



Convention and Visitors Bureau

AGENDA

Thursday, November 14, 2019

9:00 AM

City Hall

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[1.](#) CVB October Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[2.](#) CVB Sept. Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be Dec. 12th, 2019 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, October 10, 2019

9:00 AM

City Hall

CALL TO ORDER

Called to order at 8:52 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chairman Meredith Malcom
- Secretary Andrea Gray
- Board member Mike Gray
- Board Member Whit Holder
- Board Member Charles Sanders

ABSENT

- Board Member Wesley Sisk
- City Council Representative Ross Bradley

CITY STAFF

- Darrell Stone
- Sadie Krawczyk
- Leigh Ann Walker

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

September minutes approved - Motion made by Board Member Holder, Seconded by Secretary Gray.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders

CVB September Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

August Financials approved -

Motion made by Board member Gray, Seconded by Vice Chairman Malcom.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders

CVB August Financials

Chairman's Report

No updates.

Director's Report

No updates.

OLD BUSINESS

Targeting early November for the commercial filming.

NEW BUSINESS

Looking at possibly doing a billboard along I-20 for the Arts & Antiques festival next June. We will get pricing prior to the next board meeting.

ANNOUNCEMENTS

Next meeting will be November 14, 2019 at Monroe City Hall.

ADJOURN

Motion made by Board Member Sanders, Seconded by Board Member Holder.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board member Gray, Board Member Holder, Board Member Sanders

Monroe Convention & Visitors Bureau
Profit & Loss
September 2019

Accrual Basis

	<u>Sep 19</u>
Income	
314100 · Hotel/Motel Tax Funds	12,203.64
361000 · Interest Received	0.47
Total Income	<u>12,204.11</u>
Expense	
523300 · Advertising	
523314 · Magazines	1,888.39
523315 · Commercial	3,413.00
523317 · Newspapers	40.00
Total 523300 · Advertising	<u>5,341.39</u>
Total Expense	<u>5,341.39</u>
Net Income	<u><u>6,862.72</u></u>

Monroe Convention & Visitors Bureau
Balance Sheet
As of September 30, 2019

Accrual Basis

	<u>Sep 30, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 - General Fund Checking	28,254.82
Total Checking/Savings	<u>28,254.82</u>
Total Current Assets	<u>28,254.82</u>
TOTAL ASSETS	<u>28,254.82</u>
LIABILITIES & EQUITY	
Equity	
134220 - CVB Fund Balance	17,811.02
Net Income	10,443.80
Total Equity	<u>28,254.82</u>
TOTAL LIABILITIES & EQUITY	<u>28,254.82</u>

Monroe Convention & Visitors Bureau Profit & Loss

Accrual Basis

January through September 2019

	<u>Jan - Sep 19</u>
Income	
314100 · Hotel/Motel Tax Funds	36,154.62
361000 · Interest Received	3.65
389000 · Other Misc. Revenue	324.00
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Total Income	36,482.27
Expense	
522140 · Landscape	52.98
531300 · Food	193.70
523850 · Contract Labor	6,900.00
523300 · Advertising	
523311 · Online Ads	1,012.50
523312 · School Sponsor Ads	1,250.00
523314 · Magazines	4,790.17
523315 · Commercial	9,085.00
523317 · Newspapers	40.00
523300 · Advertising - Other	2,236.12
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Total 523300 · Advertising	18,413.79
523600 · Dues and Subscriptions	478.00
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Total Expense	26,038.47
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Net Income	10,443.80