



## Convention and Visitors Bureau Meeting

### AGENDA

Thursday, February 09, 2023

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. January Minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. December Financials

#### **Chairman's Report**

#### **Director's Report**

3. 2023 event cards are ready and in the process of being mailed

#### OLD BUSINESS

#### NEW BUSINESS

#### ANNOUNCEMENTS

Next meeting will be Month XX, 20XX at Monroe City Hall

#### ADJOURN

**CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
JANUARY 12, 2023 – 9:00 A.M.**

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

Those Present:	Lisa Reynolds Anderson Meredith Malcom Whit Holder Ross Bradley Chris Collins Myoshia Crawford Lee Malcom	Chairman Vice-Chairman Board Member Board Member Board Member City Council Representative City Council Representative
----------------	---	---

Those Absent:	Andrea Gray Wesley Sisk	Secretary Board Member
---------------	----------------------------	---------------------------

Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, John Howard, Sara Shropshire, Les Russell

Visitors: Tyler Woodberry

**I. CALL TO ORDER**

**1. Roll Call**

Chairman Anderson noted that all Committee Members were present except Andrea Gray and Wesley Sisk. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. December 8, 2022 Minutes**

To approve the minutes as presented.

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

**3. Approval of Financial Statements**

**a. November Financials**

To approve the financials as presented.

*Motion by Malcom, seconded by Bradley.  
Passed Unanimously*

**II. CHAIRMAN UPDATE**

There was no update.

**III. DIRECTOR UPDATE**

There was no update.

**IV. OLD BUSINESS**

None.

**V. NEW BUSINESS**

The Committee discussed utilizing the commercials going into next year and getting a cost for updating the commercials.

**VI. ANNOUNCEMENTS**

**1. Next Meeting - February 9, 2023 at 8:00 am at City Hall**

**VII. ADJOURN**

*Motion by Malcom, seconded by Bradley.  
Passed Unanimously*



Monroe, GA

# CVB Income Statement 4

## Account Summary

For Fiscal: 2022 Period Ending: 12/31/2022

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	0.00	0.00	21,000.31	75,009.10	-75,009.10
<a href="#">003-7540-361000</a>	INTEREST REVENUES	0.00	0.00	-2.47	1.87	-1.87
<a href="#">003-7540-389000</a>	OTHER	0.00	0.00	0.00	2,325.00	-2,325.00
	<b>Revenue Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>20,997.84</b>	<b>77,335.97</b>	
<b>Expense</b>						
<a href="#">003-7540-523300</a>	ADVERTISING	0.00	0.00	-2,775.75	26,378.88	-26,378.88
<a href="#">003-7540-523600</a>	DUES/FEES	0.00	0.00	0.00	511.00	-511.00
<a href="#">003-7540-523850</a>	CONTRACT LABOR	0.00	0.00	0.00	6,075.00	-6,075.00
	<b>Expense Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>-2,775.75</b>	<b>32,964.88</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>23,773.59</b>	<b>44,371.09</b>	

3:45 PM

01/12/23

# Monroe Convention & Visitors Bureau Reconciliation Detail

111116 - General Fund Checking, Period Ending 12/31/2022

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						59,278.63
<b>Cleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Check	12/05/2022		Effectv	X	-605.00	-605.00
Check	12/22/2022		Effectv	X	-2,170.75	-2,775.75
<b>Total Checks and Payments</b>					<u>-2,775.75</u>	<u>-2,775.75</u>
<b>Deposits and Credits - 1 item</b>						
Deposit	12/31/2022			X	2.47	2.47
<b>Total Deposits and Credits</b>					<u>2.47</u>	<u>2.47</u>
<b>Total Cleared Transactions</b>					<u>-2,773.28</u>	<u>-2,773.28</u>
<b>Cleared Balance</b>					<u>-2,773.28</u>	<u>56,505.35</u>
<b>Register Balance as of 12/31/2022</b>					<u>-2,773.28</u>	<u>56,505.35</u>
<b>Ending Balance</b>					<u><u>-2,773.28</u></u>	<u><u>56,505.35</u></u>

