



Convention and Visitors Bureau

AGENDA

Thursday, September 12, 2019

9:00 AM

City Hall

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

- [1.](#) CVB August Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

- [2.](#) CVB July Financials
- [3.](#) 2019 CVB Budget vs. Actual

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be October 10, 2019 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, August 08, 2019

9:00 AM

City Hall

CALL TO ORDER

meeting called to order at 8:42 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chairman Meredith Malcom
- Secretary Andrea Gray
- Board member Mike Gray
- Board Member Charles Sanders
- Board Member Wesley Sisk

ABSENT

- Board Member Whit Holder
- City Council Representative Ross Bradley

CITY STAFF

- Sadie Krawczyk
- Leigh Ann Walker
- Sam Tippet
- Les Russell

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

July CVB Minutes

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

APPROVAL OF CURRENT FINANCIAL STATEMENTS

June CVB Financials

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

CVB Budget vs. Actual to date

Board will discuss this further at the September board meeting.

Chairman's Report

None.

Director's Report

Antiques Capital of Georgia rack cards mailed to all state/regional visitors centers.

HHTA quarterly luncheon was held in Monroe; 30 in attendance.

OLD BUSINESS

Delay in parking map edits due to death in the family.

Lisa suggested we host another social media class for downtown businesses. The first one was well attended and really helpful content.

NEW BUSINESS

GA Historic Trust Expedition - June 13, 2020

ANNOUNCEMENTS

Next meeting will be September 12, 2019 at Monroe City Hall

ADJOURN

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

Monroe Convention & Visitors Bureau
Balance Sheet
As of July 31, 2019

Accrual Basis

	<u>Jul 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 - General Fund Checking	21,326.56
Total Checking/Savings	<u>21,326.56</u>
Total Current Assets	<u>21,326.56</u>
TOTAL ASSETS	<u>21,326.56</u>
LIABILITIES & EQUITY	
Equity	
134220 - CVB Fund Balance	17,811.02
Net Income	3,515.54
Total Equity	<u>21,326.56</u>
TOTAL LIABILITIES & EQUITY	<u>21,326.56</u>

Monroe Convention & Visitors Bureau
Profit & Loss
July 2019

Accrual Basis

	<u>Jul 19</u>
Income	
314100 · Hotel/Motel Tax Funds	13,248.58
361000 · Interest Received	0.54
Total Income	<u>13,249.12</u>
Expense	
531300 · Food	28.29
523850 · Contract Labor	2,300.00
523300 · Advertising	
523312 · School Sponsor Ads	1,000.00
523315 · Commercial	1,540.00
523300 · Advertising - Other	120.00
Total 523300 · Advertising	<u>2,660.00</u>
Total Expense	<u>4,988.29</u>
Net Income	<u><u>8,260.83</u></u>

Monroe Convention & Visitors Bureau
Profit & Loss
January through July 2019

Accrual Basis

	<u>Jan - Jul 19</u>
Income	
314100 · Hotel/Motel Tax Funds	23,950.98
361000 · Interest Received	2.64
389000 · Other Misc. Revenue	259.00
	<hr/>
Total Income	24,212.62
Expense	
522140 · Landscape	52.98
531300 · Food	193.70
523850 · Contract Labor	6,900.00
523300 · Advertising	
523311 · Online Ads	1,012.50
523312 · School Sponsor Ads	1,250.00
523314 · Magazines	2,901.78
523315 · Commercial	5,672.00
523300 · Advertising - Other	2,236.12
	<hr/>
Total 523300 · Advertising	13,072.40
523600 · Dues and Subscriptions	478.00
	<hr/>
Total Expense	20,697.08
	<hr/>
Net Income	<u>3,515.54</u>

