



Convention and Visitors Bureau Meeting

AGENDA

Thursday, July 13, 2023
9:00 AM
City Hall - 215 N Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. Approval of May Minutes
Approval of previous meeting minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. Approval of April Financials from June Meeting
Approval of May Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be August 10, 2023 at Monroe City Hall

ADJOURN

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
MAY 11, 2023 – 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 Wesley Sisk Chris Collins Myoshia Crawford	Chairman Vice-Chairman Secretary Board Member Board Member Board Member City Council Representative
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Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Sara Shropshire

Visitors:

I. CALL TO ORDER

1. Roll Call

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

2. Approval of Previous Meeting Minutes

a. April 13, 2023 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. March Financials

The Committee discussed different line items and amounts on the Financial Report.

Ms. Beth Thompson explained the amounts. She will rename a line item for direct mail.

To approve the financials as presented.

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

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

Ms. Leigh Ann Aldridge discussed details for the new commercials and some businesses not being able to be featured.

The Committee discussed becoming more digital and social media forward, which would be cheaper and allow for more.

Chairman Anderson stated the commercials still need to be done in order to reach the older generation.

The Committee and City Administrator Logan Propes discussed the need to modernize, utilizing Instagram, promoting, expanding the digital footprint, being able to provide links, increasing followers, tagging, and sharing items. They discussed the cost of using an outside service versus the benefit.

Chairman Anderson stated that someone from DDA needs to be added so they are able to post items.

Mr. Propes explained he would look at creating it here at the City and having more people to create and post items.

Chairman Anderson suggested having a gathering event to help business owners learn about using social media for advertisements.

Mr. Aldridge explained the Chamber of Commerce already has a Summit Event scheduled for next week, and they teaching how to use social media.

Committee Member Meredith Malcom requested for something to be sent to all of the business owners in downtown before the next meeting asking them to tag Downtown Monroe or hash tag Downtown Monroe Ga in everything that they post, which will build up followers and promote more going on in Downtown.

The Committee and Mr. Propes discussed coming up with a plan for social media marketing.

IV. OLD BUSINESS

Chairman Anderson questioned whether there was a hotel update.

City Administrator Logan Propes stated it is a slow methodical progress for downtown; the issue is the site. He does not know about outside of town.

Committee Member Myoshia Crawford left at 9:30.

The Committee discussed possible sites for hotels in the downtown area.

V. NEW BUSINESS

Ms. Leigh Ann Aldridge stated the Main Street Meet Up on April 21 went great; the City received lots of compliments and good feedback.

VI. ANNOUNCEMENTS

1. Next Meeting – June 8, 2023 at 9:00 am at City Hall

VII. ADJOURN

*Motion by Sisk, seconded by M. Malcom.
Passed Unanimously*

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JUNE 8, 2023 – 9:00 A.M.**

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

Those Present:	Lisa Reynolds Anderson Meredith Malcom Andrea Gray Lee Malcom	Chairman Vice-Chairman Secretary City Council Representative
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Those Absent:	Myoshia Crawford Whit Holder Wesley Sisk Chris Collins	City Council Representative Board Member Board Member Board Member
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Staff Present:	Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Dwayne Day
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Visitors:	Nolan Gray
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I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present except Myoshia Crawford, Whit Holder, and Wesley Sisk. There was not a quorum, so no action could be taken.

2. Approval of Previous Meeting Minutes

a. May 11, 2023 Minutes

The Committee reviewed the minutes to be approved next month.

3. Approval of Financial Statements

a. April Financials

The Committee reviewed the financials to be approved next month.

The Committee and Ms. Aldridge discussed increasing followers by tagging and using hashtags with the Downtown businesses.

City Administrator Logan Propes, the Committee, Ms. Aldridge and Mr. Bailey discussed spot lighting a couple of businesses each week to help build relations with the business owners.

II. CHAIRMAN UPDATE

Chairman Anderson explained that she has been discussing the QR Code Project with Ms. Kim Smith. After a lot of research, they have decided that using a bronze sign will be much better than a window decal. The price has been negotiated down from \$1,200 to \$600. Ms. Smith does not see any problems with doing some fundraisers to cover the cost of the signs. Ms. Anderson discussed the possibility of CVB contributing funds to help with the project.

The Committee, Ms. Aldridge, and Mr. Bailey further discussed the project, funding, designs, and installation.

Ms. Anderson stated they would like to get started on the project in August. They would be starting with 13 sites. Monroe would be the first community in the State to do this type of project.

