



Convention and Visitors Bureau

AGENDA

Monday, October 17, 2022

9:00 AM

Synovus Bank - 140 E. Washington Street

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

- [1.](#) CVB September Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

- [2.](#) CVB August Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be November 10th, 2022 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, September 8, 2022

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting was called to order at 8:58 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson
Vice Chairman Meredith Malcom
Secretary Andrea Gray
Board Member Whit Holder
Board Member Wesley Sisk
Board Member Ross Bradley
Board Member Chris Collin
City Council Lee Malcom

CITY STAFF

Logan Propes
Leigh Ann Walker
Chris Bailey

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

CVB August Minutes

Approved - Motion made Vice Chair Malcom, Seconded by Board Member Bradley. Voting Yea: Chairman Anderson, Secretary Gray, Board Member Holder, Board Member Sisk, Board, Board Member Collin, City Council Lee Malcom.

APPROVAL OF CURRENT FINANCIAL STATEMENTS

CVB July Financials

Approved - Motion made by Vice Chair Malcom, Seconded by Board Member Collin. Voting Yea: Chairman Anderson, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, City Council Representative Malcom.

Chairman's Report

None.

Director's Report

The Georgia Historic Trust Expedition was the largest and most successful to date. Over 550 tickets sold. Many compliments from the Historic Trust, attendees and home owners on the tour.

OLD BUSINESS

TV commercials are still running and seem to be getting very good reach. The Board will continue conversations of the lighted Monroe sign on water tower at the Board Retreat.

NEW BUSINESS

The Board would like to discuss new advertising avenues at the Board Retreat.

ANNOUNCEMENTS

Next meeting will be October 17th at Synovus Bank.

ADJOURN

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

General Ledger

As of August 31, 2022

Type	Date	Num	Name	Memo	Split	Amount	Balance
111116 · General Fund Checking							51,208.00
Check	08/05/2022		Ginny's Custom ...		523300 · A...	-2,387.82	48,820.18
Check	08/19/2022	1593	Downtown Dollars	historic tou...	523300 · A...	-600.00	48,220.18
Deposit	08/31/2022			Interest	361000 · Int...	0.42	48,220.60
Total 111116 · General Fund Checking						-2,987.40	48,220.60
111900 · Accts. Rec. - City of Monroe							0.00
Total 111900 · Accts. Rec. - City of Monroe							0.00
1499 · Undeposited Funds							0.00
Total 1499 · Undeposited Funds							0.00
121101 · Accounts Pay.							0.00
Total 121101 · Accounts Pay.							0.00
121100 · Accounts Payables							0.00
Total 121100 · Accounts Payables							0.00
121300 · Payroll Deductions							0.00
Total 121300 · Payroll Deductions							0.00
134220 · CVB Fund Balance							-38,681.13
Total 134220 · CVB Fund Balance							-38,681.13
3000 · Opening Bal Equity							0.00
Total 3000 · Opening Bal Equity							0.00
334000 · State Grants Received							0.00
Total 334000 · State Grants Received							0.00
371004 · Contributions and Donations							0.00
Total 371004 · Contributions and Donations							0.00
314100 · Hotel/Motel Tax Funds							-33,887.81
Total 314100 · Hotel/Motel Tax Funds							-33,887.81
361000 · Interest Received							-1.70
Deposit	08/31/2022			Interest	111116 · G...	-0.42	-2.12
Total 361000 · Interest Received						-0.42	-2.12
389000 · Other Misc. Revenue							-2,325.00
Total 389000 · Other Misc. Revenue							-2,325.00
523902 · Software							0.00
Total 523902 · Software							0.00
522140 · Landscape							0.00
Total 522140 · Landscape							0.00
531300 · Food							0.00
Total 531300 · Food							0.00
523850 · Contract Labor							2,000.00
Total 523850 · Contract Labor							2,000.00
512920 · Travel Exp.							0.00
6370 · Meals							0.00
Total 6370 · Meals							0.00
512920 · Travel Exp. - Other							0.00
Total 512920 · Travel Exp. - Other							0.00
Total 512920 · Travel Exp.							0.00
521200 · Professional Fees							0.00
5213 · Legal Fees							0.00
Total 5213 · Legal Fees							0.00

