



## Convention and Visitors Bureau

### AGENDA

Thursday, September 11, 2025

9:00 AM

City Hall

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**I. CALL TO ORDER**

**A. Roll Call**

**B. Approval of Minutes from Previous Meeting**

1. CVB Minutes – August 14, 2025

**C. Approval of Financial Statements**

1. CVB July Financials

**II. Chairman's Report**

**III. Director's Report**

**IV. OLD BUSINESS**

**V. NEW BUSINESS**

**VI. ANNOUNCEMENTS**

Next Meeting - October 9, 2025 at City Hall

**VII. ADJOURN**

**CITY OF MONROE**  
**CONVENTION & VISITORS BUREAU AUTHORITY**  
**AUGUST 14, 2025 – 9:00 A.M.**

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

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Chris Collin	Board Member
	Clayton Mathias	Board Member
	Andrea Gray	Secretary
	Lee Malcom	City Council Representative
	Whit Holder	Board Member

Those Absent:	Brittany Palazzo	Board Member
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Staff Present:	Logan Propes, Chris Bailey, Les Russell, Sandy Daniels, Laura Beth Caudell, Beth Thompson, Laura Powell
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Visitors:	DDA from Conyers, Georgia including Shelli Siebert, Kamden Ecker, Ashley Rustom, Jeff Owens, Brad Smith, and Keish Mominy
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**I. CALL TO ORDER- 9:40am**

**1. Roll Call**

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

**2. Approval of Previous Meeting Minutes**

- a. July 10, 2025 Minutes**  
To approve the minutes as presented.

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

**3. Approval of Financial Statements**

- a. June Financials**  
To approve the June 2025 Financials.

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

**II. CHAIRMAN UPDATE**

Chairwoman Anderson stated she was excited about the QR codes and that it will be a wonderful walking tour feature. Ms. Daniels said she will start promoting it very soon. Ms. Anderson explained to the Conyers DDA that the history museum has established a walking tour that highlights buildings and homes and the QR code tells the history of each structure.

Ms. Anderson and Ms. Daniels said that there was a great turn out for the Agricultural and Industrial exhibit, currently at the museum.

### **III. DIRECTOR UPDATE**

Ms. Daniels shared that she has the antique brochure finished and it is going to the printer but wanted the committee to give her feedback on the quantity. For a 11x14 quad fold brochure, 1,000 printed will cost \$1,100.00 and for 2,500 the cost would be \$2,150.00. The committee agreed that 2,500 need to be printed. There is a QR code on the brochure where updates and changes can be added.

Ms. Daniels will be adding additional products to the 1821 Shop. This is the shop at the Welcome Center that sales Monroe merchandise. She has been in discussion with Rinse and Rekindle, and both businesses will be producing exclusive City of Monroe items – soap and a candle.

Mrs. Lee Malcom suggested using a local artist to create watercolors of landmarks. Ms. Daniels said they are also working with the Art Guild.

Ms. Daniels stated that the next brochure will be updates on the Monroe brochure. Lastly, the Lake Life article about the City of Monroe will be out in the Fall edition.

### **IV. OLD BUSINESS**

Ms. Daniels shared that she met with photographer Martin Bozone and he has been on the ground taking new photos of Monroe to be used on social media, postcards, and brochures.

### **V. NEW BUSINESS**

None.

