

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
MAY 8, 2025 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Minutes from Previous Minutes**
 - a. March 13, 2025 CVB Minutes
 - b. April 10, 2025 CVB Minutes
 - 3. Approval of Financial Statements**
 - a. CVB February Financials
 - b. CVB March Financials
- II. CHAIRMAN UPDATE**
- III. DIRECTOR UPDATE**
- IV. OLD BUSINESS**
- V. NEW BUSINESS**
- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – June 12, 2025 2025 at 9:00 am at City Hall**
- VII. ADJOURN**

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
MARCH 13, 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 Clayton Mathias	Chairman Vice-Chairman Board Member Board Member Board Member
Those Absent:	Brittany Palazzo Andrea Gray Lee Malcom	Board Member Secretary City Council Representative

Staff Present: Logan Propes, Chris Bailey, Beth Thompson, Sandra Daniels, Laura Beth Caudell, Brian Wilson, Kaitlyn Stubbs

Visitors: John Hawkins

I. CALL TO ORDER- 9:07am

1. Roll Call

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

2. Approval of Previous Meeting Minutes

a. January 9, 2025 Minutes

To approve the minutes as presented.

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

b. February 13, 2025 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. January Financials

To approve the January 2025 Financials.

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

II. CHAIRMAN UPDATE

Chairwoman Anderson discussed working with Sandy on the “Experience Monroe”. She also was very appreciative to how the Welcome Center has turned out.

III.DIRECTOR UPDATE

Ms. Daniels raved about the diligence of those who have helped make all of these recent things happen in the City. She shared that her staff would be moving into the Welcome Center, as well as interviewing to hire a new part time position.

Ms. Daniels stated that they have decided to put brakes on the “Experience Monroe” at the moment. Businesses are hesitant due to the cost. We have purchased a tourism website- experiencemonroe.com.

IV.OLD BUSINESS

QR code plaques are about 3-6 weeks out.

V. NEW BUSINESS

There was no new business

VI. ANNOUNCEMENTS

1. Next Meeting – April 10, 2025 at 9:00 am at City Hall

VII. ADJOURN -9:22am

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

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

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

Those Present:	Lisa Reynolds Anderson Meredith Malcom Clayton Mathias Brittany Palazzo	Chairwoman Vice-Chairwoman Board Member Board Member
Those Absent:	Andrea Gray Whit Holder Chris Collin Lee Malcom	Secretary Board Member Board Member City Council Representative
Staff Present:	Chris Bailey, Beth Thompson, Kaitlyn Stubbs	
Visitors:	Fabersha Flynt	

I. CALL TO ORDER – 8:38

1. Roll Call

Chairwoman Anderson noted that all Committee Members were present, except Board Members Andrea Gray, Whit Holder, and Chris Collin. City Council Representative Lee Malcom was also absent. There was not a quorum.

- 2. Approval of Agenda**
- 3. Approval of Previous Meeting Minutes**
- 4. Approval of Financial Statements**

II. CHAIRMAN UPDATE

Chairwoman Anderson complimented the Welcome Center.

III. DIRECTOR UPDATE

Mrs. Daniels shared that she is working with Kim, from the museum, to coordinate with the space that is available. They will also be moving the Mainstreet offices into that building once everything is complete.

IV. OLD BUSINESS

1. Upgrades to Welcome Center

The offices have been cleaned out. Paint and carpet are going in. The hours will expand Tuesday-Friday 10-6 and Saturday 10-4.

V. NEW BUSINESS

There is now a plaque on the new MONROE sign that tells of its history.

VI. ANNOUNCEMENTS

1. Next Meeting – May 8, 2025 at 9:00 am at City Hall

VII. ADJOURN – 8:52

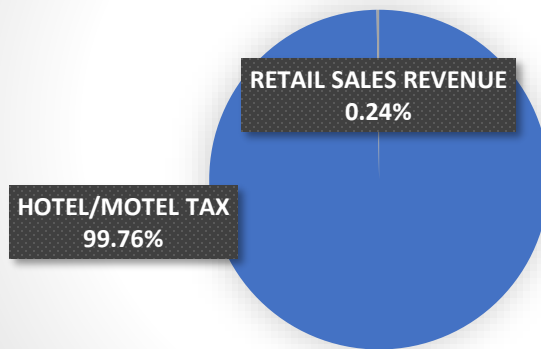
*Motion by Malcom, seconded by Mathias.
Passed Unanimously*

