

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
MARCH 14, 2024 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. February 8, 2024 Minutes**
 - 3. Approval of Financial Statements**
 - a. January Financials**
- II. CHAIRMAN UPDATE**
- III. DIRECTOR UPDATE**
- IV. OLD BUSINESS**
- V. NEW BUSINESS**
- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – April 11, 2024 at 9:00 am at City Hall**
- VII. ADJOURN**

CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
FEBRUARY 8, 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 Chris Collin Clayton Mathias	Chairman Vice-Chairman Secretary Board Member Board Member Board Member
Those Absent:	Brittany Palazzo Lee Malcom	Board Member City Council Representative
Staff Present:	Logan Propes, Beth Thompson, Beverly Harrison, Kaitlyn Stubbs, Dwayne Day, Les Russell, John Howard	
Visitors:	Julie Treadwell	

I. CALL TO ORDER

1. Roll Call

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

2. Approval of Previous Meeting Minutes

- a. January 11, 2024 Minutes**
To approve the minutes as presented.

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

3. Approval of Financial Statements

- a. December Financials**
To approve the December 2023 Financials.

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

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

There was no update.

IV. OLD BUSINESS

Committee Member Meredith Malcom explained she shared the idea of putting the Water Tower replica at Hammock Park with Mr. Bruce Verge. He thought it would be a good spot; his only concern was the light feature. He will give her a price next week.

City Administrator Logan Propes suggested having Mr. Verge coordinate with the City Engineer. He stated the commercials are in the final stages of editing.

V. NEW BUSINESS

The Committee and Mr. Propes discussed AT&T needing cell tower space.

Mr. Propes explained his hotel contact is having to look at another brand.

