



Convention and Visitors Bureau

AGENDA

Thursday, January 13, 2022

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. December CVB Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB November Financials

Chairman's Report - Georgia Visitors Center Vacation Day, Jan. 25th

Director's Report

Georgia Visitors Center Vacation Day, Jan. 25th

OLD BUSINESS

TV commercial during NCAA Championship game

NEW BUSINESS

Event cards ready for direct mail distribution.

ANNOUNCEMENTS

Next meeting will be February 10th at Monroe City Hall.

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, December 09, 2021

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 8:46 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson

Secretary Andrea Gray

Board Member Charles Sanders

Board Member Wesley Sisk

City Council Representative Ross Bradley

Board Member Chris Collin

ABSENT

Vice Chairman Meredith Malcom

Board Member Whit Holder

CITY STAFF

Sadie Krawczyk

Leigh Ann Aldridge

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

. CVB November Minutes

Approved - Motion made by City Council Representative Bradley, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Secretary Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB October Financials

Approved - Motion made by City Council Representative Bradley, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Secretary Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

Chairman's Report

Thanks to Charles Sanders again for his dedication and service over the years.

Director's Report

Review of Hotel-Motel Tax Restrictions

OLD BUSINESS

Trip Advisor Ad Campaign running
Bicentennial Week Celebrations

TV Commercial still running as well

NEW BUSINESS

None.

ANNOUNCEMENTS

Next meeting will be January 13, 2022 at Monroe City Hall

ADJOURN

Motion made by City Council Representative Bradley, Seconded by Board Member Collin.
Voting Yea: Chairman Anderson, Secretary Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

Monroe Convention & Visitors Bureau

Balance Sheet

As of November 30, 2021

	<u>Nov 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	41,816.78
Total Checking/Savings	<u>41,816.78</u>
Total Current Assets	<u>41,816.78</u>
TOTAL ASSETS	<u>41,816.78</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	9,532.94
Total Equity	<u>41,816.78</u>
TOTAL LIABILITIES & EQUITY	<u>41,816.78</u>

Monroe Convention & Visitors Bureau

Profit & Loss

November 2021

	<u>Nov 21</u>
Income	
361000 · Interest Received	0.36
389000 · Other Misc. Revenue	103.00
Total Income	<u>103.36</u>
Expense	
523300 · Advertising	
523311 · Online Ads	5,660.30
Total 523300 · Advertising	<u>5,660.30</u>
Total Expense	<u>5,660.30</u>
Net Income	<u><u>-5,556.94</u></u>

Profit & Loss

January through November 2021

	<u>Jan - Nov 21</u>
Income	
314100 · Hotel/Motel Tax Funds	43,976.16
361000 · Interest Received	3.50
389000 · Other Misc. Revenue	428.00
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Total Income	44,407.66
Expense	
523300 · Advertising	
523311 · Online Ads	5,660.30
523312 · School Sponsor Ads	150.00
523313 · Direct Mail	5,324.94
523314 · Magazines	6,150.00
523315 · Commercial	9,993.25
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Total 523300 · Advertising	27,278.49
523600 · Dues and Subscriptions	488.00
532900 · Misc. Expense	
Equipment for Downtown	3,500.00
Alleyways/Murals	3,608.23
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Total 532900 · Misc. Expense	7,108.23
Total Expense	<hr/> 34,874.72
Net Income	<hr/> 9,532.94 <hr/>