



Convention and Visitors Bureau

AGENDA

Thursday, January 12, 2023

9:00 AM

City Hall

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. Approval of December minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. Approval of November Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be February 9th 2023 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, December 8, 2022

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting was called to order at 8:39 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson
Vice Chairman Meredith Malcom
Secretary Andrea Gray
Board Member Whit Holder
Board Member Wesley Sisk
Board Member Chris Collin

ABSENT

Board Member Ross Bradley
City Council Representatives:
Myoshia Crawford
Lee Malcom

CITY STAFF

Logan Propes
Leigh Ann Aldridge
Chris Bailey

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

. CVB November Minutes

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

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB October Financials

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

Chairman's Report

None.

Director's Report

None

OLD BUSINESS

Board members Malcom and Sisk will continue discussion with IMEC regarding the water tower.

NEW BUSINESS

Leigh Ann Aldridge will run paid ads on social media featuring the 3 commercials in the amount of \$300. Will try to reach cities within a 45 mile radius.

ANNOUNCEMENTS

Next meeting will be January 12, 2023 at city hall

ADJOURN 8:46 am

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 Collin.

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
DEPT: 7540 - CONVENTION VISITORS BUREAU							
Revenue							
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	0.00	54,008.79	54,008.79	0.00 %
003-7540-361000	INTEREST REVENUES	0.00	0.00	1.27	4.34	4.34	0.00 %
003-7540-389000	OTHER	0.00	0.00	0.00	2,325.00	2,325.00	0.00 %
	Revenue Total:	0.00	0.00	1.27	56,338.13	56,338.13	0.00 %
Expense							
003-7540-523300	ADVERTISING	0.00	0.00	1,500.00	29,154.63	-29,154.63	0.00 %
003-7540-523600	DUES/FEES	0.00	0.00	0.00	511.00	-511.00	0.00 %
003-7540-523850	CONTRACT LABOR	0.00	0.00	0.00	6,075.00	-6,075.00	0.00 %
	Expense Total:	0.00	0.00	1,500.00	35,740.63	-35,740.63	0.00 %
	DEPT: 7540 - CONVENTION VISITORS BUREAU Surplus (Deficit):	0.00	0.00	-1,498.73	20,597.50	20,597.50	0.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT							
Revenue							
002-7550-336001	HOTEL MOTEL FUNDS	0.00	0.00	0.00	18,750.00	18,750.00	0.00 %
002-7550-347300	EVENT FEES	0.00	0.00	1,010.00	5,293.00	5,293.00	0.00 %
002-7550-347903	FARMERS MKT FEES	0.00	0.00	636.64	18,960.39	18,960.39	0.00 %
002-7550-361000	INTEREST REVENUES	0.00	0.00	26.52	248.88	248.88	0.00 %
002-7550-361002	INTEREST-REVOLVING LOAN FUND	0.00	0.00	442.38	5,029.99	5,029.99	0.00 %
002-7550-371000	GENERAL CITY	0.00	0.00	2,000.00	18,975.00	18,975.00	0.00 %
002-7550-381011	RENTAL - 227 S BROAD	0.00	0.00	4,875.00	28,095.48	28,095.48	0.00 %
002-7550-389000	OTHER	0.00	0.00	0.00	3,680.00	3,680.00	0.00 %
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,799.40	19,629.59	19,629.59	0.00 %
	Revenue Total:	0.00	0.00	10,789.94	118,662.33	118,662.33	0.00 %
Expense							
002-7550-523300	ADVERTISING	0.00	0.00	1,500.00	1,500.00	-1,500.00	0.00 %
002-7550-523301	EVENTS	0.00	0.00	4,175.95	7,694.92	-7,694.92	0.00 %
002-7550-523304	FARMERS MKT-SR BUCKS	0.00	0.00	0.00	19.00	-19.00	0.00 %
002-7550-523305	FARMERS MKT-EBT TOKENS	0.00	0.00	0.00	1,625.00	-1,625.00	0.00 %
002-7550-523306	FARMERS MKT-ENTERTAINMENT	0.00	0.00	0.00	945.00	-945.00	0.00 %
002-7550-523600	DUES/FEES	0.00	0.00	0.00	12.00	-12.00	0.00 %
002-7550-523850	CONTRACT LABOR	0.00	0.00	900.00	11,460.00	-11,460.00	0.00 %
002-7550-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	160.01	-160.01	0.00 %
002-7550-531175	FARMERS MKT GEN EXP	0.00	0.00	0.00	125.00	-125.00	0.00 %
002-7550-531203	OLD CITY HALL BLDG	0.00	0.00	1,007.38	15,797.73	-15,797.73	0.00 %
002-7550-572030	DOWNTOWN DEVELOPMENT	0.00	0.00	4,367.44	41,902.44	-41,902.44	0.00 %
002-7550-573000	PAYMENTS TO OTHERS	0.00	0.00	1,554.08	2,494.08	-2,494.08	0.00 %
002-7550-582303	OTHER INTEREST EXPENSE	0.00	0.00	0.00	5,998.51	-5,998.51	0.00 %
100-7550-523101	GENERAL LIABILITY INSURANCE	400.00	400.00	37.95	387.36	12.64	96.84 %
100-7550-572030	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	0.00	18,750.00	6,250.00	75.00 %
	Expense Total:	25,400.00	25,400.00	13,542.80	108,871.05	-83,471.05	428.63 %
	DEPT: 7550 - DOWNTOWN DEVELOPMENT Surplus (Deficit):	-25,400.00	-25,400.00	-2,752.86	9,791.28	35,191.28	-38.55 %
	Report Surplus (Deficit):	-491,180.00	-493,645.76	-45,541.93	-330,925.14	162,720.62	67.04 %