



Convention and Visitors Bureau

AGENDA

Thursday, February 10, 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 January Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB December Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

3. CVB 2022 Budget DRAFT

ANNOUNCEMENTS

Next meeting will be March 10, 2022 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, January 13, 2022

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 9:27 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 Aldridge
- Sadie Krawczyk
- Carsyn Baker - intern
- Reese Baker - intern

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

- . December CVB Minutes

APPROVED - Motion made by Secretary Gray, 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

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB November Financials

APPROVED - 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

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

Director's Report

Georgia Visitors Center Vacation Day, Jan. 25th

Still in conversations with a downtown hotel developer.

OLD BUSINESS

TV commercial during NCAA Championship game

Our Tripadvisor campaign is complete. We used the "Meet Me in Monroe" ad pieces. It was delivered in 503,917 impressions to Tripadvisor users. Users clicked 752 times on the ad.

NEW BUSINESS

Event cards ready for direct mail distribution.

ANNOUNCEMENTS

Next meeting will be February 10th 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

Profit & Loss

January through December 2021

	<u>Jan - Dec 21</u>
Income	
314100 · Hotel/Motel Tax Funds	43,976.16
361000 · Interest Received	3.73
389000 · Other Misc. Revenue	428.00
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Total Income	44,407.89
Expense	
522140 · Landscape	2,200.00
523850 · Contract Labor	8,000.00
523300 · Advertising	
523316 · Radio	200.00
523311 · Online Ads	5,750.00
523312 · School Sponsor Ads	150.00
523313 · Direct Mail	5,324.94
523314 · Magazines	10,903.56
523315 · Commercial	10,763.75
523300 · Advertising - Other	891.00
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Total 523300 · Advertising	33,983.25
523600 · Dues and Subscriptions	488.00
532900 · Misc. Expense	
Equipment for Downtown	5,500.00
Alleyways/Murals	4,658.23
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Total 532900 · Misc. Expense	10,158.23
Total Expense	<hr/> 54,829.48 <hr/>
Net Income	<hr/> -10,421.59 <hr/>

Profit & Loss

December 2021

	<u>Dec 21</u>
Income	
361000 · Interest Received	0.23
Total Income	0.23
Expense	
522140 · Landscape	2,200.00
523850 · Contract Labor	8,000.00
523300 · Advertising	
523316 · Radio	200.00
523311 · Online Ads	89.70
523314 · Magazines	4,753.56
523315 · Commercial	770.50
523300 · Advertising - Other	891.00
Total 523300 · Advertising	6,704.76
532900 · Misc. Expense	
Equipment for Downtown	2,000.00
Alleyways/Murals	1,050.00
Total 532900 · Misc. Expense	3,050.00
Total Expense	19,954.76
Net Income	<u><u>-19,954.53</u></u>

Balance Sheet

As of December 31, 2021

	<u>Dec 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	21,862.25
Total Checking/Savings	<u>21,862.25</u>
Total Current Assets	<u>21,862.25</u>
TOTAL ASSETS	<u>21,862.25</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	<u>-10,421.59</u>
Total Equity	<u>21,862.25</u>
TOTAL LIABILITIES & EQUITY	<u>21,862.25</u>