2019 CVB Budget

8/2/19

8

<u>Item Name</u>	<u>2018 Actual</u>	<u>2019 Budget</u>	<u>2019 Actual</u>
2017 year-end balance	\$31,995.14	\$17,911.02	\$17,911.02
Income			
Hotel/Motel Tax	\$ 42,995.60	\$ 43,000.00	\$ 23,950.98
VC Revenue	\$ 587.82	\$ 600.00	\$ 259.00
Interest Revenue	\$ -	\$ -	\$ 2.64
Grants	\$ -	\$ -	\$ -
Total Income	\$ 43,583.42	\$ 43,600.00	\$ 24,212.62
Newspapers			
Walton Tribune	\$ -	\$ -	\$ 1,100.00
Barrow County News	\$ -	\$ -	\$ -
Oconee Leader	\$ -	\$ -	\$ -
Total Newspapers	\$ -	\$ -	\$ 1,100.00
TV Commercial	\$ 10,925.00	\$ 15,000.00	\$ 5,672.00
Total TV Commercial	\$ 10,925.00	\$ 15,000.00	\$ 5,672.00
Billboards	\$ -	\$ 5,000.00	\$ -
Total Billboards	\$ -	\$ -	\$ -
Magazines			
Georgia Connector	\$ 3,565.17	\$ -	\$ 1,188.39
Southern Distinction	\$ -	\$ -	\$ -
Walton Living	\$ 1,320.00	\$ -	\$ 1,713.39
Oconee Enterprise	\$ -	\$ -	\$ -
Chamber Magazine	\$ 4,377.00	\$ -	\$ -
Southern Living	\$ -	\$ -	\$ -
Total Magazines	\$ 9,262.17	\$ 5,000.00	\$ 2,901.78
Direct Mail			
Event Postcard	\$ 3,394.63	\$ 3,500.00	\$ -
Direct Mail Total	\$ 3,394.63	\$ 3,500.00	\$ -
School Sponsor (GWA/MAHS)	\$ 850.00	\$ 1,300.00	\$ 1,250.00
Online			
Monroe Local	\$ 1,350.00	\$ 1,350.00	\$ 1,012.50
Facebook	\$ -	\$ 600.00	\$ -
Total Online	\$ 1,350.00	\$ 1,950.00	\$ 1,012.50
Holiday Lights (downtown lights + new driving displays)	\$ 8,000.00	\$ 8,000.00	\$ -
Contract Labor			
VC + Events	\$ -	\$ -	\$ -

2019 CVB Budget

8/2/19

9

Social Media	\$	-	\$	-	\$	6,900.00
Farmers Market	\$	2,700.00	\$	-	\$	-
Total FM Position	\$	2,700.00	\$	-	\$	6,900.00

Visitors Center	\$	403.37	\$	1,000.00	\$	246.68
-----------------	----	--------	----	----------	----	--------

Miscellaneous:

Tourism Tours	\$	-	\$	1,000.00	\$	-
New Planters	\$	6,000.00	\$	6,000.00	\$	-
Santa Fee	\$	-	\$	-	\$	-
Historic Walking Tour	\$	5,130.00	\$	-	\$	-
Alleyways/Mural	\$	1,987.37	\$	2,000.00	\$	-
Memberships	\$	265.00	\$	300.00	\$	120.00
BMI licensing	\$	-	\$	-	\$	358.00
Festival Parnterships	\$	-	\$	-	\$	-
Chamber Map	\$	-	\$	-	\$	-
Bank Fees	\$	-	\$	-	\$	-
Trainings	\$	500.00	\$	500.00	\$	-
Calendars	\$	-	\$	-	\$	-
Childers Improvements	\$	-	\$	2,500.00	\$	-
Marketing Grant	\$	-	\$	-	\$	-
Radio Ads	\$	400.00	\$	600.00	\$	-
Hometown Teams	\$	-	\$	-	\$	-
Bicentennial Events	\$	-	\$	-	\$	-
Online Gift Registry Tool	\$	-	\$	-	\$	-
Corridor Signs	\$	-	\$	9,000.00	\$	-
Pressure Washing	\$	5,700.00	\$	-	\$	-
Sculpt Monroe	\$	800.00	\$	-	\$	-
Antiques Capital Mkt	\$	-	\$	3,000.00	\$	1,136.12
Total Misc	\$	20,782.37	\$	24,900.00	\$	1,614.12

Total Expenses	\$	57,667.54	\$	60,650.00	\$	20,697.08
NET INCOME:		\$17,911.02		\$861.02		\$ 3,515.54