

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
OCTOBER 10, 2024 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. September 12, 2024 Minutes**
 - 3. Approval of Financial Statements**
 - a. August Financials**

- II. CHAIRMAN UPDATE**

- III. DIRECTOR UPDATE**

- IV. OLD BUSINESS**

- V. NEW BUSINESS**

- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – November 14, 2024 at 9:00 am at City Hall**

- VII. ADJOURN**

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
SEPTEMBER 12, 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 Clayton Mathias	Chairman Vice-Chairman Secretary Board Member Board Member
Those Absent:	Brittany Palazzo Chris Collin Lee Malcom	Board Member Board Member City Council Representative
Staff Present:	Chris Bailey, Beth Thompson, Beverly Harrison, Laura Beth Caudell, Brian Wilson, Mark Harrison, Les Russell, Audrey Fuller	
Visitors:	John Hawkins	

I. CALL TO ORDER

1. Roll Call

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

2. Approval of Previous Meeting Minutes

a. July 11, 2024 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. June Financials

To approve the June 2024 Financials.

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

b. July Financials

To approve the July 2024 Financials.

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

II. CHAIRMAN UPDATE

Chairman Anderson discussed going to Thomasville to accept the award for the Town Green.

III. DIRECTOR UPDATE

Chairman Anderson stated that she and Ms. Daniels are working on the items that will be sold in the Welcome Center.

IV. OLD BUSINESS

There was no old business.

V. NEW BUSINESS

The Committee discussed the Museum and Welcome Center.

VI. ANNOUNCEMENTS

1. Next Meeting – October 10, 2024 at 9:00 am at City Hall

VII. ADJOURN

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

CONVENTION & VISITORS BUREAU

August 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	-	65,586
Expense	5,394	8,992
Profit/(Loss)	(5,394)	56,595



TOTAL BUDGETED

\$75,000

COLLECTED TO DATE

(87% of budgeted collected to date)

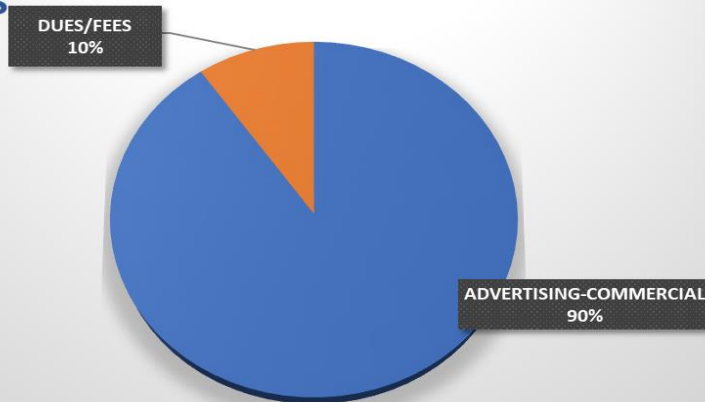
\$65,586

EXPENDED TO DATE

(12% of budgeted used to date)

\$8,992

CVB Expenses



CVB Income Statement

Account Summary

For Fiscal: 2024 Period Ending: 08/31/2024



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	75,000.00	75,000.00	0.00	65,586.33	9,413.67
	Revenue Total:	75,000.00	75,000.00	0.00	65,586.33	
Expense						
003-7540-523300	ADVERTISING - EFFECTV	12,000.00	12,000.00	5,343.00	5,343.00	6,657.00
003-7540-523313	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
003-7540-523314	ADVERTISING - MAGAZINES	5,000.00	5,000.00	0.00	0.00	5,000.00
003-7540-523315	ADVERTISING - COMMERCIAL	5,000.00	5,000.00	0.00	3,250.00	1,750.00
003-7540-523400	PRINTING	1,000.00	1,000.00	0.00	0.00	1,000.00
003-7540-523600	DUES/FEES	500.00	500.00	51.44	398.76	101.24
003-7540-531100	OFFICE SUPPLIES & EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00
003-7540-579001	CONTINGENCIES	39,500.00	39,500.00	0.00	0.00	39,500.00
	Expense Total:	75,000.00	75,000.00	5,394.44	8,991.76	
	Total Surplus (Deficit):	0.00	0.00	-5,394.44	56,594.57	



Monroe, GA

Trial Balance Account Summary

Date Range: 08/01/2024 - 08/31/2024

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	159,943.82	0.00	5,394.44	-5,394.44	154,549.38
003-111901	ACCOUNTS RECEIVABLE - MISC	21,061.96	0.00	0.00	0.00	21,061.96
Equity						
003-135400	FUND BALANCE-ASSIGNED	-119,016.77	0.00	0.00	0.00	-119,016.77
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	-65,586.33	0.00	0.00	0.00	-65,586.33
Expense						
003-7540-523300	ADVERTISING - EFFECTV	0.00	5,343.00	0.00	5,343.00	5,343.00
003-7540-523315	ADVERTISING - COMMERCIAL	3,250.00	0.00	0.00	0.00	3,250.00
003-7540-523600	DUES/FEES	347.32	51.44	0.00	51.44	398.76
Fund 003 Total:		0.00	5,394.44	5,394.44	0.00	0.00
Report Total:		0.00	5,394.44	5,394.44	0.00	0.00