

**CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
SEPTEMBER 12, 2024 – 9:00 A.M.**

**AGENDA**

- I. CALL TO ORDER**
  - 1. Roll Call**
  - 2. Approval of Previous Meeting Minutes**
    - a. July 11, 2024 Minutes
  - 3. Approval of Financial Statements**
    - a. June Financials
    - b. July Financials
  
- II. CHAIRMAN UPDATE**
  
- III. DIRECTOR UPDATE**
  
- IV. OLD BUSINESS**
  
- V. NEW BUSINESS**
  
- VI. ANNOUNCEMENTS**
  - 1. Next Meeting – October 10, 2024 at 9:00 am at City Hall**
  
- VII. ADJOURN**

**CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
JULY 11, 2024 – 9:00 A.M.**

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

Those Present:	Lisa Reynolds Anderson Andrea Gray Clayton Mathias Brittany Palazzo Chris Collin	Chairman Secretary Board Member Board Member Board Member
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Those Absent:	Meredith Malcom Whit Holder Lee Malcom	Vice-Chairman Board Member City Council Representative
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Staff Present: Sandy Daniels, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Laura Beth Caudell, Brian Wilson

Visitors: Julie Treadwell

**I. CALL TO ORDER**

**1. Roll Call**

Chairman Anderson noted that all Committee Members were present, except Board Members Meredith Malcom and Chris Collin. City Council Representative Lee Malcom was also absent. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. June 13, 2024 Minutes**

To approve the minutes as presented.

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

**3. Approval of Financial Statements**

**a. May Financials**

To approve the May 2024 Financials.

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

**II. CHAIRMAN UPDATE**

Chairman Anderson thanked Sandy and Laura Beth for all of their hard work.

**III. DIRECTOR UPDATE**

Ms. Sandy Daniels discussed the City of Hartwell coming to visit Monroe on August 14, working on the brochure, and the commercials. She also discussed the National Main Street Conference. They have invited the City to have a boxed set of photos from around Monroe exhibited at the next conference.

Chairman Anderson would like to see the commercials run on Facebook and Instagram.

**IV. OLD BUSINESS**

City Administrator Logan Propes stated that hotels are still calling, but they need the Feasibility Study to be done.

**V. NEW BUSINESS**

Chairman Anderson and Ms. Daniels discussed Holiday Events and their advertising.

**VI. ANNOUNCEMENTS**

**1. Next Meeting – August 12, 2024 at 9:00 am at the Monroe Museum**

**VII. ADJOURN**

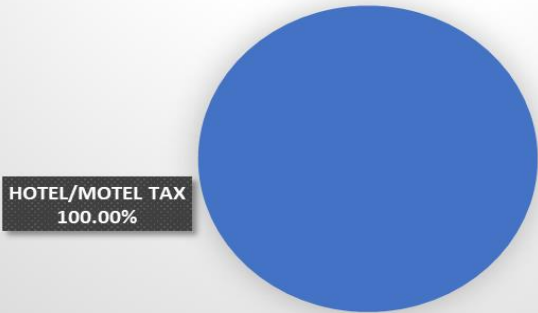
*Motion by Collin, seconded by Gray.  
Passed Unanimously*

# CONVENTION & VISITORS BUREAU

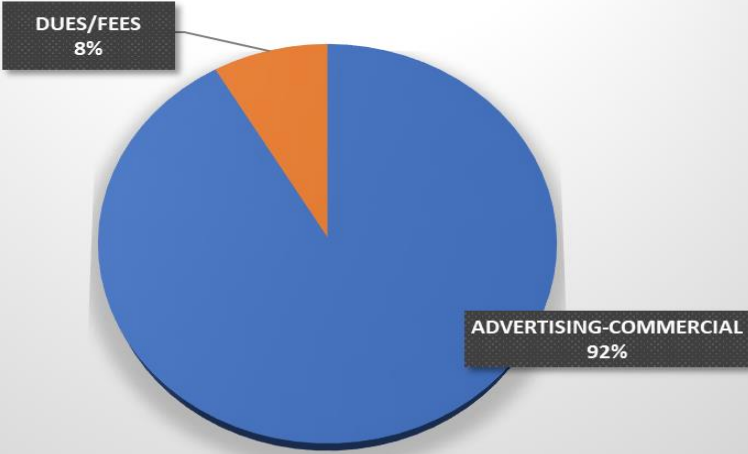
June 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	-	40,708
Expense	3,300	3,547
Profit/(Loss)	(3,300)	37,160

