

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JANUARY 9, 2025 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. December 12, 2024 Minutes**
 - 3. Approval of Financial Statements**
 - a. November Financials**

- II. CHAIRMAN UPDATE**

- III. DIRECTOR UPDATE**

- IV. OLD BUSINESS**

- V. NEW BUSINESS**

- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – February 13, 2025 at 9:00 am at City Hall**

- VII. ADJOURN**

CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
December 12, 2024 - MINUTES DRAFT

The Convention and Visitors Bureau Authority met for their regularly scheduled meeting.

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman absent
	Andrea Gray	Secretary absent
	Clayton Mathias	Board Member
	Whit Holder	Board Member
	Lee Malcom	City Council Representative
	Chris Collin	Board Member
	Brittany Palazzo	Board Member

Those Absent: None

Staff Present: Chris Bailey, Brian Wilson, Beth Thompson, Laura Wilson, Laura-Beth Caudell, Sandy Daniels, Logan Propes, Les Russell

Visitors: None

- I. Call to Order - Chairman Anderson called the meeting to order 9:11 am
 - A. Roll Call - Chairman Anderson noted that all Committee Members. There was a quorum.
 - B. Approval of Minutes from November 14, 2024
Motion to approve minutes as presented

Motion by Colin, Seconded by Holder
Approved unanimously
 - C. Approval of October Financial Statements
Motion to approve financial as presented

Motion by Holder, Seconded by Colin
Approved unanimously
- II. Chairman Update – Lisa Anderson; Thank you for a wonderful Welcome Center; Chris Bailey will try to have the monument set and everything finished before the end of the year but it might not happened until next year

III. Director's Update - Sandy Daniels – 1821 Shop is going well in the Welcome Center; in the month of November had \$650 in sales and have already surpassed that amount in December; Museum had VIP event this past Monday and it was well attended and works very well with having the store there; might adjust hours of the store like 12-6 instead of 10-4; does it have good signage?

IV. Old Business

A. Sculpture Projects – Chris Bailey agreements are in place for 10 sculptures; the sculptures will be here likely in February placement will have to be considered because it is three different types of mounts will have February 2025 to 2026; they will put together a marketing strategy

B. QR Code – 12 commitments; will begin process in February and March

C. Commercials – emphasize restaurants and shopping through June and then run the baseball Braves schedule and the Football/Georgia schedule

D. Brochure rack – Sandy Daniels – looking to order a new larger rack than what is currently at the Welcome Center

E. Training – Sandy goes next in February and training will likely take the rest of the year

V. New Business - none

VI. Announcements

A. Next meeting January 9th – 9:00am

VII. Adjourn – 9:24am

Motion by Mathias, Seconded by Collin
Passed unanimously

CONVENTION & VISITORS BUREAU

November 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	-	92,574
Expense	2,945	15,930
<u>Profit/(Loss)</u>	<u>(2,945)</u>	<u>76,644</u>



TOTAL BUDGETED

\$75,000

COLLECTED TO DATE

(123% of budgeted collected to date)

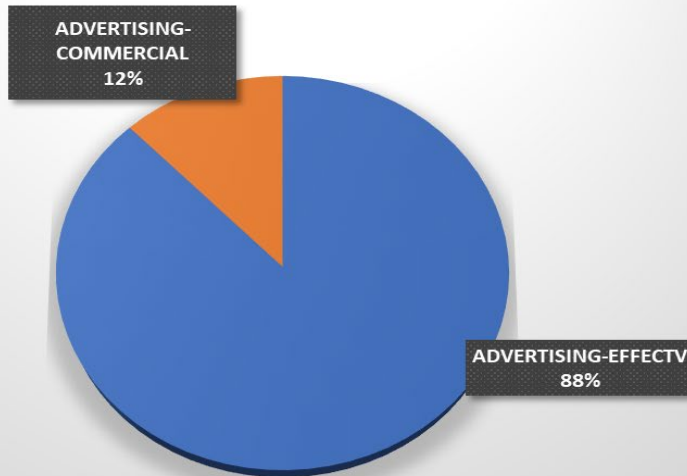
\$92,574

EXPENDED TO DATE

(21% of budgeted used to date)

\$15,930

CVB Expenses



CVB Income Statement

Account Summary

For Fiscal: 2024 Period Ending: 11/30/2024



Monroe, GA

		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	92,574.30	-17,574.30
	Revenue Total:	75,000.00	75,000.00	0.00	92,574.30	
Expense						
003-7540-522324	RENT TOURISM SCULPTURES	0.00	33,100.00	0.00	0.00	33,100.00
003-7540-523300	ADVERTISING - EFFECTV	12,000.00	12,000.00	1,715.00	10,750.25	1,249.75
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	3,250.00	1,750.00
003-7540-523400	PRINTING	1,000.00	1,000.00	0.00	0.00	1,000.00
003-7540-523600	DUES/FEES	500.00	2,830.00	51.99	552.15	2,277.85
003-7540-531100	OFFICE SUPPLIES & EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00
003-7540-531122	SUPPLIES-VISITORS CENTER	0.00	0.00	1,178.00	1,378.00	-1,378.00
003-7540-579001	CONTINGENCIES	39,500.00	4,070.00	0.00	0.00	4,070.00
	Expense Total:	75,000.00	75,000.00	2,944.99	15,930.40	
	Total Surplus (Deficit):	0.00	0.00	-2,944.99	76,643.90	



Monroe, GA

Trial Balance Account Summary

Date Range: 11/01/2024 - 11/30/2024

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	177,543.70	0.00	2,944.99	-2,944.99	174,598.71
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	-92,574.30	0.00	0.00	0.00	-92,574.30
Expense						
003-7540-523300	ADVERTISING - EFFECTV	9,035.25	1,715.00	0.00	1,715.00	10,750.25
003-7540-523315	ADVERTISING - COMMERCIAL	3,250.00	0.00	0.00	0.00	3,250.00
003-7540-523600	DUES/FEES	500.16	51.99	0.00	51.99	552.15
003-7540-531122	SUPPLIES-VISITORS CENTER	200.00	1,178.00	0.00	1,178.00	1,378.00
Fund 003 Total:		0.00	2,944.99	2,944.99	0.00	0.00
Report Total:		0.00	2,944.99	2,944.99	0.00	0.00