



## Convention and Visitors Bureau

### AGENDA

Thursday, February 13, 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

[January](#) CVB Minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB](#) December Financials

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

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

#### OLD BUSINESS

#### NEW BUSINESS

Billboard ad in Oconee

[2020](#) Budget

#### ANNOUNCEMENTS

Next meeting will be March 12, 2020 at Monroe City Hall.

#### ADJOURN



## Convention and Visitors Bureau

### MINUTES

Thursday, January 09, 2020

9:00 AM

City Hall (Council Chambers)

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#### **CALL TO ORDER**

Meeting was called to order at 8:47 am.

#### **ROLL CALL**

##### PRESENT

Chairman Lisa Anderson  
Vice Chairman Meredith Malcom  
Secretary Andrea Gray  
Board Member Whit Holder  
Board Member Charles Sanders

##### ABSENT

Board Member Wesley Sisk  
City Council Representative Ross Bradley  
Board Member Chris Collin

##### CITY STAFF

Darrell Stone  
Logan Propes  
John Howard  
Les Russell  
Sadie Krawczyk  
Leigh Ann Walker

#### **APPROVAL OF EXCUSED ABSENCES**

#### **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

CVB December Minutes

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

### **APPROVAL OF CURRENT FINANCIAL STATEMENTS**

CVB November Financials

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

### **Chairman's Report**

None.

### **Director's Report**

None.

### **OLD BUSINESS**

None.

### **NEW BUSINESS**

TV commercial will be aired during National Championship game; 2020 event cards will be sent using direct mail once updated.

### **ANNOUNCEMENTS**

Next meeting will be Feb. 13th at Monroe City Hall

### **ADJOURN**

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

2:44 PM

# Monroe Convention & Visitors Bureau

01/03/20

## Profit & Loss

Accrual Basis

December 2019

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	<u>Dec 19</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	12,561.98
361000 · Interest Received	0.66
389000 · Other Misc. Revenue	60.00
	<hr/>
<b>Total Income</b>	12,622.64
<b>Expense</b>	0.00
	<hr/>
<b>Net Income</b>	<b><u><u>12,622.64</u></u></b>

Monroe Convention & Visitors Bureau

Balance Sheet

As of December 31, 2019

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	<u>Dec 31, 19</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
111116 · General Fund Checking	25,884.33
<b>Total Checking/Savings</b>	<u>25,884.33</u>
<b>Accounts Receivable</b>	
111900 · Accts. Rec. - City of Monroe	12,561.98
<b>Total Accounts Receivable</b>	<u>12,561.98</u>
<b>Total Current Assets</b>	<u>38,446.31</u>
<b>TOTAL ASSETS</b>	<b><u>38,446.31</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
134220 · CVB Fund Balance	17,811.02
Net Income	20,635.29
<b>Total Equity</b>	<u>38,446.31</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>38,446.31</u></b>

**Monroe Convention & Visitors Bureau**

**Profit & Loss**

January through December 2019

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	<u>Jan - Dec 19</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	48,716.60
361000 · Interest Received	5.66
389000 · Other Misc. Revenue	444.00
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<b>Total Income</b>	49,166.26
<b>Expense</b>	
522140 · Landscape	52.98
531300 · Food	193.70
523850 · Contract Labor	6,900.00
523300 · Advertising	
523311 · Online Ads	1,350.00
523312 · School Sponsor Ads	1,250.00
523314 · Magazines	4,790.17
523315 · Commercial	11,080.00
523317 · Newspapers	200.00
523300 · Advertising - Other	2,236.12
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<b>Total 523300 · Advertising</b>	20,906.29
523600 · Dues and Subscriptions	478.00
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<b>Total Expense</b>	28,530.97
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<b>Net Income</b>	<b>20,635.29</b>

