



Convention and Visitors Bureau

AGENDA

Thursday, July 10, 2025

9:00 AM

City Hall

I. CALL TO ORDER

- 1. Roll Call**
- 2. Approval of Minutes from Previous Minutes**
 - a. June 12, 2025 CVB Minutes**
- 3. Approval of Financial Statements**
 - a. CVB May Financials**

II. CHAIRMAN UPDATE

III. DIRECTOR UPDATE

IV. OLD BUSINESS

V. NEW BUSINESS

VI. ANNOUNCEMENTS

- 1. Next Meeting – August 14, 2025 2025 at 9:00 am at City Hall**

VII. ADJOURN

CITY OF MONROE

CONVENTION & VISITORS BUREAU AUTHORITY

JUNE 12, 2025 – 9:00 A.M.

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

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

I. CALL TO ORDER- 9:01am

1. Roll Call

Chairman Anderson noted that all Committee Members were present except for Brittany Palazzo and Clayton Mathias. There was a quorum.

2. Approval of Previous Meeting Minutes

a. May 8, 2025 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. April Financials

To approve the April 2025 Financials.

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

II. CHAIRMAN UPDATE

Chairwoman Anderson continued to read of the City and all that is has done.

III. DIRECTOR UPDATE

Ms. Daniels shared she wants the DDA to be forward thinking on what they want to do when the statues leave. Consider having visiting art or historical tours with our new QR codes. Ms. Daniels also shared that Monroe is being featured in a magazine this fall.

IV. OLD BUSINESS

We are sitting idle with the experience Monroe.com due to budget. 1821 is doing well, and we are looking at different things to sale. We will commission ornaments. Advertising budget is tight. We have stopped Comcast, and have renewed with the Walton Tribune. We will continue advertising on social media.

V. NEW BUSINESS

None

VI. ANNOUNCEMENTS

1. Next Meeting - July 10, 2025 at 9:00 am at City Hall

VII. ADJOURN -9:15am

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

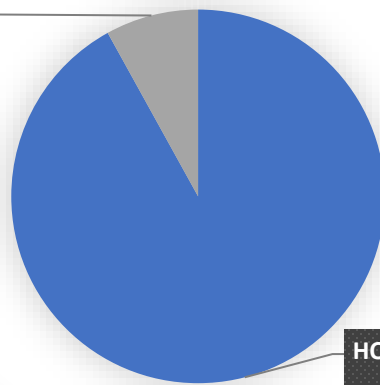
CONVENTION & VISITORS BUREAU

May 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	560	32,677
Expense	5,716	20,726
<u>Profit/(Loss)</u>	<u>(5,155)</u>	<u>11,951</u>