3:48 PM

## Monroe Convention &amp; Visitors Bureau

01/12/23

## General Ledger

Accrual Basis

As of December 31, 2022

Type	Date	Num	Name	Memo	Split	Amount	Balance
<b>111116 · General Fund Checking</b>							59,278.63
Check	12/05/2022		Effectv		523315 · Commercial	-605.00	58,673.63
Check	12/22/2022		Effectv		523315 · Commercial	-2,170.75	56,502.88
Deposit	12/31/2022			Interest	361000 · Interest Receiv...	2.47	56,505.35
Total 111116 · General Fund Checking						-2,773.28	56,505.35
<b>111900 · Accts. Rec. - City of Monroe</b>							0.00
Total 111900 · Accts. Rec. - City of Monroe							0.00
<b>1499 · Undeposited Funds</b>							0.00
Total 1499 · Undeposited Funds							0.00
<b>121101 · Accounts Pay.</b>							0.00
Total 121101 · Accounts Pay.							0.00
<b>121100 · Accounts Payables</b>							0.00
Total 121100 · Accounts Payables							0.00
<b>121300 · Payroll Deductions</b>							0.00
Total 121300 · Payroll Deductions							0.00
<b>134220 · CVB Fund Balance</b>							-38,681.13
Total 134220 · CVB Fund Balance							-38,681.13
<b>3000 · Opening Bal Equity</b>							0.00
Total 3000 · Opening Bal Equity							0.00
<b>334000 · State Grants Received</b>							0.00
Total 334000 · State Grants Received							0.00
<b>371004 · Contributions and Donations</b>							0.00
Total 371004 · Contributions and Donations							0.00
<b>314100 · Hotel/Motel Tax Funds</b>							-54,008.79
Total 314100 · Hotel/Motel Tax Funds							-54,008.79
<b>361000 · Interest Received</b>							-4.34
Deposit	12/31/2022			Interest	111116 · General Fund ...	-2.47	-6.81
Total 361000 · Interest Received						-2.47	-6.81
<b>389000 · Other Misc. Revenue</b>							-2,325.00
Total 389000 · Other Misc. Revenue							-2,325.00
<b>523902 · Software</b>							0.00
Total 523902 · Software							0.00
<b>522140 · Landscape</b>							0.00
Total 522140 · Landscape							0.00
<b>531300 · Food</b>							0.00
Total 531300 · Food							0.00
<b>523850 · Contract Labor</b>							2,000.00
Total 523850 · Contract Labor							2,000.00
<b>512920 · Travel Exp.</b>							0.00
6370 · Meals							0.00
Total 6370 · Meals							0.00
512920 · Travel Exp. - Other							0.00
Total 512920 · Travel Exp. - Other							0.00
Total 512920 · Travel Exp.							0.00
<b>521200 · Professional Fees</b>							0.00
5213 · Legal Fees							0.00
Total 5213 · Legal Fees							0.00