VI. ANNOUNCEMENTS

1. Next Meeting – March 14, 2024 at 9:00 am at City Hall

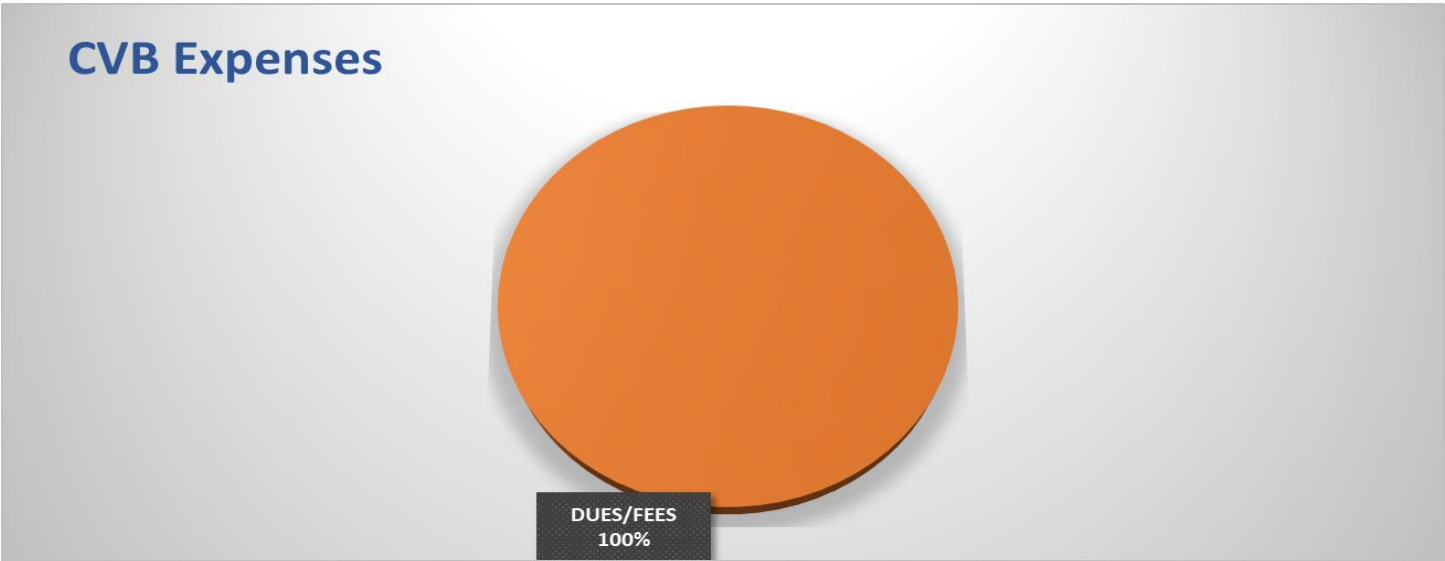
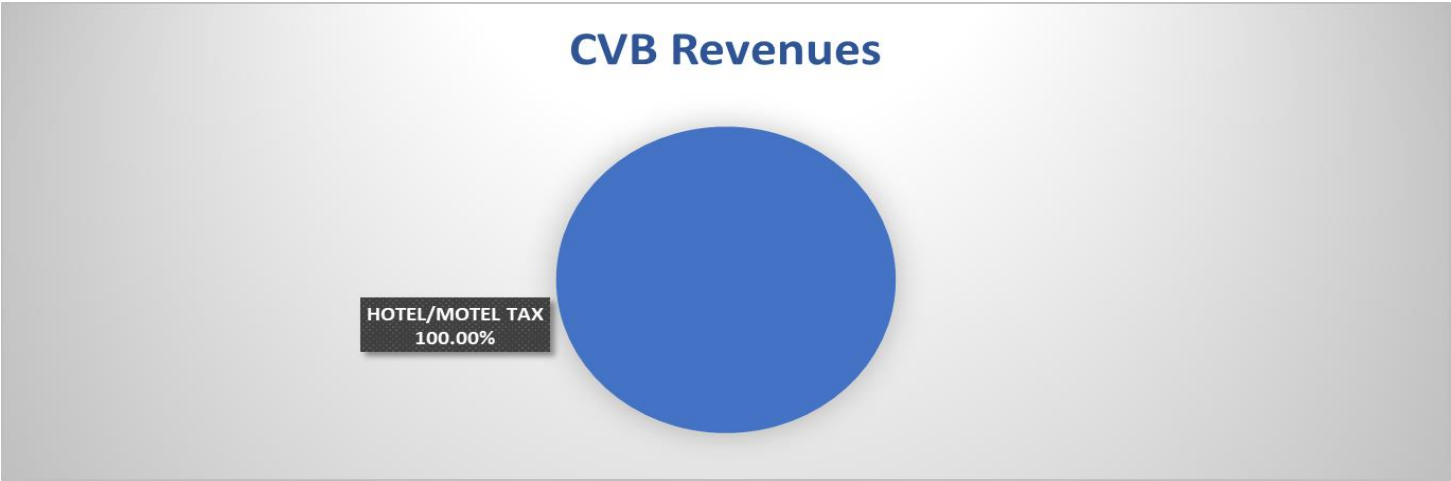
VII. ADJOURN

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

CONVENTION & VISITORS BUREAU

January 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	21,062	21,062
Expense	49	49
Profit/(Loss)	21,013	21,013





Monroe, GA

5

CVB Income Statement

Account Summary

For Fiscal: 2024 Period Ending: 01/31/2024

		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	21,061.96	21,061.96	53,938.04
	Revenue Total:	75,000.00	75,000.00	21,061.96	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	48.62	48.62	451.38
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	48.62	48.62	
	Total Surplus (Deficit):	0.00	0.00	21,013.34	21,013.34	



Monroe, GA

Trial Balance

Account Summary

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

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	97,962.21	21,061.96	48.62	21,013.34	118,975.55
003-111901	ACCOUNTS RECEIVABLE - MISC	21,061.96	0.00	0.00	0.00	21,061.96
Liability						
003-121100	ACCOUNTS PAYABLE	-7.40	0.00	0.00	0.00	-7.40
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	0.00	0.00	21,061.96	-21,061.96	-21,061.96
Expense						
003-7540-523600	DUES/FEES	0.00	48.62	0.00	48.62	48.62
Fund 003 Total:		0.00	21,110.58	21,110.58	0.00	0.00
Report Total:		0.00	21,110.58	21,110.58	0.00	0.00