### **VI. ANNOUNCEMENTS**

**1. Next Meeting – September 11, 2025 at 9:00 am at City Hall**

### **VII. ADJOURN -9:51am**

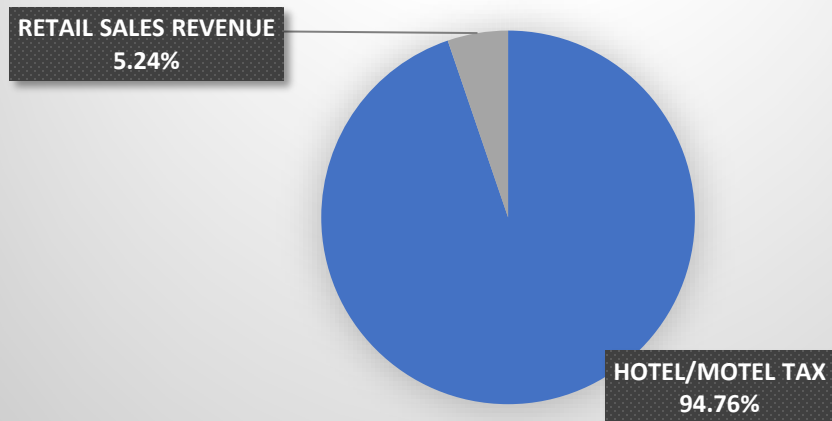
*Motion by Collin, seconded by Holder.  
Passed Unanimously*

# CONVENTION & VISITORS BUREAU

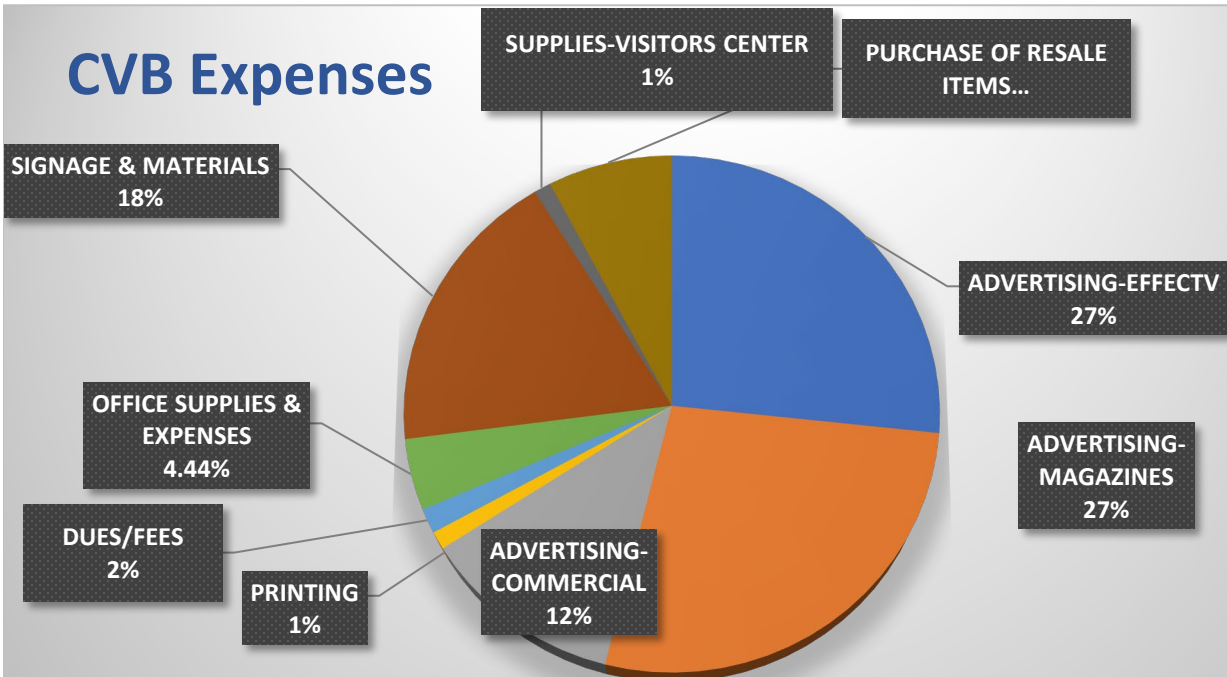
July 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	30,250	63,192
Expense	2,932	24,019
<u>Profit/(Loss)</u>	<u>27,318</u>	<u>39,173</u>