General Ledger

As of August 31, 2022

Type	Date	Num	Name	Memo	Split	Amount	Balance
521200 · Professional Fees - Other							0.00
Total 521200 · Professional Fees - Other							0.00
Total 521200 · Professional Fees							0.00
523100 · Communications							0.00
Total 523100 · Communications							0.00
523300 · Advertising							17,351.64
523318 · Billboards							0.00
Total 523318 · Billboards							0.00
523316 · Radio							0.00
Total 523316 · Radio							0.00
523311 · Online Ads							0.00
Total 523311 · Online Ads							0.00
523312 · School Sponsor Ads							0.00
Total 523312 · School Sponsor Ads							0.00
523313 · Direct Mail							6,779.20
Total 523313 · Direct Mail							6,779.20
523314 · Magazines							0.00
Total 523314 · Magazines							0.00
Utility Bill Inserts							0.00
Total Utility Bill Inserts							0.00
523315 · Commercial							6,196.00
Total 523315 · Commercial							6,196.00
523317 · Newspapers							0.00
Total 523317 · Newspapers							0.00
523300 · Advertising - Other							4,376.44
Check	08/05/2022		Ginny's Custom ...		111116 · G...	2,387.82	6,764.26
Check	08/19/2022	1593	Downtown Dollars	historic tou...	111116 · G...	600.00	7,364.26
Total 523300 · Advertising - Other						2,987.82	7,364.26
Total 523300 · Advertising						2,987.82	20,339.46
523200 · Public Relations							0.00
Total 523200 · Public Relations							0.00
523400 · Printing							0.00
Total 523400 · Printing							0.00
523600 · Dues and Subscriptions							511.00
Total 523600 · Dues and Subscriptions							511.00
523700 · Training & Education							0.00
Total 523700 · Training & Education							0.00
531250 · Office Supplies							0.00
Visitors Center							0.00
Total Visitors Center							0.00
531250 · Office Supplies - Other							0.00
Total 531250 · Office Supplies - Other							0.00
Total 531250 · Office Supplies							0.00
532900 · Misc. Expense							3,825.00
Equipment for Downtown							1,500.00
Total Equipment for Downtown							1,500.00
Marketing Grant							0.00
Total Marketing Grant							0.00

General Ledger

As of August 31, 2022

Type	Date	Num	Name	Memo	Split	Amount	Balance
Childers Projects							0.00
Total Childers Projects							0.00
Alleyways/Murals							0.00
Total Alleyways/Murals							0.00
Festival Partnerships							0.00
Total Festival Partnerships							0.00
New Planters							0.00
Total New Planters							0.00
532900 · Misc. Expense - Other							2,325.00
Total 532900 · Misc. Expense - Other							2,325.00
Total 532900 · Misc. Expense							3,825.00
6140 · Contributions							0.00
Total 6140 · Contributions							0.00
6560 · Payroll Expenses							0.00
Total 6560 · Payroll Expenses							0.00
No acct							0.00
Total no acct							0.00
TOTAL						0.00	0.00

Monroe Convention & Visitors Bureau
Reconciliation Summary
111116 · General Fund Checking, Period Ending 08/31/2022

	<u>Aug 31, 22</u>
Beginning Balance	51,208.00
Cleared Transactions	
Checks and Payments - 2 items	-2,987.82
Deposits and Credits - 1 item	0.42
Total Cleared Transactions	<u>-2,987.40</u>
Cleared Balance	<u>48,220.60</u>
Register Balance as of 08/31/2022	48,220.60
Ending Balance	48,220.60