (use Christmas parade stage???) Sound system (Sadie) Fire Truck (Chris) Police Vehicles (Chris) Bucket Truck (Chris) Birthday cake+cupcakes (Blue Rooster/Hoosier Girl/Posh Cakery-Sadie/Leigh Ann)
Wednesday, Dec. 1	TBD-evening	OnStage	Theatre Event	Marc Hammes
	5:00 pm	Museum	Bicentennial Walking Tour	Steve Brown

	12 - 6:00 pm	online	Online auction for Bicentennial Quilts and other special items - proceeds benefit Museum and Walton Co. Historical Society	2-3 Quilts (Gail) Setup auction (Sadie)
Thursday, Dec. 2	6:30 pm	Broad Street	Bicentennial Christmas Parade	Announcers (Charles, Lisa, Russell) Parade Volunteers (Sadie/Leigh Ann) Judges (MAHS student council) Grand Marshall (Javianne/Patricia - John)
Friday, Dec. 3	All day	Downtown & Facebook	Downtown business promos & online drawing for Bicentennial Prize Pack	DT businesses (LA) Prize Pack (Sadie/LA/Chris) Social Media Posts (LA)
	5:00 pm	Museum	Bicentennial Walking Tour	Steve Brown
Saturday, Dec. 4	10:00 am - 4:00 pm	MWCA	Bicentennial Saturday Soiree	Hope Reese
	8 - 12 pm	City Hall	Citywide Clean Up	Chris Bailey
Sunday, Dec. 5	4:00 pm	Denton Hall	Monroe Then & Now Presentation	Steve Brown

Other Needed items:

Stickers (Jamie Joiner)
Ornaments - Walton County Historical Society (Gail)
Keychains
Tervis cups
Socks
Plastic beads
Balloons

Other Bicentennial Events:

5K Race on 10/9/21 before Fall Fest
McDaniel-Tichenor Bicentennial Ball on 11/4/21

MWCA Tour of Homes on 12/11/21

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 photos for our 200th, to be placed in the 2121 time capsule and shared over the next year (What does Monroe mean to you? How would you describe Monroe in 2021 to future generations?)
- flyers in schools with Bicentennial Week Schedule - Leigh Ann