## CVB Revenues



## CVB Expenses





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# CVB Income Statement

## Account Summary

For Fiscal: 2024 Period Ending: 06/30/2024

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	75,000.00	75,000.00	0.00	40,707.62	34,292.38
	<b>Revenue Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>0.00</b>	<b>40,707.62</b>	
<b>Expense</b>						
<a href="#">003-7540-523300</a>	ADVERTISING - EFFECTV	12,000.00	12,000.00	0.00	0.00	12,000.00
<a href="#">003-7540-523313</a>	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
<a href="#">003-7540-523314</a>	ADVERTISING - MAGAZINES	5,000.00	5,000.00	0.00	0.00	5,000.00
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	5,000.00	5,000.00	3,250.00	3,250.00	1,750.00
<a href="#">003-7540-523400</a>	PRINTING	1,000.00	1,000.00	0.00	0.00	1,000.00
<a href="#">003-7540-523600</a>	DUES/FEES	500.00	500.00	49.58	297.36	202.64
<a href="#">003-7540-531100</a>	OFFICE SUPPLIES & EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00
<a href="#">003-7540-579001</a>	CONTINGENCIES	39,500.00	39,500.00	0.00	0.00	39,500.00
	<b>Expense Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>3,299.58</b>	<b>3,547.36</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-3,299.58</b>	<b>37,160.26</b>	



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# CVB Trial Balance

## Account Summary

Date Range: 06/01/2024 - 06/30/2024

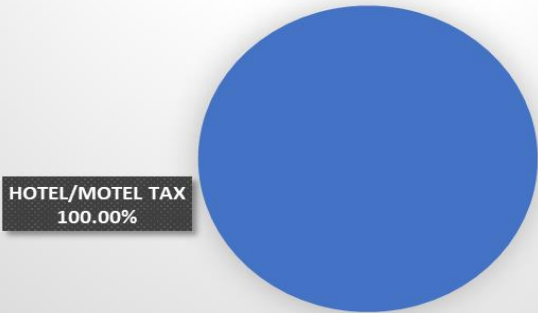
Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
<b>Fund: 003 - CONVENTION &amp; VISTORS BUREAU</b>						
<b>Asset</b>						
<a href="#">003-111117</a>	CVB SYNOVUS	138,414.65	0.00	3,299.58	-3,299.58	135,115.07
<a href="#">003-111901</a>	ACCOUNTS RECEIVABLE - MISC	21,061.96	0.00	0.00	0.00	21,061.96
<b>Equity</b>						
<a href="#">003-135400</a>	FUND BALANCE-ASSIGNED	-119,016.77	0.00	0.00	0.00	-119,016.77
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	-40,707.62	0.00	0.00	0.00	-40,707.62
<b>Expense</b>						
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	0.00	3,250.00	0.00	3,250.00	3,250.00
<a href="#">003-7540-523600</a>	DUES/FEES	247.78	49.58	0.00	49.58	297.36
<b>Fund 003 Total:</b>		<b>0.00</b>	<b>3,299.58</b>	<b>3,299.58</b>	<b>0.00</b>	<b>0.00</b>
<b>Report Total:</b>		<b>0.00</b>	<b>3,299.58</b>	<b>3,299.58</b>	<b>0.00</b>	<b>0.00</b>

