



**Convention and Visitors Bureau**

**AGENDA**

**Thursday, May 14, 2020**

**9:00 AM**

**Join Zoom Meeting <https://us02web.zoom.us/j/84286281187>**

**Meeting ID: 842 8628 1187**

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**CALL TO ORDER**

**ROLL CALL**

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

[CVB](#) Minutes April

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

[CVB](#) March Financials

**Chairman's Report**

**Director's Report**

**OLD BUSINESS**

**NEW BUSINESS**

**ANNOUNCEMENTS**

Next meeting will be June 11, 2020 at Monroe City Hall.

**ADJOURN**



**Convention and Visitors Bureau**

**MINUTES**

**Thursday, April 09, 2020**

**9:00 AM**

**Teleconference - Zoom Meeting**

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**CALL TO ORDER**

Meeting called to order at 9:33 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**

- Les Russell
- Sadie Krawczyk
- Leigh Ann Walker

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

CVB March Minutes

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

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

February CVB Financials

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

Voting Yea: Chairman Anderson, 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**

None.

**OLD BUSINESS**

None

**NEW BUSINESS**

None.

**ANNOUNCEMENTS**

Next meeting will be May 14, 2020 at Monroe City Hall

**ADJOURN**

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

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

Monroe Convention & Visitors Bureau

Profit & Loss

March 2020

	<u>Mar 20</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	10,839.98
361000 · Interest Received	0.59
389000 · Other Misc. Revenue	120.00
	<hr/>
<b>Total Income</b>	10,960.57
<b>Expense</b>	
531300 · Food	127.91
523850 · Contract Labor	7,649.22
523300 · Advertising	
523311 · Online Ads	337.50
523313 · Direct Mail	4,955.89
523314 · Magazines	3,250.00
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<b>Total 523300 · Advertising</b>	8,543.39
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<b>Total Expense</b>	16,320.52
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<b>Net Income</b>	<b><u><u>-5,359.95</u></u></b>

## Profit &amp; Loss

January through March 2020

	<u>Jan - Mar 20</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	10,839.98
361000 · Interest Received	2.26
389000 · Other Misc. Revenue	120.00
<b>Total Income</b>	<u>10,962.24</u>
<b>Expense</b>	
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
<b>Total 523300 · Advertising</b>	<u>18,901.28</u>
523600 · Dues and Subscriptions	364.00
<b>Total Expense</b>	<u>27,042.41</u>
<b>Net Income</b>	<u><u>-16,080.17</u></u>

Monroe Convention & Visitors Bureau

Balance Sheet

As of March 31, 2020

	<u>Mar 31, 20</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	22,366.14
Total Checking/Savings	<u>22,366.14</u>
Total Current Assets	<u>22,366.14</u>
<b>TOTAL ASSETS</b>	<b><u>22,366.14</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	38,446.31
Net Income	<u>-16,080.17</u>
Total Equity	<u>22,366.14</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>22,366.14</u></b>