



## Convention and Visitors Bureau

### AGENDA

Thursday, June 03, 2021

9:00 AM

City Hall - 215 N. Broad Street

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#### CALL TO ORDER

#### ROLL CALL

#### APPROVAL OF EXCUSED ABSENCES

#### APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. CVB May Meeting Minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB April Financials

#### **Chairman's Report**

#### **Director's Report**

#### OLD BUSINESS

TripAdvisor Advertising Co-op update

#### NEW BUSINESS

Bicentennial Planning Committee Meeting?

#### ANNOUNCEMENTS

Next meeting will be July 8, 2021 at Monroe City Hall

#### ADJOURN



**Convention and Visitors Bureau**

**MINUTES**

**Thursday, May 13, 2021**

**8:00 AM**

**City Hall - 215 N. Broad Street**

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**CALL TO ORDER**

Meeting was called to order at 8:47 am.

**ROLL CALL**

**PRESENT**

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

**CITY STAFF**

- Les Russell
- John Howard
- Logan Propes

**ABSENT**

- Board Member Wesley Sisk
- City Council Representative Ross Bradley

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

- . CVB April Meeting Minutes

Approved - Motion made by Board Member Holder, Seconded by Secretary Gray.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Collin

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

. CVB March Financials

Approved - Motion made by Board Member Holder, Seconded by Board Member Sanders.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Collin

**Chairman's Report**

None.

**Director's Report**

None.

**OLD BUSINESS**

Bicentennial shirt has been created for City events in three colors; TV commercial is currently airing

**NEW BUSINESS**

Explore Georgia is offering a Trip Advisor Marketing Co-op to CVBs. Sadie has registered for an informational webinar coming up on May 17th to find out more.

The board approved an expenditure of up to \$5,000.00 on this Co-op opportunity if staff decides to proceed following the webinar. Motion made by Board Member Holder, Seconded by Board Member Collin.

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

**ANNOUNCEMENTS**

Next meeting will be June 2021 at Monroe City Hall.

Next meeting will be June 3, 2021 at 9:00 am at City Hall.

**ADJOURN**

Motion made by Vice Chairman Malcom, Seconded by Board Member Collin.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member

Holder, Board Member Sanders, Board Member Collin

**Monroe Convention & Visitors Bureau**  
**Profit & Loss**  
April 2021

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	<u>Apr 21</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	11,078.16
361000 · Interest Received	<u>0.27</u>
<b>Total Income</b>	11,078.43
<b>Expense</b>	<u>0.00</u>
<b>Net Income</b>	<u><u>11,078.43</u></u>

**Monroe Convention & Visitors Bureau**  
**Balance Sheet**  
As of April 30, 2021

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	<u>Apr 30, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	35,059.83
Total Checking/Savings	<u>35,059.83</u>
Total Current Assets	<u>35,059.83</u>
<b>TOTAL ASSETS</b>	<b><u>35,059.83</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	<u>2,775.99</u>
Total Equity	<u>35,059.83</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>35,059.83</u></b>

**Monroe Convention & Visitors Bureau**  
**Profit & Loss**  
January through April 2021

	<u>Jan - Apr 21</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	11,078.16
361000 · Interest Received	1.02
389000 · Other Misc. Revenue	125.00
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<b>Total Income</b>	11,204.18
<b>Expense</b>	
523300 · Advertising	
523313 · Direct Mail	5,324.94
523315 · Commercial	2,615.25
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<b>Total 523300 · Advertising</b>	7,940.19
523600 · Dues and Subscriptions	488.00
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<b>Total Expense</b>	8,428.19
<b>Net Income</b>	<u><u>2,775.99</u></u>