CONVENTION & VISITORS BUREAU

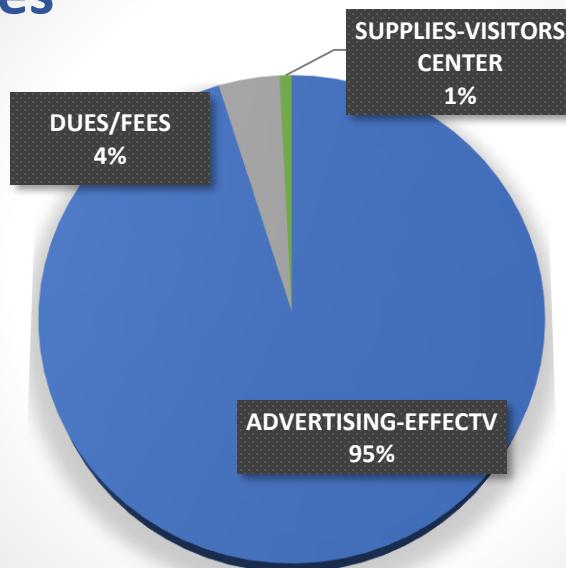
February 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	-	23,615
Expense	52	2,615
<u>Profit/(Loss)</u>	<u>(52)</u>	<u>21,001</u>

CVB Revenues



CVB Expenses





Monroe, GA

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CVB Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 02/28/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	80,000.00	80,000.00	0.00	23,559.33	56,440.67
003-7540-347900	RETAIL SALES REVENUE	1,000.00	1,000.00	0.00	56.00	944.00
	Revenue Total:	81,000.00	81,000.00	0.00	23,615.33	
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
003-7540-523300	ADVERTISING - EFFECTV	12,000.00	12,000.00	0.00	2,489.00	9,511.00
003-7540-523313	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
003-7540-523314	ADVERTISING - MAGAZINES	15,000.00	15,000.00	0.00	0.00	15,000.00
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	0.00	0.00	3,000.00
003-7540-523600	DUES/FEES	500.00	500.00	51.67	104.96	395.04
003-7540-531100	OFFICE SUPPLIES & EXPENSES	6,852.00	6,852.00	0.00	0.00	6,852.00
003-7540-531122	SUPPLIES-VISITORS CENTER	0.00	0.00	0.00	20.64	-20.64
003-7540-531590	PURCHASE OF RESALE ITEMS	10,000.00	10,000.00	0.00	0.00	10,000.00
	Expense Total:	81,000.00	81,000.00	51.67	2,614.60	
	Total Surplus (Deficit):	0.00	0.00	-51.67	21,000.73	



Monroe, GA

Trial Balance
Account Summary

Date Range: 02/01/2025 - 02/28/2025

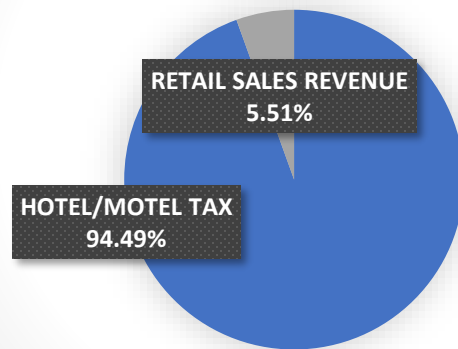
Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	152,540.46	0.00	51.67	-51.67	152,488.79
003-111901	ACCOUNTS RECEIVABLE - MISC	23,559.33	0.00	0.00	0.00	23,559.33
Equity						
003-135400	FUND BALANCE-ASSIGNED	-155,047.39	0.00	0.00	0.00	-155,047.39
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	-23,559.33	0.00	0.00	0.00	-23,559.33
003-7540-347900	RETAIL SALES REVENUE	-56.00	0.00	0.00	0.00	-56.00
Expense						
003-7540-523300	ADVERTISING - EFFECTV	2,489.00	0.00	0.00	0.00	2,489.00
003-7540-523600	DUES/FEES	53.29	51.67	0.00	51.67	104.96
003-7540-531122	SUPPLIES-VISITORS CENTER	20.64	0.00	0.00	0.00	20.64
Fund 003 Total:		0.00	51.67	51.67	0.00	0.00
Report Total:		0.00	51.67	51.67	0.00	0.00