III. DIRECTOR UPDATE

Ms. Leigh Ann Aldridge stated the commercial details are being worked out; it will be scheduled to be done during the last week of June.

The Committee and Ms. Aldridge discussed the Shopping and Dining Guide.

IV. OLD BUSINESS

There was no old business.

V. NEW BUSINESS

Vice-Chairman Meredith Malcom explained Mr. Bruce Verge is still working on the concept design and price for the Water Tower sign.

Committee Member Lee Malcom discussed contacting Mr. Steve South about possibly becoming a sponsor.

Ms. Meredith Malcom stated the 2024 Fall Sponsorship needs to be on the Planning Agenda.

VI. ANNOUNCEMENTS

1. Next Meeting – July 13, 2023 at 9:00 am at City Hall

VII. ADJOURN



Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 04/30/2023

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	16,269.48	16,269.48	-16,269.48
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.00	4.94	-4.94
	Revenue Total:	0.00	0.00	16,269.48	16,274.42	
Expense						
003-7540-523300	ADVERTISING	0.00	0.00	1,893.00	4,480.25	-4,480.25
003-7540-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	9,324.59	-9,324.59
003-7540-523600	DUES/FEES	0.00	0.00	48.75	114.29	-114.29
003-7540-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	303.08	-303.08
	Expense Total:	0.00	0.00	1,941.75	14,222.21	
	Total Surplus (Deficit):	0.00	0.00	14,327.73	2,052.21	



Monroe, GA

Trial Balance Account Summary

Date Range: 04/01/2023 - 04/30/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111116	CVB WELLS FARGO	0.12	0.00	0.00	0.00	0.12
003-111117	CVB SYNOVUS	65,230.02	16,269.48	1,941.75	14,327.73	79,557.75
Equity						
003-135400	FUND BALANCE-ASSIGNED	-77,505.66	0.00	0.00	0.00	-77,505.66
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	16,269.48	-16,269.48	-16,269.48
003-7540-361000	INTEREST REVENUES	-4.94	0.00	0.00	0.00	-4.94
Expense						
003-7540-523300	ADVERTISING	2,587.25	1,893.00	0.00	1,893.00	4,480.25
003-7540-523313	ADVTSG - DIRECT MAIL	9,324.59	0.00	0.00	0.00	9,324.59
003-7540-523600	DUES/FEES	65.54	48.75	0.00	48.75	114.29
003-7540-531100	OFFICE SUPPLIES & EXPENSES	303.08	0.00	0.00	0.00	303.08
Fund 003 Total:		0.00	18,211.23	18,211.23	0.00	0.00
Report Total:		0.00	18,211.23	18,211.23	0.00	0.00

CVB Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 05/31/2023



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	0.00	16,269.48	-16,269.48
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.00	4.94	-4.94
	Revenue Total:	0.00	0.00	0.00	16,274.42	
Expense						
003-7540-523300	ADVERTISING	0.00	0.00	0.00	4,480.25	-4,480.25
003-7540-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	9,324.59	-9,324.59
003-7540-523600	DUES/FEES	0.00	0.00	49.63	163.92	-163.92
003-7540-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.12	303.20	-303.20
	Expense Total:	0.00	0.00	49.75	14,271.96	
	Total Surplus (Deficit):	0.00	0.00	-49.75	2,002.46	



Monroe, GA

Trial Balance Account Summary

Date Range: 05/01/2023 - 05/31/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111116	CVB WELLS FARGO	0.12	0.00	0.12	-0.12	0.00
003-111117	CVB SYNOVUS	79,557.75	0.00	49.63	-49.63	79,508.12
Equity						
003-135400	FUND BALANCE-ASSIGNED	-77,505.66	0.00	0.00	0.00	-77,505.66
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	-16,269.48	0.00	0.00	0.00	-16,269.48
003-7540-361000	INTEREST REVENUES	-4.94	0.00	0.00	0.00	-4.94
Expense						
003-7540-523300	ADVERTISING	4,480.25	0.00	0.00	0.00	4,480.25
003-7540-523313	ADVTSG - DIRECT MAIL	9,324.59	0.00	0.00	0.00	9,324.59
003-7540-523600	DUES/FEES	114.29	49.63	0.00	49.63	163.92
003-7540-531100	OFFICE SUPPLIES & EXPENSES	303.08	0.12	0.00	0.12	303.20
Fund 003 Total:		0.00	49.75	49.75	0.00	0.00
Report Total:		0.00	49.75	49.75	0.00	0.00