



## Convention and Visitors Bureau

### AGENDA

Thursday, October 08, 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

[CVB](#) September Minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB](#) August Financials

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

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

#### OLD BUSINESS

TV Commercials all complete and airing.

#### NEW BUSINESS

#### ANNOUNCEMENTS

Next meeting will be November 12th at Monroe City Hall.

#### ADJOURN



**Convention and Visitors Bureau**

**MINUTES**

**Thursday, September 10, 2020**

**9:00 AM**

**City Hall (Council Chambers)**

**CALL TO ORDER**

Meeting called to order at 9:09 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
- City Council Representative Ross Bradley
- Board Member Chris Collin

**CITY STAFF**

- Les Russell
- Sadie Krawczyk
- Logan Propes

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

CVB August Minutes

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

Board Member Collin

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

CVB July Financials

Approved - Motion made by Board Member Sanders, Seconded by City Council Representative Bradley.

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

**Chairman's Report**

None.

**Director's Report**

Sadie reported that she had a meeting yesterday with a commercial real estate broker scouting sites in Monroe for a flag hotel brand.

**OLD BUSINESS**

TV Commercials are receiving final edits. The antique commercial is complete and a link to view will be emailed to the board. The shopping commercial is undergoing some minor adjustments at this time.

We should have the airing schedule/costs to review at our next meeting.

**NEW BUSINESS**

None.

**ANNOUNCEMENTS**

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

**ADJOURN**

Motion made by Board Member Sanders, Seconded by Board Member Holder.

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

**Balance Sheet**

As of August 31, 2020

	<u>Aug 31, 20</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	27,712.06
Total Checking/Savings	<u>27,712.06</u>
Total Current Assets	<u>27,712.06</u>
<b>TOTAL ASSETS</b>	<b><u>27,712.06</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	38,446.31
Net Income	<u>-10,734.25</u>
Total Equity	<u>27,712.06</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>27,712.06</u></b>

**Profit & Loss**

August 2020

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	<u>Aug 20</u>
<b>Income</b>	
361000 · Interest Received	0.25
<b>Total Income</b>	0.25
<b>Expense</b>	
523300 · Advertising	
523314 · Magazines	1,188.39
<b>Total 523300 · Advertising</b>	1,188.39
532900 · Misc. Expense	25.00
<b>Total Expense</b>	1,213.39
<b>Net Income</b>	<u><u>-1,213.14</u></u>

**Profit & Loss**

January through August 2020

	<u>Jan - Aug 20</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	23,543.24
361000 · Interest Received	3.31
389000 · Other Misc. Revenue	200.00
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<b>Total Income</b>	23,746.55
<b>Expense</b>	
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	5,626.78
523315 · Commercial	7,982.00
523317 · Newspapers	350.00
523300 · Advertising - Other	2,125.00
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<b>Total 523300 · Advertising</b>	22,214.67
523600 · Dues and Subscriptions	364.00
532900 · Misc. Expense	25.00
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<b>Total Expense</b>	34,480.80
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<b>Net Income</b>	<b>-10,734.25</b>
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