

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JULY 11, 2024 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. June 13, 2024 Minutes**
 - 3. Approval of Financial Statements**
 - a. May Financials**

- II. CHAIRMAN UPDATE**

- III. DIRECTOR UPDATE**

- IV. OLD BUSINESS**

- V. NEW BUSINESS**

- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – August 12, 2024 at 9:00 am at the Monroe Museum**

- VII. ADJOURN**

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JUNE 13, 2024 – 9:00 A.M.**

The Convention & Visitors Bureau Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson Meredith Malcom Andrea Gray Whit Holder Lee Malcom	Chairman Vice-Chairman Secretary Board Member City Council Representative
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Those Absent:	Brittany Palazzo Chris Collin Clayton Mathias	Board Member Board Member Board Member
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Staff Present: Sandy Daniels, Logan Propes, Beverly Harrison, Kaitlyn Stubbs, Les Russell, Laura Beth Caudell, Brian Wilson

Visitors: Julie Treadwell

I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present, except Board Members Brittany Palazzo, Chris Collin, and Clayton Mathias were absent. There was a quorum.

2. Approval of Previous Meeting Minutes

a. May 9, 2024 Minutes

To approve the minutes as presented.

*Motion by Gray, seconded by Holder.
Passed Unanimously*

3. Approval of Financial Statements

a. April Financials

To approve the April 2024 Financials.

*Motion by Holder, seconded by Gray.
Passed Unanimously*

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

Ms. Sandy Daniels discussed the Welcome Center revisions, the commercials, and the ad in Walton Magazine.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

City Administrator Logan Propes stated that he and Mr. Brian Wilson are working on a feasibility study for a hotel.

VI. ANNOUNCEMENTS

1. Next Meeting – June 13, 2024 at 9:00 am at City Hall

VII. ADJOURN

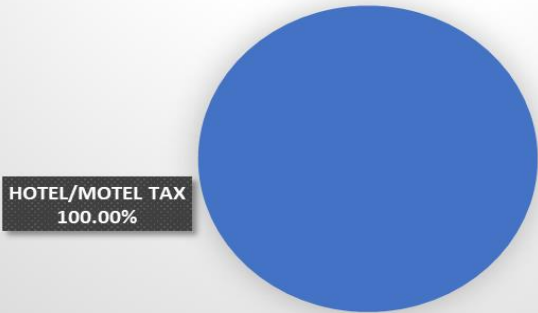
*Motion by Gray, seconded by Holder.
Passed Unanimously*

CONVENTION & VISITORS BUREAU

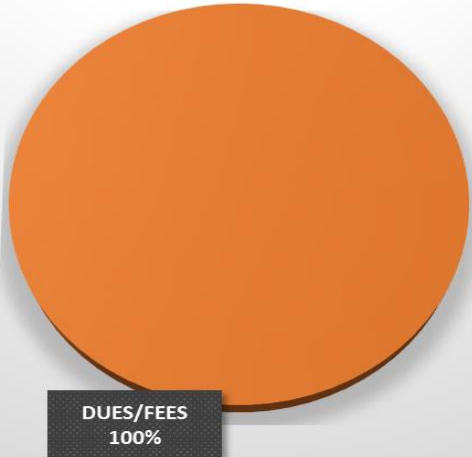
May 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	-	40,708
Expense	51	248
Profit/(Loss)	(51)	40,460

CVB Revenues



CVB Expenses





Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2024 Period Ending: 05/31/2024

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	75,000.00	75,000.00	0.00	40,707.62	34,292.38
	Revenue Total:	75,000.00	75,000.00	0.00	40,707.62	
Expense						
003-7540-523300	ADVERTISING - EFFECTV	12,000.00	12,000.00	0.00	0.00	12,000.00
003-7540-523313	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
003-7540-523314	ADVERTISING - MAGAZINES	5,000.00	5,000.00	0.00	0.00	5,000.00
003-7540-523315	ADVERTISING - COMMERCIAL	5,000.00	5,000.00	0.00	0.00	5,000.00
003-7540-523400	PRINTING	1,000.00	1,000.00	0.00	0.00	1,000.00
003-7540-523600	DUES/FEES	500.00	500.00	50.77	247.78	252.22
003-7540-531100	OFFICE SUPPLIES & EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00
003-7540-579001	CONTINGENCIES	39,500.00	39,500.00	0.00	0.00	39,500.00
	Expense Total:	75,000.00	75,000.00	50.77	247.78	
	Total Surplus (Deficit):	0.00	0.00	-50.77	40,459.84	



Monroe, GA

CVB Trial Balance Account Summary

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Date Range: 05/01/2024 - 05/31/2024

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	138,465.42	0.00	50.77	-50.77	138,414.65
003-111901	ACCOUNTS RECEIVABLE - MISC	21,061.96	0.00	0.00	0.00	21,061.96
Equity						
003-135400	FUND BALANCE-ASSIGNED	-119,016.77	0.00	0.00	0.00	-119,016.77
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	-40,707.62	0.00	0.00	0.00	-40,707.62
Expense						
003-7540-523600	DUES/FEES	197.01	50.77	0.00	50.77	247.78
Fund 003 Total:		0.00	50.77	50.77	0.00	0.00
Report Total:		0.00	50.77	50.77	0.00	0.00