

**CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
JUNE 13, 2024 – 9:00 A.M.**

**AGENDA**

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

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

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

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

Visitors: John Ward

**I. CALL TO ORDER**

**1. Roll Call**

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

**2. Approval of Previous Meeting Minutes**

**a. April 11, 2024 Minutes**

To approve the minutes as presented.

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

**3. Approval of Financial Statements**

**a. March Financials**

To approve the March 2024 Financials.

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

**II. CHAIRMAN UPDATE**

There was no update.

**III. DIRECTOR UPDATE**

Ms. Sandy Daniels discussed promotional advertising, the rack cards, and the ad in Walton Magazine. The Antiques and Restaurant commercials are being revamped and refilmed. She discussed Monroe being a wedding venue and needing a hotel.

City Administrator Logan Propes discussed possible hotel sites. He explained the Pavilion is under a Mandatory Injunction from a judge in Fulton County, which keeps them from building or selling any more lots.

**IV. OLD BUSINESS**

None.

**V. NEW BUSINESS**

None.

**VI. ANNOUNCEMENTS**

**1. Next Meeting – June 13, 2024 at 9:00 am at City Hall**

**VII. ADJOURN**

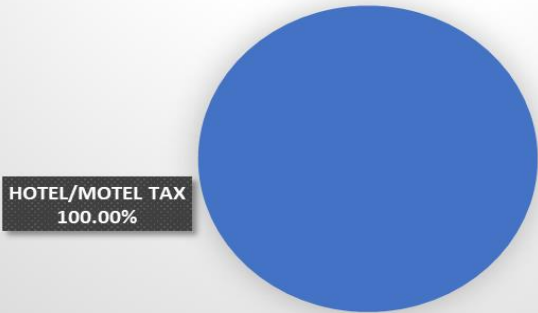
*Motion by Collin, seconded by Mathias.  
Passed Unanimously*

# CONVENTION & VISITORS BUREAU

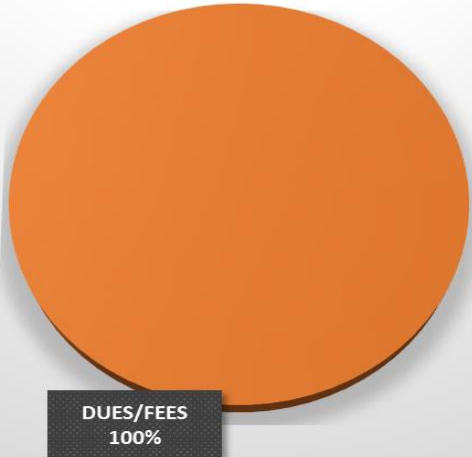
April 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	19,646	40,708
Expense	49	197
Profit/(Loss)	19,597	40,511

## CVB Revenues



## CVB Expenses





Monroe, GA

# CVB Income Statement

## Account Summary

For Fiscal: 2024 Period Ending: 04/30/2024

		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	19,645.66	40,707.62	34,292.38
	<b>Revenue Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>19,645.66</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	0.00	0.00	5,000.00
<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	48.79	197.01	302.99
<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>48.79</b>	<b>197.01</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>19,596.87</b>	<b>40,510.61</b>	



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# Trial Balance Account Summary

Date Range: 04/01/2024 - 04/30/2024

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	118,868.55	19,645.66	48.79	19,596.87	138,465.42
<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	-21,061.96	0.00	19,645.66	-19,645.66	-40,707.62
<b>Expense</b>						
<a href="#">003-7540-523600</a>	DUES/FEES	148.22	48.79	0.00	48.79	197.01
<b>Fund 003 Total:</b>		<b>0.00</b>	<b>19,694.45</b>	<b>19,694.45</b>	<b>0.00</b>	<b>0.00</b>
<b>Report Total:</b>		<b>0.00</b>	<b>19,694.45</b>	<b>19,694.45</b>	<b>0.00</b>	<b>0.00</b>