# CONVENTION & VISITORS BUREAU

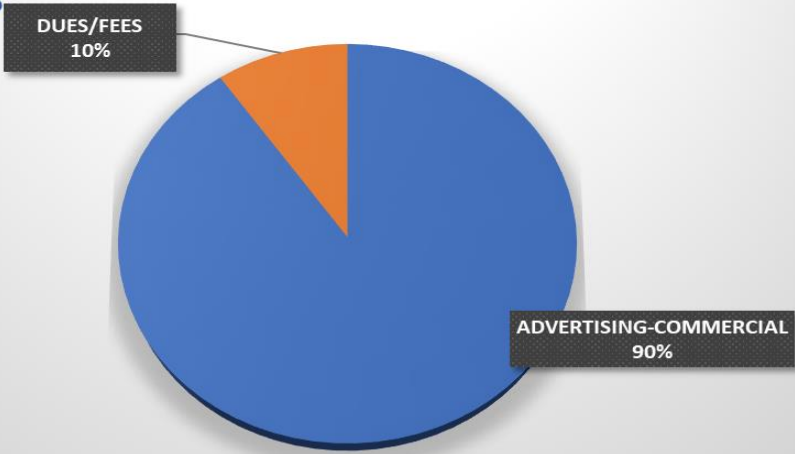
July 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	24,879	65,586
Expense	50	3,597
Profit/(Loss)	24,829	61,989

## CVB Revenues



## CVB Expenses



## CVB Income Statement

## Account Summary

For Fiscal: 2024 Period Ending: 07/31/2024



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		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	75,000.00	75,000.00	24,878.71	65,586.33	9,413.67
	<b>Revenue Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>24,878.71</b>	<b>65,586.33</b>	
<b>Expense</b>						
<a href="#">003-7540-523300</a>	ADVERTISING - EFFECTV	12,000.00	12,000.00	0.00	0.00	12,000.00
<a href="#">003-7540-523313</a>	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
<a href="#">003-7540-523314</a>	ADVERTISING - MAGAZINES	5,000.00	5,000.00	0.00	0.00	5,000.00
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	5,000.00	5,000.00	0.00	3,250.00	1,750.00
<a href="#">003-7540-523400</a>	PRINTING	1,000.00	1,000.00	0.00	0.00	1,000.00
<a href="#">003-7540-523600</a>	DUES/FEES	500.00	500.00	49.96	347.32	152.68
<a href="#">003-7540-531100</a>	OFFICE SUPPLIES & EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00
<a href="#">003-7540-579001</a>	CONTINGENCIES	39,500.00	39,500.00	0.00	0.00	39,500.00
	<b>Expense Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>49.96</b>	<b>3,597.32</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>24,828.75</b>	<b>61,989.01</b>	





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# Trial Balance Account Summary

Date Range: 07/01/2024 - 07/31/2024

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
<b>Fund: 003 - CONVENTION &amp; VISTORS BUREAU</b>						
<b>Asset</b>						
<a href="#">003-111117</a>	CVB SYNOVUS	135,115.07	24,878.71	49.96	24,828.75	159,943.82
<a href="#">003-111901</a>	ACCOUNTS RECEIVABLE - MISC	21,061.96	0.00	0.00	0.00	21,061.96
<b>Equity</b>						
<a href="#">003-135400</a>	FUND BALANCE-ASSIGNED	-119,016.77	0.00	0.00	0.00	-119,016.77
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	-40,707.62	0.00	24,878.71	-24,878.71	-65,586.33
<b>Expense</b>						
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	3,250.00	0.00	0.00	0.00	3,250.00
<a href="#">003-7540-523600</a>	DUES/FEES	297.36	49.96	0.00	49.96	347.32
<b>Fund 003 Total:</b>		<b>0.00</b>	<b>24,928.67</b>	<b>24,928.67</b>	<b>0.00</b>	<b>0.00</b>
<b>Report Total:</b>		<b>0.00</b>	<b>24,928.67</b>	<b>24,928.67</b>	<b>0.00</b>	<b>0.00</b>