

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
MARCH 13, 2025 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. January 9, 2025 Minutes
 - b. February 13, 2025 Minutes
 - 3. Approval of Financial Statements**
 - a. January Financials

- II. CHAIRMAN UPDATE**

- III. DIRECTOR UPDATE**

- IV. OLD BUSINESS**

- V. NEW BUSINESS**

- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – April 10, 2025 at 9:00 am at City Hall**

- VII. ADJOURN**

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JANUARY 9, 2024 - MINUTES DRAFT**

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

Those Present:	Lisa Reynolds Anderson	Chairwoman
	Meredith Malcom	Vice-Chairwoman
	Andrea Gray	Secretary
	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

Visitors: None

- I) Call to Order - Chairwoman Anderson called the meeting to order 8:59 am
 - 1) Roll Call - Chairwoman Anderson noted that all Committee Members were present. There was a quorum.
 - a) Approval of Minutes from December 12, 2024
 - Motion to approve minutes as presented
 - Motion by Mathias, Seconded by Collin
 - Approved unanimously
 - b) Approval of November Financial Statements
 - Motion to approve financial as presented
 - Motion by M. Malcom, Seconded by Mathias
 - Approved unanimously

II) Chairman Update – Lisa Anderson; Thank you for a wonderful Welcome Center;

III) Director's Update - Sandy Daniels – 1821 Shop is going well - hit \$1000 in sales, sold out of two of the ornaments, new shirts are in; the hours will be changing to noon - 6pm except when we have a Market event so the public can get to the restrooms; Ordered a new brochure rack and possibly can redo the existing rack; in 2025 there will be some interior renovations to the Welcome Center, have additional staff to support expanded hours; going to increase data capture for visitors;

IV) Old Business

- 1) Sculpture Projects – Chris Bailey - still on track for February
- 2) QR Code – 12 commitments; will begin process in February and March; Chris will meet with her soon
- 3) Commercials – they are running
- 4) Upstairs of Welcome Center - Chris Bailey - hold tight for now, not leasing to the public right now

V) New Business - Sandy is continuing her training and will go the National Conference in April; Our new rack cards go out in March to other welcome centers; we will get them sent to the printer

VI) Announcements

- 1) Next meeting February 13th – 9:00am

VII) Adjourn – 9:17am

Motion by Holder, Seconded by M. Malcom
Passed unanimously

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
FEBRUARY 13, 2025 – MINUTES**

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

- Those Present: Lisa Reynolds Anderson Chairman
- Meredith Malcom Vice-Chairman
- Andrea Gray Secretary
- Whit Holder Board Member
- Clayton Mathias Board Member

- Those Absent: Brittany Palazzo Board Member
- Chris Collin Board Member
- Lee Malcom City Council Representative

- Staff Present: Chris Bailey, Beth Thompson, Beverly Harrison, Laura Beth Caudell, Brian Wilson, Mark Harrison, Les Russell, Audrey Fuller

- Visitors: John Hawkins

I. CALL TO ORDER

a. Roll Call

Chairman Anderson noted that all Committee Members were present, except Board Members Brittany Palazzo and Chris Collin. City Council Representative Lee Malcom was also absent. There was a quorum.

b. Approval of Financial Statements

a. December Financials

To approve the December Financials as presented

*Motion by M. Malcom, seconded by Collin.
Passed Unanimously*

II. CHAIRMAN UPDATE

Chairwoman Anderson mentioned that she has been talking with Kim Smith about the QR plaques. The plaques should be here in the next 2-3 weeks.

III. DIRECTOR UPDATE

Sandy Daniels – Sandy discussed working with the museum on the Welcome Center. She met with Kim Smith to lay out goals and projects to tackle over the next 3 years.

IV. OLD BUSINESS

- a. QR code plaques are coming along.
- b. The front door of the museum is being worked on
- c. There is work to enhance the antiques promotion

- d. All racks at the Welcome Center have been updated and filled with brochures. Sandy is currently working on a rack card for around the state. Suggestion was made to take a survey of why people come to Monroe? This will help with the theme/design of the brochure.