CONVENTION & VISITORS BUREAU

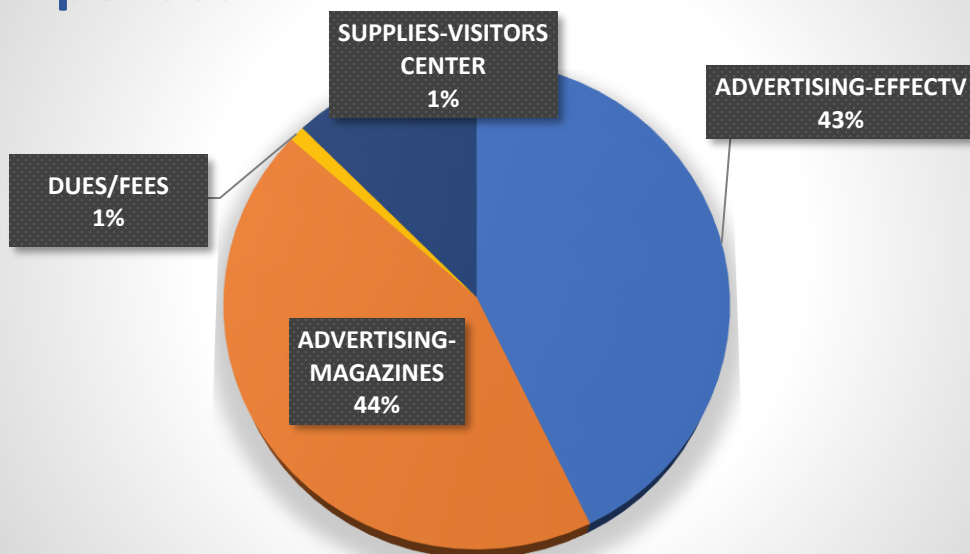
March 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	1,318	24,933
Expense	12,344	14,959
<u>Profit/(Loss)</u>	<u>(11,026)</u>	<u>9,975</u>

CVB Revenues



CVB Expenses





Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 03/31/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	80,000.00	80,000.00	0.00	23,559.33	56,440.67
003-7540-347900	RETAIL SALES REVENUE	1,000.00	1,000.00	1,317.74	1,373.74	-373.74
	Revenue Total:	81,000.00	81,000.00	1,317.74	24,933.07	
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
003-7540-523300	ADVERTISING - EFFECTV	12,000.00	12,000.00	3,919.63	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	6,531.94	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	0.00	0.00	3,000.00
003-7540-523600	DUES/FEES	500.00	500.00	51.69	156.65	343.35
003-7540-531100	OFFICE SUPPLIES & EXPENSES	6,852.00	6,852.00	0.00	0.00	6,852.00
003-7540-531122	SUPPLIES-VISITORS CENTER	0.00	0.00	1,840.66	1,861.30	-1,861.30
003-7540-531590	PURCHASE OF RESALE ITEMS	10,000.00	10,000.00	0.00	0.00	10,000.00
	Expense Total:	81,000.00	81,000.00	12,343.92	14,958.52	
	Total Surplus (Deficit):	0.00	0.00	-11,026.18	9,974.55	



Monroe, GA

Trial Balance

Account Summary

Date Range: 03/01/2025 - 03/31/2025

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	152,488.79	1,317.74	12,343.92	-11,026.18	141,462.61
003-111901	ACCOUNTS RECEIVABLE - MISC	23,559.33	0.00	0.00	0.00	23,559.33
Equity						
003-135400	FUND BALANCE-ASSIGNED	-155,047.39	0.00	0.00	0.00	-155,047.39
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	-23,559.33	0.00	0.00	0.00	-23,559.33
003-7540-347900	RETAIL SALES REVENUE	-56.00	0.00	1,317.74	-1,317.74	-1,373.74
Expense						
003-7540-523300	ADVERTISING - EFFECTV	2,489.00	3,919.63	0.00	3,919.63	6,408.63
003-7540-523314	ADVERTISING - MAGAZINES	0.00	6,531.94	0.00	6,531.94	6,531.94
003-7540-523600	DUES/FEES	104.96	51.69	0.00	51.69	156.65
003-7540-531122	SUPPLIES-VISITORS CENTER	20.64	1,840.66	0.00	1,840.66	1,861.30
Fund 003 Total:		0.00	13,661.66	13,661.66	0.00	0.00
Report Total:		0.00	13,661.66	13,661.66	0.00	0.00