

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JUNE 12, 2025 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Minutes from Previous Minutes**
 - a. May 8, 2025 CVB Minutes**
 - 3. Approval of Financial Statements**
 - a. CVB April Financials**
- II. CHAIRMAN UPDATE**
- III. DIRECTOR UPDATE**
- IV. OLD BUSINESS**
- V. NEW BUSINESS**
- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – July 10, 2025 2025 at 9:00 am at City Hall**
- VII. ADJOURN**

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
MAY 8, 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
	Whit Holder	Board Member
	Andrea Gray	Secretary
	Lee Malcom	City Council Representative
	Clayton Mathias	Board Member
	Brittany Palazzo	Board Member

Those Absent:

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

Visitors:

I. CALL TO ORDER- 9:01am

1. Roll Call

Chairman Anderson noted that all Committee Members were present. There was a quorum.

2. Approval of Previous Meeting Minutes

a. March 13, 2025 Minutes

To approve the minutes as presented.

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

b. April 10, 2025 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. February Financials

To approve the February 2025 Financials.

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

- b. March Financials**
To approve the March 2025 Financials.

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

II. CHAIRMAN UPDATE

Chairwoman Anderson mentioned how pleased she was with Monroe and all of its visitors.

III. DIRECTOR UPDATE

Ms. Daniels shared that we own the domain for experiencemonroe.com.
The Mainstreet staff is excited for all that is taking place in the Welcome Center and cannot wait to get everyone moved in. The 1821 Shoppe is gaining traction and is continuing to grow.

IV. OLD BUSINESS

QR code plaques have arrived.

V. NEW BUSINESS

Ms. Malcom shared that the City Council will be moving towards impact fees.
Rivian has reached out to be apart of the Monroe community.

VI. ANNOUNCEMENTS

- 1. Next Meeting - July 10, 2025 at 9:00 am at City Hall**

VII. ADJOURN -9:24am

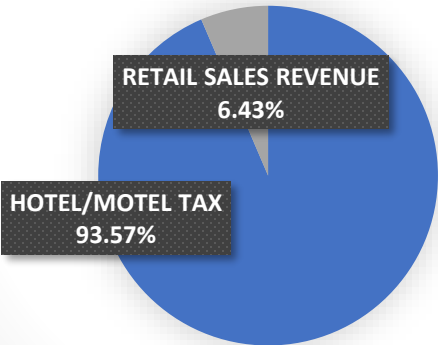
*Motion by Collin, seconded by Mathias.
Passed Unanimously*

CONVENTION & VISITORS BUREAU

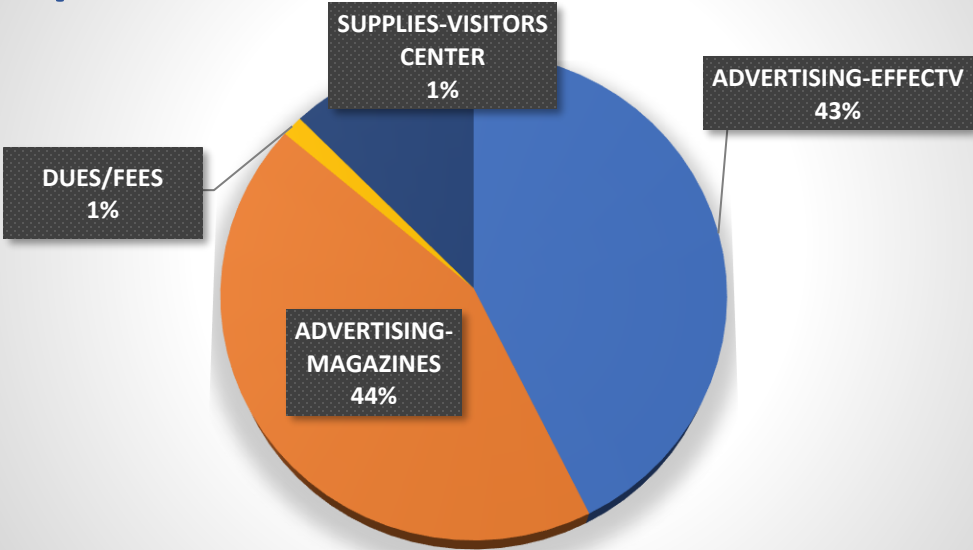
April 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	7,183	32,117
Expense	52	15,011
<u>Profit/(Loss)</u>	<u>7,131</u>	<u>17,106</u>

CVB Revenues



CVB Expenses





Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 04/30/2025

		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	6,491.17	30,050.50	49,949.50
003-7540-347900	RETAIL SALES REVENUE	1,000.00	1,000.00	692.29	2,066.03	-1,066.03
	Revenue Total:	81,000.00	81,000.00	7,183.46	32,116.53	
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	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	0.00	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	52.15	208.80	291.20
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	-1,861.30	0.00	0.00
003-7540-531590	PURCHASE OF RESALE ITEMS	10,000.00	10,000.00	1,861.30	1,861.30	8,138.70
	Expense Total:	81,000.00	81,000.00	52.15	15,010.67	
	Total Surplus (Deficit):	0.00	0.00	7,131.31	17,105.86	



Monroe, GA

Trial Balance

Account Summary

Date Range: 04/01/2025 - 04/30/2025

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	141,462.61	30,742.79	52.15	30,690.64	172,153.25
003-111901	ACCOUNTS RECEIVABLE - MISC	23,559.33	0.00	23,559.33	-23,559.33	0.00
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	23,559.33	30,050.50	-6,491.17	-30,050.50
003-7540-347900	RETAIL SALES REVENUE	-1,373.74	0.00	692.29	-692.29	-2,066.03
Expense						
003-7540-523300	ADVERTISING - EFFECTV	6,408.63	0.00	0.00	0.00	6,408.63
003-7540-523314	ADVERTISING - MAGAZINES	6,531.94	0.00	0.00	0.00	6,531.94
003-7540-523600	DUES/FEES	156.65	52.15	0.00	52.15	208.80
003-7540-531122	SUPPLIES-VISITORS CENTER	1,861.30	0.00	1,861.30	-1,861.30	0.00
003-7540-531590	PURCHASE OF RESALE ITEMS	0.00	1,861.30	0.00	1,861.30	1,861.30
Fund 003 Total:		0.00	56,215.57	56,215.57	0.00	0.00
Report Total:		0.00	56,215.57	56,215.57	0.00	0.00