V. NEW BUSINESS

Sandy shared the newest project, Experience Monroe, a publication that will come out quarterly. It advertises/highlights business around town. The back side will be a feature. The plan is for the first issue to hit stands on May 1st. This led to conversation about next steps for marketing. Conversation was had about moving away from commercials, as they are growing to be more expensive, and the company is more difficult to work with. There was discussion about redirecting the funds to ads, reels, and even the publication.

VI. ANNOUNCEMENTS

1. **Next Meeting – March 13, 2025 at 9:00 am at City Hall**

VII. ADJOURN -9:23am

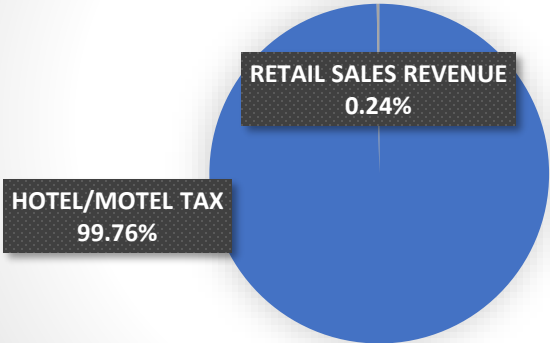
*Motion by Collin, seconded by Gray.
Passed Unanimously*

CONVENTION & VISITORS BUREAU

January 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	23,615	23,615
Expense	53	53
<u>Profit/(Loss)</u>	<u>23,562</u>	<u>23,562</u>

CVB Revenues





Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 01/31/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	80,000.00	80,000.00	23,559.33	23,559.33	56,440.67
003-7540-347900	RETAIL SALES REVENUE	1,000.00	1,000.00	56.00	56.00	944.00
	Revenue Total:	81,000.00	81,000.00	23,615.33	23,615.33	
Expense						
003-7540-511200	PART TIME/TEMPORARY SALARIES	15,000.00	15,000.00	0.00	0.00	15,000.00
003-7540-512200	SOCIAL SECURITY	930.00	930.00	0.00	0.00	930.00
003-7540-512300	MEDICARE	218.00	218.00	0.00	0.00	218.00
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	15,000.00	15,000.00	0.00	0.00	15,000.00
003-7540-523315	ADVERTISING - COMMERCIAL	7,500.00	7,500.00	0.00	0.00	7,500.00
003-7540-523400	PRINTING	3,000.00	3,000.00	0.00	0.00	3,000.00
003-7540-523600	DUES/FEES	500.00	500.00	53.29	53.29	446.71
003-7540-531100	OFFICE SUPPLIES & EXPENSES	6,852.00	6,852.00	0.00	0.00	6,852.00
003-7540-531590	PURCHASE OF RESALE ITEMS	10,000.00	10,000.00	0.00	0.00	10,000.00
	Expense Total:	81,000.00	81,000.00	53.29	53.29	
	Total Surplus (Deficit):	0.00	0.00	23,562.04	23,562.04	



Monroe, GA

Trial Balance Account Summary

Date Range: 01/01/2025 - 01/31/2025

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	131,488.06	23,615.33	53.29	23,562.04	155,050.10
003-111901	ACCOUNTS RECEIVABLE - MISC	23,559.33	0.00	0.00	0.00	23,559.33
Equity						
003-135400	FUND BALANCE-ASSIGNED	-155,047.39	0.00	0.00	0.00	-155,047.39
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	23,559.33	-23,559.33	-23,559.33
003-7540-347900	RETAIL SALES REVENUE	0.00	0.00	56.00	-56.00	-56.00
Expense						
003-7540-523600	DUES/FEES	0.00	53.29	0.00	53.29	53.29
Fund 003 Total:		0.00	23,668.62	23,668.62	0.00	0.00
Report Total:		0.00	23,668.62	23,668.62	0.00	0.00