3:48 PM

Monroe Convention & Visitors Bureau

01/12/23

General Ledger

Accrual Basis

As of December 31, 2022

Type	Date	Num	Name	Memo	Split	Amount	Balance
<b>521200 · Professional Fees - Other</b>							0.00
Total 521200 · Professional Fees - Other							0.00
Total 521200 · Professional Fees							0.00
<b>523100 · Communications</b>							0.00
Total 523100 · Communications							0.00
<b>523300 · Advertising</b>							28,804.63
<b>523318 · Billboards</b>							0.00
Total 523318 · Billboards							0.00
<b>523316 · Radio</b>							0.00
Total 523316 · Radio							0.00
<b>523311 · Online Ads</b>							0.00
Total 523311 · Online Ads							0.00
<b>523312 · School Sponsor Ads</b>							0.00
Total 523312 · School Sponsor Ads							0.00
<b>523313 · Direct Mail</b>							6,779.20
Total 523313 · Direct Mail							6,779.20
<b>523314 · Magazines</b>							1,500.00
Total 523314 · Magazines							1,500.00
<b>Utility Bill Inserts</b>							0.00
Total Utility Bill Inserts							0.00
<b>523315 · Commercial</b>							9,596.00
Check	12/05/2022		Effectv		111116 · General Fund ...	605.00	10,201.00
Check	12/22/2022		Effectv		111116 · General Fund ...	2,170.75	12,371.75
Total 523315 · Commercial						2,775.75	12,371.75
<b>523317 · Newspapers</b>							0.00
Total 523317 · Newspapers							0.00
<b>523300 · Advertising - Other</b>							10,929.43
Total 523300 · Advertising - Other							10,929.43
Total 523300 · Advertising						2,775.75	31,580.38
<b>523200 · Public Relations</b>							350.00
Total 523200 · Public Relations							350.00
<b>523400 · Printing</b>							0.00
Total 523400 · Printing							0.00
<b>523600 · Dues and Subscriptions</b>							511.00
Total 523600 · Dues and Subscriptions							511.00
<b>523700 · Training &amp; Education</b>							0.00
Total 523700 · Training & Education							0.00
<b>531250 · Office Supplies</b>							0.00
<b>Visitors Center</b>							0.00
Total Visitors Center							0.00
<b>531250 · Office Supplies - Other</b>							0.00
Total 531250 · Office Supplies - Other							0.00
Total 531250 · Office Supplies							0.00
<b>532900 · Misc. Expense</b>							4,075.00
<b>Equipment for Downtown</b>							1,500.00
Total Equipment for Downtown							1,500.00
<b>Marketing Grant</b>							0.00
Total Marketing Grant							0.00

3:48 PM

Monroe Convention & Visitors Bureau

01/12/23

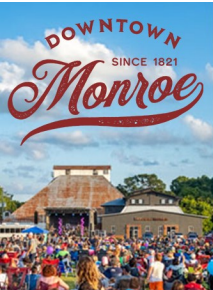
General Ledger

Accrual Basis

As of December 31, 2022

Type	Date	Num	Name	Memo	Split	Amount	Balance
<b>Childers Projects</b>							0.00
Total Childers Projects							0.00
<b>Alleyways/Murals</b>							0.00
Total Alleyways/Murals							0.00
<b>Festival Partnerships</b>							0.00
Total Festival Partnerships							0.00
<b>New Planters</b>							0.00
Total New Planters							0.00
<b>532900 · Misc. Expense - Other</b>							2,575.00
Total 532900 · Misc. Expense - Other							2,575.00
Total 532900 · Misc. Expense							4,075.00
<b>6140 · Contributions</b>							0.00
Total 6140 · Contributions							0.00
<b>6560 · Payroll Expenses</b>							0.00
Total 6560 · Payroll Expenses							0.00
<b>No acct</b>							0.00
Total no acct							0.00
<b>TOTAL</b>						<b>0.00</b>	<b>0.00</b>





# 2023

9

## ----- ANNUAL EVENTS -----



3/18 CAR SHOW | 9<sup>AM</sup> TO 4<sup>PM</sup>

5/5 FIRST FRIDAY CONCERT | 7<sup>PM</sup>

5/6 FARMERS MARKET | 9<sup>AM</sup> TO 1<sup>PM</sup>  
*Every Saturday through October 7th*



5/20 FLOWER FESTIVAL | 9<sup>AM</sup> TO 2<sup>PM</sup>

6/2 FIRST FRIDAY CONCERT | 7<sup>PM</sup>



8/4 FIRST FRIDAY CONCERT | 7<sup>PM</sup>

9/1 FIRST FRIDAY CONCERT | 7<sup>PM</sup>

10/14 FALL FEST | 10<sup>AM</sup> TO 4<sup>PM</sup>



11/2 LIGHT UP THE NIGHT | 5 TO 8<sup>PM</sup>

11/9 CANDLELIGHT SHOPPING | 5 TO 8<sup>PM</sup>  
*Every Thursday until Christmas*



11/16 MAGICAL LIGHT PARADE | 6<sup>PM</sup>  
*Childers Park - Lights on display until year end*

12/7 CHRISTMAS PARADE | 6:30<sup>PM</sup>

MEET ME <sup>in</sup> MONROE  
*Georgia*



*It's all yours*

FOR EVENT DETAILS VISIT: [MonroeDowntown.com](http://MonroeDowntown.com)