

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
APRIL 10, 2025 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Minutes from Previous Minutes**
 - a. March 13, 2025 CVB Minutes**
 - 3. Approval of Financial Statements**
 - a. CVB February Financials**

- II. CHAIRMAN UPDATE**

- III. DIRECTOR UPDATE**

- IV. OLD BUSINESS**
 - 1. Upgrades to Welcome Center**

- V. NEW BUSINESS**

- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – May 8, 2025 at 9:00 am at City Hall**

- VII. ADJOURN**

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
MARCH 13, 2025 - 9:00 A.M.**

The Convention & Visitors Bureau Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson Meredith Malcom Chris Collin Whit Holder Clayton Mathias	Chairman Vice-Chairman Board Member Board Member Board Member
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Those Absent:	Brittany Palazzo Andrea Gray Lee Malcom	Board Member Secretary City Council Representative
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Staff Present: Logan Propes, Chris Bailey, Beth Thompson, Sandra Daniels, Laura Beth Caudell, Brian Wilson, Kaitlyn Stubbs

Visitors: John Hawkins

I. CALL TO ORDER- 9:07am

1. Roll Call

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

2. Approval of Previous Meeting Minutes

- a. January 9, 2025 Minutes
To approve the minutes as presented.

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

- b. February 13, 2025 Minutes
To approve the minutes as presented.

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

3. Approval of Financial Statements

- a. January Financials
To approve the January 2025 Financials.

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

II. CHAIRMAN UPDATE

Chairwoman Anderson discussed working with Sandy on the “Experience Monroe”. She also was very appreciative to how the Welcome Center has turned out.

III. DIRECTOR UPDATE

Ms. Daniels raved about the diligence of those who have helped make all of these recent things happen in the City. She shared that her staff would be moving into the Welcome Center, as well as interviewing to hire a new part time position.

Ms. Daniels stated that they have decided to put brakes on the “Experience Monroe” at the moment. Businesses are hesitant due to the cost. We have purchased a tourism website- experiencemonroe.com.

IV. OLD BUSINESS

QR code plaques are about 3-6 weeks out.

V. NEW BUSINESS

There was no new business

VI. ANNOUNCEMENTS

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

VII. ADJOURN -9:22am

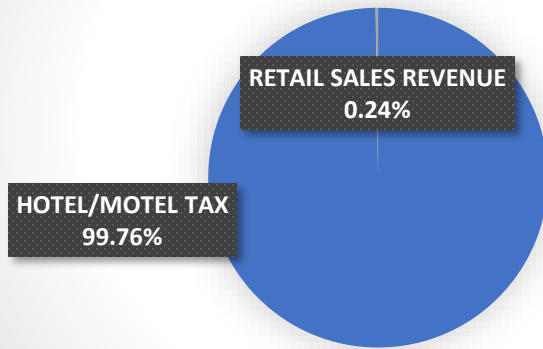
*Motion by Mathias, seconded by Collin.
Passed Unanimously*

CONVENTION & VISITORS BUREAU

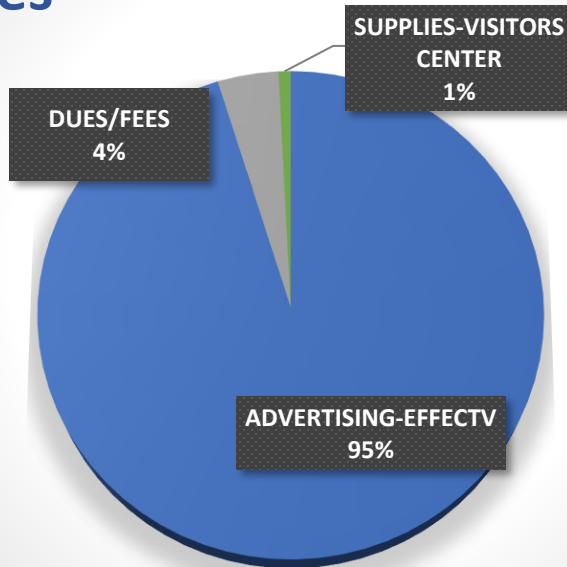
February 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	-	23,615
Expense	52	2,615
<u>Profit/(Loss)</u>	<u>(52)</u>	<u>21,001</u>

CVB Revenues



CVB Expenses





Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 02/28/2025

		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	0.00	23,559.33	56,440.67
003-7540-347900	RETAIL SALES REVENUE	1,000.00	1,000.00	0.00	56.00	944.00
	Revenue Total:	81,000.00	81,000.00	0.00	23,615.33	
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	2,489.00	9,511.00
003-7540-523313	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
003-7540-523314	ADVERTISING - MAGAZINES	15,000.00	15,000.00	0.00	0.00	15,000.00
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	51.67	104.96	395.04
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	0.00	20.64	-20.64
003-7540-531590	PURCHASE OF RESALE ITEMS	10,000.00	10,000.00	0.00	0.00	10,000.00
	Expense Total:	81,000.00	81,000.00	51.67	2,614.60	
	Total Surplus (Deficit):	0.00	0.00	-51.67	21,000.73	



Monroe, GA

Trial Balance Account Summary

Date Range: 02/01/2025 - 02/28/2025

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	152,540.46	0.00	51.67	-51.67	152,488.79
003-111901	ACCOUNTS RECEIVABLE - MISC	23,559.33	0.00	0.00	0.00	23,559.33
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	0.00	0.00	0.00	-23,559.33
003-7540-347900	RETAIL SALES REVENUE	-56.00	0.00	0.00	0.00	-56.00
Expense						
003-7540-523300	ADVERTISING - EFFECTV	2,489.00	0.00	0.00	0.00	2,489.00
003-7540-523600	DUES/FEES	53.29	51.67	0.00	51.67	104.96
003-7540-531122	SUPPLIES-VISITORS CENTER	20.64	0.00	0.00	0.00	20.64
Fund 003 Total:		0.00	51.67	51.67	0.00	0.00
Report Total:		0.00	51.67	51.67	0.00	0.00