



Convention and Visitors Bureau

AGENDA

Thursday, September 08, 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. CVB August Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB July Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be October 13, 2022 at Monroe City Hall.

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, August 11, 2022

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting was called to order at 9:01 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chairman Meredith Malcom
- Secretary Andrea Gray
- Board Member Whit Holder
- Board Member Wesley Sisk
- Board Member Ross Bradley
- Board Member Chris Collin
- City Council Representative Myoshia Crawford

CITY STAFF

- Logan Propes
- Leigh Ann Walker
- Sadie Krawczyk

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

- . CVB July Minutes

Approved - Motion made by Secretary Gray, Seconded by Board Member Bradley. Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

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

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB June Financials

Approved - Motion made by Board Member Bradley, Seconded by Vice Chairman Malcom. Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

Chairman's Report

None.

Director's Report

The Georgia Historic Trust Expedition is this weekend. 550 tickets have been sold making this the largest event of this kind that they have hosted; 250 tickets purchased the lunch and dinner reception tickets as well. Leigh Ann mentioned that more docents are needed, and Chairman Anderson committed to recruit more volunteers.

OLD BUSINESS

TV commercials are still running and seem to be getting very good reach.

NEW BUSINESS

MEAG bus tour will be in Monroe today; Leigh Ann attended the Rivian meet and greet in Social Circle to connect with local businesses.

The board wants to pursue more information about the costs involved with installing a lighted Monroe sign on top of the water tower. A crowdfunding campaign for this project seems feasible. Staff will also look into potential grant funding for this through GA Council for the Arts and Tourism Product Development.

ANNOUNCEMENTS

Next meeting will be September 8th at Monroe City Hall

ADJOURN

Motion made by Board Member Bradley, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

CVB Income Statement

Account Summary

For Fiscal: 2022 Period Ending: 07/31/2022



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	19,039.75	33,887.81	-33,887.81
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.41	1.70	-1.70
003-7540-389000	OTHER	0.00	0.00	0.00	2,325.00	-2,325.00
	Revenue Total:	0.00	0.00	19,040.16	36,214.51	
Expense						
003-7540-523300	ADVERTISING	0.00	0.00	0.00	17,351.64	-17,351.64
003-7540-523600	DUES/FEES	0.00	0.00	0.00	511.00	-511.00
003-7540-523850	CONTRACT LABOR	0.00	0.00	0.00	5,825.00	-5,825.00
	Expense Total:	0.00	0.00	0.00	23,687.64	
	Total Surplus (Deficit):	0.00	0.00	19,040.16	12,526.87	