CVB Revenues

RETAIL SALES REVENUE
8.04%



HOTEL/MOTEL TAX
91.96%

CVB Expenses

SIGNAGE & MATERIALS
21%

OFFICE SUPPLIES &
EXPENSES
0.56%

RENT TOURISM
SCULPTURES
5%

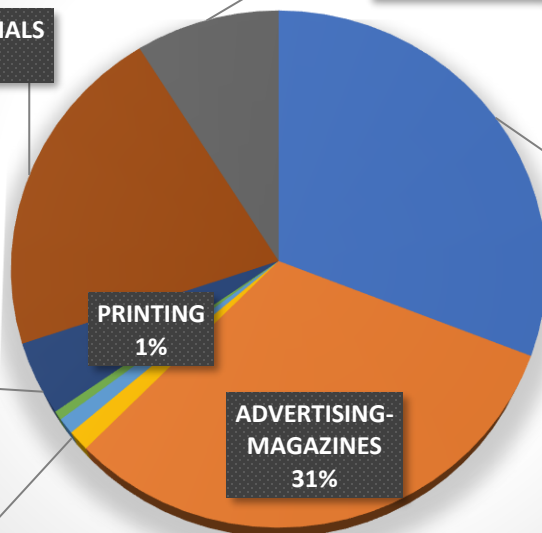
DUES/FEES
1%

PRINTING
1%

ADVERTISING-
MAGAZINES
31%

SUPPLIES-VISITORS
CENTER
1%

ADVERTISING-EFFECTV
31%





Monroe, GA

Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 05/31/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 003 - CONVENTION & VISTORS BUREAU						
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	80,000.00	80,000.00	0.00	30,050.50	49,949.50
003-7540-347900	RETAIL SALES REVENUE	1,000.00	1,000.00	560.42	2,626.45	-1,626.45
	Revenue Total:	81,000.00	81,000.00	560.42	32,676.95	48,323.05
Expense						
003-7540-511200	PART TIME/TEMPORARY SALARIES	15,000.00	15,000.00	0.00	0.00	15,000.00
003-7540-512200	SOCIAL SECURITY	930.00	930.00	0.00	0.00	930.00
003-7540-512300	MEDICARE	218.00	218.00	0.00	0.00	218.00
003-7540-522324	RENT TOURISM SCULPTURES	0.00	0.00	950.00	950.00	-950.00
003-7540-523300	ADVERTISING - EFFECTV	12,000.00	12,000.00	0.00	6,408.63	5,591.37
003-7540-523313	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
003-7540-523314	ADVERTISING - MAGAZINES	15,000.00	15,000.00	0.00	6,531.94	8,468.06
003-7540-523315	ADVERTISING - COMMERCIAL	7,500.00	7,500.00	0.00	0.00	7,500.00
003-7540-523400	PRINTING	3,000.00	3,000.00	265.00	265.00	2,735.00
003-7540-523600	DUES/FEES	500.00	500.00	0.00	208.80	291.20
003-7540-531100	OFFICE SUPPLIES & EXPENSES	6,852.00	6,852.00	116.52	116.52	6,735.48
003-7540-531116	SIGNAGE & MATERIALS	0.00	0.00	4,384.07	4,384.07	-4,384.07
003-7540-531590	PURCHASE OF RESALE ITEMS	10,000.00	10,000.00	0.00	1,861.30	8,138.70
	Expense Total:	81,000.00	81,000.00	5,715.59	20,726.26	60,273.74
Fund: 003 - CONVENTION & VISTORS BUREAU Surplus (Deficit):		0.00	0.00	-5,155.17	11,950.69	
Total Surplus (Deficit):		0.00	0.00	-5,155.17	11,950.69	



Monroe, GA

Trial Balance

Account Summary

Date Range: 05/01/2025 - 05/31/2025

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
003-111117	CVB SYNOVUS	172,153.25	560.42	5,715.59	-5,155.17	166,998.08
003-135400	FUND BALANCE-ASSIGNED	-155,047.39	0.00	0.00	0.00	-155,047.39
003-7540-314100	HOTEL/MOTEL TAX	-30,050.50	0.00	0.00	0.00	-30,050.50
003-7540-347900	RETAIL SALES REVENUE	-2,066.03	0.00	560.42	-560.42	-2,626.45
003-7540-522324	RENT TOURISM SCULPTURES	0.00	950.00	0.00	950.00	950.00
003-7540-523300	ADVERTISING - EFFECTV	6,408.63	0.00	0.00	0.00	6,408.63
003-7540-523314	ADVERTISING - MAGAZINES	6,531.94	0.00	0.00	0.00	6,531.94
003-7540-523400	PRINTING	0.00	265.00	0.00	265.00	265.00
003-7540-523600	DUES/FEES	208.80	0.00	0.00	0.00	208.80
003-7540-531100	OFFICE SUPPLIES & EXPENSES	0.00	116.52	0.00	116.52	116.52
003-7540-531116	SIGNAGE & MATERIALS	0.00	4,384.07	0.00	4,384.07	4,384.07
003-7540-531590	PURCHASE OF RESALE ITEMS	1,861.30	0.00	0.00	0.00	1,861.30
Fund 003 Total:		0.00	6,276.01	6,276.01	0.00	0.00
Report Total:		0.00	6,276.01	6,276.01	0.00	0.00