



## **Convention and Visitors Bureau**

### **AGENDA**

**Thursday, April 11, 2019**

**9:00 AM**

**City Hall**

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#### **CALL TO ORDER**

#### **ROLL CALL**

#### **APPROVAL OF EXCUSED ABSENCES**

#### **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

- [1.](#) CVB March Minutes

#### **APPROVAL OF CURRENT FINANCIAL STATEMENTS**

- [2.](#) CVB February Financials

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

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

#### **OLD BUSINESS**

#### **NEW BUSINESS**

#### **ANNOUNCEMENTS**

Next meeting will be May 9, 2019 at Monroe City Hall

#### **ADJOURN**



## **Convention and Visitors Bureau**

### **MINUTES**

**Thursday, March 14, 2019**

**9:00 AM**

**City Hall**

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#### **CALL TO ORDER**

**Meeting was called to order at 8:43 am.**

#### **ROLL CALL**

##### **PRESENT**

Chairman Lisa Anderson  
Vice Chairman Meredith Malcom  
Board Member Whit Holder  
Board Member Charles Sanders  
Board Member Wesley Sisk  
City Council Representative Ross Bradley

##### **ABSENT**

Secretary Andrea Gray  
Board member Mike Gray

##### **CITY STAFF**

Logan Propes  
Sadie Krawczyk  
Darrell Stone  
Leigh Ann Walker  
Les Russell

#### **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

CVB Minutes from February 14, 2019

Motion made by Board Member Sanders, Seconded by Board Member Holder.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

### **APPROVAL OF CURRENT FINANCIAL STATEMENTS**

CVB January 2019 Financials

Motion made by Board Member Holder, Seconded by Board Member Sanders.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

**None**

**None**

### **OLD BUSINESS**

CVB 2019 Budget

Motion made by Vice Chairman Malcom, Seconded by Board Member Sisk.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

- new entrance signage for Childers Park on Jackson Street was discussed
- Antiques Capital of Georgia is now in CVB control for making updates and future marketing; local businesses are excited about this change
- TV Commercial was discussed and the board advised staff to move forward with remaking the antiques commercial and wait to update the shopping and dining commercial until later in the year.

### **ANNOUNCEMENTS**

Next meeting will be April 11, 2019 at Monroe City Hall.

Motion made by City Council Representative Bradley, Seconded by Vice Chairman Malcom.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board

Member Sanders, Board Member Sisk, City Council Representative Bradley

6:45 AM

03/29/19

Accrual Basis

Monroe Convention & Visitors Bureau

**Balance Sheet**

As of February 28, 2019

	Feb 28, 19
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	11,459.41
Total Checking/Savings	11,459.41
Total Current Assets	11,459.41
<b>TOTAL ASSETS</b>	<b>11,459.41</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	17,811.02
Net Income	-6,351.61
Total Equity	11,459.41
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>11,459.41</b>

6:44 AM

## Monroe Convention &amp; Visitors Bureau

03/29/19

## Profit &amp; Loss

Accrual Basis

February 2019

	Feb 19
Income	
361000 · Interest Received	0.41
389000 · Other Misc. Revenue	48.00
Total Income	48.41
Expense	
522140 · Landscape	52.98
531300 · Food	-9.32
523300 · Advertising	
523311 · Online Ads	337.50
523314 · Magazines	1,188.39
523315 · Commercial	4,132.00
Total 523300 · Advertising	5,657.89
523600 · Dues and Subscriptions	478.00
Total Expense	6,179.55
Net Income	-6,131.14

6:44 AM

## Monroe Convention &amp; Visitors Bureau

03/29/19

## Profit &amp; Loss

Accrual Basis

January through February 2019

	Jan - Feb 19
Income	
361000 · Interest Received	0.75
389000 · Other Misc. Revenue	148.00
Total Income	148.75
Expense	
522140 · Landscape	52.98
531300 · Food	61.49
523300 · Advertising	
523311 · Online Ads	337.50
523312 · School Sponsor Ads	250.00
523314 · Magazines	1,188.39
523315 · Commercial	4,132.00
Total 523300 · Advertising	5,907.89
523600 · Dues and Subscriptions	478.00
Total Expense	6,500.36
Net Income	-6,351.61