



## Convention and Visitors Bureau

### AGENDA

Thursday, April 14, 2022

9:00 AM

City Hall - 215 N. Broad Street

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#### CALL TO ORDER

#### ROLL CALL

#### APPROVAL OF EXCUSED ABSENCES

#### APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. CVB March Minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB Financials - December, January, & February

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

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

#### OLD BUSINESS

#### NEW BUSINESS

#### ANNOUNCEMENTS

Next meeting will be May 12, 2022 at Monroe City Hall

#### ADJOURN



**Convention and Visitors Bureau**

**MINUTES**

**Thursday, March 10, 2022**

**9:00 AM**

**City Hall - 215 N. Broad Street**

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**CALL TO ORDER**

Meeting called to order at 8:59 am.

**ROLL CALL**

**PRESENT**

- Chairman Lisa Anderson
- Vice Chairman Meredith Malcom
- Secretary Andrea Gray
- Board Member Ross Bradley
- Board Member Chris Collin

**ABSENT**

- Board Member Whit Holder
- Board Member Wesley Sisk
- City Council Representative Myoshia Crawford

**CITY STAFF**

- Chris Bailey
- Leigh Ann Aldridge
- Sadie Krawczyk

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

- . CVB February Minutes

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

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

. 2022 CVB Budget

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

**Chairman's Report**

None.

**Director's Report**

None.

**OLD BUSINESS**

None.

**NEW BUSINESS**

The Georgia Historic Trust Expedition has been scheduled for Saturday, August 13th. This event will potentially draw 500 visitors to Monroe to see historic sites. Planning is underway now for the event.

**ANNOUNCEMENTS**

Next meeting will be April 14, 2022at Monroe City Hall.

**ADJOURN**

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

# CVB Income Statement

## Account Summary

For Fiscal: 2022 Period Ending: 02/28/2022



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-361000</a>	INTEREST REVENUES	0.00	0.00	0.17	0.33	-0.33
	<b>Revenue Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>0.17</b>	<b>0.33</b>	
<b>Expense</b>						
<a href="#">003-7540-523300</a>	ADVERTISING	0.00	0.00	3,824.00	12,975.20	-12,975.20
<a href="#">003-7540-523600</a>	DUES/FEES	0.00	0.00	511.00	511.00	-511.00
<a href="#">003-7540-523850</a>	CONTRACT LABOR	0.00	0.00	0.00	1,500.00	-1,500.00
	<b>Expense Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>4,335.00</b>	<b>14,986.20</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-4,334.83</b>	<b>-14,985.87</b>	

# CVB Income Statement

## Account Summary

For Fiscal: 2022 Period Ending: 01/31/2022



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-361000</a>	INTEREST REVENUES	0.00	0.00	0.16	0.16	-0.16
	<b>Revenue Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.16</b>	
<b>Expense</b>						
<a href="#">003-7540-523300</a>	ADVERTISING	0.00	0.00	9,151.20	9,151.20	-9,151.20
<a href="#">003-7540-523850</a>	CONTRACT LABOR	0.00	0.00	1,500.00	1,500.00	-1,500.00
	<b>Expense Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>10,651.20</b>	<b>10,651.20</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-10,651.04</b>	<b>-10,651.04</b>	

## CVB Income Statement

## Account Summary

For Fiscal: 2021 Period Ending: 12/31/2021



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	0.00	0.00	16,818.88	60,795.04	-60,795.04
<a href="#">003-7540-361000</a>	INTEREST REVENUES	0.00	0.00	0.23	3.73	-3.73
<a href="#">003-7540-389000</a>	OTHER	0.00	0.00	0.00	428.00	-428.00
	<b>Revenue Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>16,819.11</b>	<b>61,226.77</b>	
<b>Expense</b>						
<a href="#">003-7540-522140</a>	LAWN CARE & MAINTENANCE	0.00	0.00	2,200.00	2,200.00	-2,200.00
<a href="#">003-7540-523300</a>	ADVERTISING	0.00	0.00	6,704.76	24,404.06	-24,404.06
<a href="#">003-7540-523313</a>	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	5,324.94	-5,324.94
<a href="#">003-7540-523314</a>	ADVTSG - MAGAZINES	0.00	0.00	0.00	700.00	-700.00
<a href="#">003-7540-523315</a>	ADVTSG - COMMERCIAL	0.00	0.00	0.00	3,554.25	-3,554.25
<a href="#">003-7540-523600</a>	DUES/FEES	0.00	0.00	0.00	488.00	-488.00
<a href="#">003-7540-523850</a>	CONTRACT LABOR	0.00	0.00	11,050.00	18,158.23	-18,158.23
	<b>Expense Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>19,954.76</b>	<b>54,829.48</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-3,135.65</b>	<b>6,397.29</b>	