<u>Item Name</u>	<u>2021 Budget</u>	<u>2021 Actual</u>	<u>2022 Budget</u>	<u>2022 Actual</u>
Previous year-end balance	\$ 32,283.84	\$ 32,283.84	\$38,681.13	\$38,681.13
Income				
Hotel/Motel Tax	\$ 51,300.00	\$ 60,795.04	\$ 60,000.00	\$ -
VC Revenue	\$ 500.00	\$ 428.00	\$ 450.00	\$ -
Interest Revenue	\$ 5.00	\$ 3.73	\$ 4.00	\$ -
Grants	\$ -	\$ -	\$ -	\$ -
Total Income	\$ 51,805.00	\$ 61,226.77	\$ 60,454.00	\$ -
Newspapers				
Walton Tribune	\$ -	\$ -	\$ -	\$ -
Barrow County News	\$ -	\$ -	\$ -	\$ -
Oconee Leader	\$ -	\$ -	\$ -	\$ -
Total Newspapers	\$ -	\$ -	\$ 1,000.00	\$ -
TV Commercial	\$ 15,000.00	\$ 10,763.75	\$ 17,500.00	\$ -
Total TV Commercial	\$ 15,000.00	\$ 10,763.75	\$ -	\$ -
Billboards				
Total Billboards	\$ -	\$ -	\$ -	\$ -
Magazines				
Georgia Connector	\$ 4,753.56	\$ 4,753.56	\$ 4,753.56	\$ -
Walton Living	\$ 1,500.00	\$ 1,400.00	\$ 1,400.00	\$ -
Chamber Magazine	\$ 1,746.44	\$ 1,500.00	\$ 1,500.00	\$ -
Georgia Trend Magazine	\$ -	\$ 3,250.00	\$ -	\$ -
Total Magazines	\$ 8,000.00	\$ 10,903.56	\$ 7,653.56	\$ -
Direct Mail				
Event Postcard	\$ 5,000.00	\$ 5,324.94	\$ 7,000.00	\$ -
Direct Mail Total	\$ 5,000.00	\$ 5,324.94	\$ 7,000.00	\$ -
School Ads (GWA/MAHS)	\$ 1,500.00	\$ 150.00	\$ 1,500.00	\$ -
Online				
Monroe Local	\$ -	\$ -	\$ -	\$ -
Social Media	\$ 1,000.00	\$ 750.00	\$ 1,000.00	\$ -
Total Online	\$ 1,000.00	\$ 750.00	\$ 1,000.00	\$ -
Holiday Lights Program	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ -
(downtown lights + new driving displays)				
Visitors Center	\$ 500.00	\$ -	\$ 500.00	\$ -
Miscellaneous:				
Alcohol Licenses	\$ 100.00	\$ -	\$ 50.00	\$ -
Tourism Tours	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -
Planter Maintenance	\$ 4,100.00	\$ 2,200.00	\$ 6,500.00	\$ -
Historic Walking Tour	\$ -	\$ -	\$ -	\$ -
Alleyways/Mural	\$ 5,000.00	\$ 4,658.23	\$ 10,000.00	\$ -
Memberships	\$ 120.00	\$ 120.00	\$ 120.00	\$ -
BMI licensing	\$ 368.00	\$ 368.00	\$ 391.00	\$ -

Shopping & Dining Guide	\$ -	\$ -	\$ 5,000.00	\$ -
Bank Fees	\$ -	\$ -	\$ -	\$ -
Trainings	\$ 500.00	\$ -	\$ 500.00	\$ -
Childers Improvements	\$ -	\$ -	\$ 1,500.00	\$ -
Marketing Grant	\$ -	\$ -	\$ -	\$ -
Radio Ads	\$ -	\$ 200.00	\$ 400.00	\$ -
Bicentennial Promotions	\$ 2,500.00	\$ 891.00	\$ -	\$ -
Corridor Signs	\$ -	\$ -	\$ 8,000.00	\$ -
Downtown Green	\$ -	\$ -	\$ -	\$ -
City of Monroe Branding	\$ -	\$ -	\$ 5,000.00	\$ -
Trip Advisor Campaign	\$ 5,000.00	\$ 5,000.00	\$ -	\$ -
Pocket Park Upgrade	\$ 5,000.00	\$ 5,500.00	\$ 2,500.00	\$ -
Antiques Capital Mkt	\$ -	\$ -	\$ 2,500.00	\$ -
Total Misc	\$ 23,688.00	\$ 18,937.23	\$ 43,461.00	\$ -
Total Expenses	\$ 62,688.00	\$ 54,829.48	\$ 70,114.56	\$ -
NET INCOME:	\$ (10,883.00)	\$ 6,397.29	\$ (9,660.56)	\$ -
YEAR-END BALANCE:	\$21,400.84	\$38,681.13	\$29,020.57	\$38,681.13