



## Convention and Visitors Bureau Meeting

### AGENDA

Thursday, March 23, 2023

9:00 AM

City Hall - 215 N Broad Street

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#### CALL TO ORDER

#### ROLL CALL

#### APPROVAL OF EXCUSED ABSENCES

#### APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. February minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

Approval of December Financials

Approval of January Financials

2. Approval of December Financials

Approval of January Financials

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

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

#### OLD BUSINESS

#### NEW BUSINESS

#### ANNOUNCEMENTS

Next meeting will be April 13th, 2023 at Monroe City Hall

#### ADJOURN

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

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

Those Present:	Lisa Reynolds Anderson Meredith Malcom Wesley Sisk Whit Holder Andrea Gray Chris Collins Myoshia Crawford Lee Malcom	Chairman Vice-Chairman Board Member Board Member Secretary Board Member City Council Representative City Council Representative
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Those Absent:	Ross Bradley	Board Member
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Staff Present:	Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Kaitlyn Stubbs, Sara Shropshire, Les Russell
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Visitors:	Kelly Waldo, Heather Newsome
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**I. CALL TO ORDER**

**1. Roll Call**

Chairman Anderson noted that all Committee Members were present except Ross Bradley. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. January 12, 2023 Minutes**

To approve the minutes as presented.

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

**3. Approval of Financial Statements**

**a. November Financials**

Finance Director Beth Thompson explained there should not be any more accruals.

The Committee and City Administrator Logan Propes discussed hotel possibilities and downtown interests.

To approve the financials as presented.

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

**II. CHAIRMAN UPDATE**

There was no update.

**III. DIRECTOR UPDATE****1. 2023 Event Cards**

Ms. Leigh Ann Aldridge explained the new 2023 Event Cards are ready and in the process of being mailed out. She discussed the possibility of doing a publication.

**IV. OLD BUSINESS**

The Committee discussed different possibilities for new commercials, and maybe getting businesses to invest in the commercials.

Chairman Anderson requested for Ms. Aldridge to get current pricing.

**V. NEW BUSINESS**

Chairman Anderson stated she would like Motel / Hotels and Advertising to both be discussed at the Retreat.

Committee Member Chris Collin stated a developer from Athens told him that Monroe does a better job of bringing quality businesses in.

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

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



Monroe, GA

# CVB Income Statement

## 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	6.81	-6.81
<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>21,002.78</b>	<b>77,340.91</b>	
<b>Expense</b>						
<a href="#">003-7540-523300</a>	ADVERTISING	0.00	0.00	2,775.75	31,930.38	-31,930.38
<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>38,516.38</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>18,227.03</b>	<b>38,824.53</b>	



Monroe, GA

# CVB Income Statement

## Account Summary

For Fiscal: 2023 Period Ending: 01/31/2023

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-361000</a>	INTEREST REVENUES	0.00	0.00	2.76	2.76	-2.76
	<b>Revenue Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>2.76</b>	<b>2.76</b>	
<b>Expense</b>						
<a href="#">003-7540-523300</a>	ADVERTISING	0.00	0.00	2,587.25	2,587.25	-2,587.25
	<b>Expense Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>2,587.25</b>	<b>2,587.25</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-2,584.49</b>	<b>-2,584.49</b>	