## CVB Revenues



## CVB Expenses





Monroe, GA

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CVB Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 07/31/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
Revenue						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	80,000.00	80,000.00	29,833.44	59,883.94	20,116.06
<a href="#">003-7540-347900</a>	RETAIL SALES REVENUE	1,000.00	1,000.00	416.90	3,308.35	-2,308.35
	Revenue Total:	81,000.00	81,000.00	30,250.34	63,192.29	17,807.71
	Revenue Total:	81,000.00	81,000.00	30,250.34	63,192.29	
Expense						
Expense						
<a href="#">003-7540-511200</a>	PART TIME/TEMPORARY SALARIES	15,000.00	15,000.00	0.00	0.00	15,000.00
<a href="#">003-7540-512200</a>	SOCIAL SECURITY	930.00	930.00	0.00	0.00	930.00
<a href="#">003-7540-512300</a>	MEDICARE	218.00	218.00	0.00	0.00	218.00
<a href="#">003-7540-522324</a>	RENT TOURISM SCULPTURES	0.00	0.00	-950.00	0.00	0.00
<a href="#">003-7540-523300</a>	ADVERTISING - EFFECTV	12,000.00	12,000.00	0.00	6,408.63	5,591.37
<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	15,000.00	15,000.00	0.00	6,531.94	8,468.06
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	7,500.00	7,500.00	2,880.00	2,880.00	4,620.00
<a href="#">003-7540-523400</a>	PRINTING	3,000.00	3,000.00	0.00	265.00	2,735.00
<a href="#">003-7540-523600</a>	DUES/FEES	500.00	500.00	52.33	368.15	131.85
<a href="#">003-7540-531100</a>	OFFICE SUPPLIES & EXPENSES	6,852.00	6,852.00	950.00	1,066.52	5,785.48
<a href="#">003-7540-531116</a>	SIGNAGE & MATERIALS	0.00	0.00	0.00	4,384.07	-4,384.07
<a href="#">003-7540-531122</a>	SUPPLIES-VISITORS CENTER	0.00	0.00	0.00	253.71	-253.71
<a href="#">003-7540-531590</a>	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	2,932.33	24,019.32	56,980.68
	Expense Total:	81,000.00	81,000.00	2,932.33	24,019.32	
	Total Surplus (Deficit):	0.00	0.00	27,318.01	39,172.97	



Monroe, GA

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
<a href="#">003-111117</a>	CVB SYNOVUS	166,902.35	41,991.06	14,673.05	27,318.01	194,220.36
Equity						
<a href="#">003-135400</a>	FUND BALANCE-ASSIGNED	-155,047.39	0.00	0.00	0.00	-155,047.39
Revenue						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	-30,050.50	0.00	29,833.44	-29,833.44	-59,883.94
<a href="#">003-7540-347900</a>	RETAIL SALES REVENUE	-2,891.45	11,740.72	12,157.62	-416.90	-3,308.35
Expense						
<a href="#">003-7540-522324</a>	RENT TOURISM SCULPTURES	950.00	950.00	1,900.00	-950.00	0.00
<a href="#">003-7540-523300</a>	ADVERTISING - EFFECTV	6,408.63	0.00	0.00	0.00	6,408.63
<a href="#">003-7540-523314</a>	ADVERTISING - MAGAZINES	6,531.94	0.00	0.00	0.00	6,531.94
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	0.00	2,880.00	0.00	2,880.00	2,880.00
<a href="#">003-7540-523400</a>	PRINTING	265.00	0.00	0.00	0.00	265.00
<a href="#">003-7540-523600</a>	DUES/FEES	315.82	52.33	0.00	52.33	368.15
<a href="#">003-7540-531100</a>	OFFICE SUPPLIES & EXPENSES	116.52	1,900.00	950.00	950.00	1,066.52
<a href="#">003-7540-531116</a>	SIGNAGE & MATERIALS	4,384.07	0.00	0.00	0.00	4,384.07
<a href="#">003-7540-531122</a>	SUPPLIES-VISITORS CENTER	253.71	0.00	0.00	0.00	253.71
<a href="#">003-7540-531590</a>	PURCHASE OF RESALE ITEMS	1,861.30	0.00	0.00	0.00	1,861.30
Fund 003 Total:		0.00	59,514.11	59,514.11	0.00	0.00
Report Total:		0.00	59,514.11	59,514.11	0.00	0.00