## 2020 CVB Budget

<u>Item Name</u>	<u>2019 Actual</u>	<u>2020 Budget</u>	<u>2019 Actual</u>
Previous year-end balance	\$17,811.02	\$38,446.31	\$38,446.31
Income			
Hotel/Motel Tax	\$ 48,716.60	\$ 47,000.00	\$ -
VC Revenue	\$ 444.00	\$ 600.00	\$ -
Interest Revenue	\$ 5.66	\$ 5.00	\$ -
Grants	\$ -	\$ -	\$ -
<b>Total Income</b>	<b>\$ 49,166.26</b>	<b>\$ 47,605.00</b>	<b>\$ -</b>
Newspapers			
Walton Tribune	\$ 1,300.00	\$ 1,500.00	\$ -
Barrow County News	\$ -	\$ -	\$ -
Oconee Leader	\$ -	\$ -	\$ -
<b>Total Newspapers</b>	<b>\$ 1,300.00</b>	<b>\$ 1,500.00</b>	<b>\$ -</b>
TV Commercial	\$ 11,080.00	\$ 18,000.00	\$ -
<b>Total TV Commercial</b>	<b>\$ 11,080.00</b>	<b>\$ 18,000.00</b>	<b>\$ -</b>
Billboards	\$ -	\$ 5,000.00	\$ -
<b>Total Billboards</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Magazines			
Georgia Connector	\$ 3,565.17	\$ -	\$ -
Southern Distinction	\$ -	\$ -	\$ -
Walton Living	\$ 1,225.00	\$ -	\$ -
Oconee Enterprise	\$ -	\$ -	\$ -
Chamber Magazine	\$ -	\$ -	\$ -
Southern Living	\$ -	\$ -	\$ -
<b>Total Magazines</b>	<b>\$ 4,790.17</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>
Direct Mail			
Event Postcard	\$ -	\$ 5,000.00	\$ -
<b>Direct Mail Total</b>	<b>\$ -</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>
School Sponsor (GWA/MAHS)	\$ 1,250.00	\$ 1,300.00	\$ -
Online			
Monroe Local	\$ 1,350.00	\$ 1,350.00	\$ -
Facebook	\$ -	\$ -	\$ -
<b>Total Online</b>	<b>\$ 1,350.00</b>	<b>\$ 1,350.00</b>	<b>\$ -</b>
Holiday Lights (downtown lights + new driving displays)	\$ -	\$ 8,000.00	\$ -
Contract Labor			
VC + Events	\$ -	\$ -	\$ -

## 2020 CVB Budget

Social Media	\$	6,900.00	\$	-	\$	-
Farmers Market	\$	-	\$	-	\$	-
<b>Total FM Position</b>	<b>\$</b>	<b>6,900.00</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>-</b>

<b>Visitors Center</b>	<b>\$</b>	<b>246.68</b>	<b>\$</b>	<b>1,000.00</b>	<b>\$</b>	<b>-</b>
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Miscellaneous:

Tourism Tours	\$	-	\$	1,000.00	\$	-
New Planters	\$	-	\$	4,200.00	\$	-
Santa Fee	\$	-	\$	-	\$	-
Historic Walking Tour	\$	-	\$	-	\$	-
Alleyways/Mural	\$	-	\$	8,000.00	\$	-
Memberships	\$	120.00	\$	120.00	\$	-
BMI licensing	\$	358.00	\$	364.00	\$	-
Festival Parnterships	\$	-	\$	-	\$	-
Chamber Map	\$	-	\$	-	\$	-
Bank Fees	\$	-	\$	-	\$	-
Trainings	\$	-	\$	500.00	\$	-
Calendars	\$	-	\$	-	\$	-
Childers Improvements	\$	-	\$	2,500.00	\$	-
Marketing Grant	\$	-	\$	-	\$	-
Radio Ads	\$	-	\$	600.00	\$	-
Hometown Teams	\$	-	\$	-	\$	-
Bicentennial Events	\$	-	\$	-	\$	-
Online Gift Registry Tool	\$	-	\$	-	\$	-
Corridor Signs	\$	-	\$	9,000.00	\$	-
Pressure Washing	\$	-	\$	-	\$	-
Sculpt Monroe	\$	-	\$	-	\$	-
Antiques Capital Mkt	\$	1,136.12	\$	3,000.00	\$	-
<b>Total Misc</b>	<b>\$</b>	<b>1,614.12</b>	<b>\$</b>	<b>29,284.00</b>	<b>\$</b>	<b>-</b>

<b>Total Expenses</b>	<b>\$</b>	<b>28,530.97</b>	<b>\$</b>	<b>70,434.00</b>	<b>\$</b>	<b>-</b>
<b>NET INCOME:</b>	<b>\$</b>	<b>20,635.29</b>	<b>\$</b>	<b>\$15,617.31</b>	<b>\$</b>	<b>-</b>