



Convention and Visitors Bureau

AGENDA

Thursday, September 10, 2020

9:00 AM

City Hall (Council Chambers)

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[CVB](#) August Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB](#) July Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be October 8, 2020 at Monroe City Hall.

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, August 13, 2020

9:00 AM

City Hall (Council Chambers)

CALL TO ORDER

Meeting was called to order at 9:15 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson
Vice Chairman Meredith Malcom
Secretary Andrea Gray
Board Member Whit Holder
Board Member Charles Sanders
Board Member Wesley Sisk
Board Member Chris Collin

ABSENT

City Council Representative Ross Bradley

CITY STAFF

Sadie Krawczyk
Leigh Ann Walker
Les Russell
Aida Roberts - intern

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

CVB July Minutes

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

APPROVAL OF CURRENT FINANCIAL STATEMENTS

CVB June Financials

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

Chairman's Report

None.

Director's Report

The Monroe Turtles scavenger hunt has been installed and promotion will begin soon.

OLD BUSINESS

Three TV commercials are in production at this time.

NEW BUSINESS

None.

ANNOUNCEMENTS

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

ADJOURN

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

Monroe Convention & Visitors Bureau

Balance Sheet

As of July 31, 2020

	<u>Jul 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	28,925.20
Total Checking/Savings	<u>28,925.20</u>
Total Current Assets	<u>28,925.20</u>
TOTAL ASSETS	<u>28,925.20</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	38,446.31
Net Income	<u>-9,521.11</u>
Total Equity	<u>28,925.20</u>
TOTAL LIABILITIES & EQUITY	<u>28,925.20</u>

Profit & Loss

July 2020

	<u>Jul 20</u>
Income	
314100 · Hotel/Motel Tax Funds	12,703.26
361000 · Interest Received	<u>0.23</u>
Total Income	12,703.49
Expense	
523300 · Advertising	<u>2,125.00</u>
Total Expense	<u>2,125.00</u>
Net Income	<u><u>10,578.49</u></u>

Profit & Loss

January through July 2020

	<u>Jan - Jul 20</u>
Income	
314100 · Hotel/Motel Tax Funds	23,543.24
361000 · Interest Received	3.06
389000 · Other Misc. Revenue	200.00
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Total Income	23,746.30
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
523300 · Advertising - Other	2,125.00
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Total 523300 · Advertising	21,026.28
523600 · Dues and Subscriptions	364.00
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Total Expense	33,267.41
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Net Income	-9,521.11
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