

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

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. April 11, 2024 Minutes**
 - 3. Approval of Financial Statements**
 - a. March Financials**

- II. CHAIRMAN UPDATE**

- III. DIRECTOR UPDATE**

- IV. OLD BUSINESS**

- V. NEW BUSINESS**

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

- VII. ADJOURN**

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
APRIL 11, 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 Clayton Mathias Lee Malcom	Chairman Vice-Chairman Secretary Board Member Board Member Board Member City Council Representative
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Those Absent:	Chris Collin	Board Member
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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, John Howard
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Visitors:	Julie Treadwell
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I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present, except Board Member Chris Collin had to leave. There was a quorum.

2. Approval of Previous Meeting Minutes

a. March 14, 2024 Minutes

To change the names of who was present at the meeting last month; Brittany Palazzo and Lee Malcom were at the meeting.

To approve the minutes as amended.

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

3. Approval of Financial Statements

a. February Financials

To approve the February 2024 Financials.

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

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

Ms. Sandy Daniels discussed the promotional advertising, with Walton Magazine, and the rack cards. She explained two of the three commercials are done, but one needed a script revision.

The Committee, Mr. Propes, and Mr. Bailey discussed the commercials and their transmission for streaming.

IV. OLD BUSINESS

City Administrator Logan Propes explained he is still working on a hotel and Mr. Wilson is helping.

The Committee and Mr. Propes discussed the City doing an RFQ and hotel specifics.

V. NEW BUSINESS

City Administrator Logan Propes discussed SPLOST and trying to educate people. It is a continuation, not a new tax.

The Committee, Mr. Propes, and Mr. Bailey discussed SPLOST.

VI. ANNOUNCEMENTS

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

VII. ADJOURN

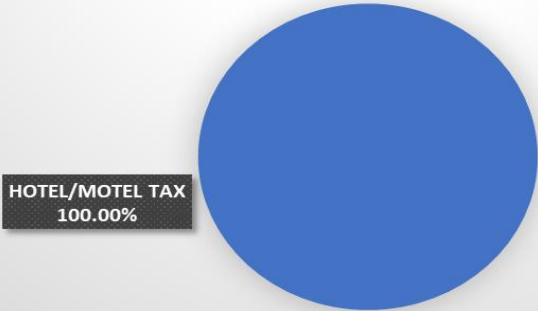
*Motion by L. Malcom, seconded by Mathias.
Passed Unanimously*

CONVENTION & VISITORS BUREAU

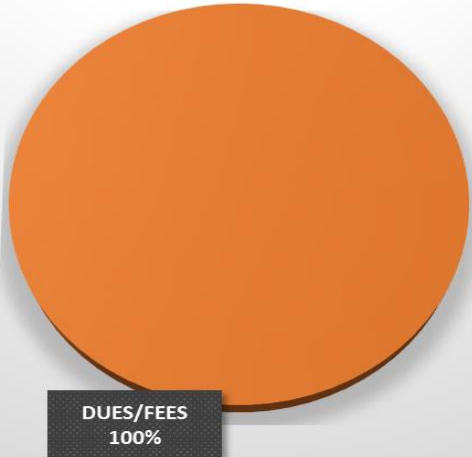
March 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	-	21,062
Expense	50	148
Profit/(Loss)	(50)	20,914

CVB Revenues



CVB Expenses





Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2024 Period Ending: 03/31/2024

		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	21,061.96	53,938.04
	Revenue Total:	75,000.00	75,000.00	0.00	21,061.96	
Expense						
003-7540-523300	ADVERTISING - EFFECTV	12,000.00	12,000.00	0.00	0.00	12,000.00
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	0.00	5,000.00
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	49.66	148.22	351.78
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	49.66	148.22	
	Total Surplus (Deficit):	0.00	0.00	-49.66	20,913.74	



Monroe, GA

Trial Balance Account Summary

Date Range: 03/01/2024 - 03/31/2024

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	118,918.21	0.00	49.66	-49.66	118,868.55
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	-21,061.96	0.00	0.00	0.00	-21,061.96
Expense						
003-7540-523600	DUES/FEES	98.56	49.66	0.00	49.66	148.22
Fund 003 Total:		0.00	49.66	49.66	0.00	0.00
Report Total:		0.00	49.66	49.66	0.00	0.00