

**CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
APRIL 11, 2024 – 9:00 A.M.**

**AGENDA**

- I. CALL TO ORDER**
  - 1. Roll Call**
  - 2. Approval of Previous Meeting Minutes**
    - a. March 14, 2024 Minutes**
  - 3. Approval of Financial Statements**
    - a. February Financials**
  
- II. CHAIRMAN UPDATE**
  
- III. DIRECTOR UPDATE**
  
- IV. OLD BUSINESS**
  
- V. NEW BUSINESS**
  
- VI. ANNOUNCEMENTS**
  - 1. Next Meeting – May 9, 2024 at 9:00 am at City Hall**
  
- VII. ADJOURN**

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

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

Those Present:	Lisa Reynolds Anderson Andrea Gray Whit Holder Chris Collin Clayton Mathias	Chairman Secretary Board Member Board Member Board Member
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Those Absent:	Meredith Malcom Brittany Palazzo Lee Malcom	Vice-Chairman Board Member City Council Representative
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Staff Present: Sandy Daniels, Laura Beth Caudell, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Dwayne Day, Les Russell, John Howard

Visitors: Audrey Fuller, Julie Treadwell

**I. CALL TO ORDER**

**1. Roll Call**

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

**2. Approval of Previous Meeting Minutes**

**a. February 8, 2024 Minutes**

To approve the minutes as presented.

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

**3. Approval of Financial Statements**

**a. January Financials**

To approve the January 2024 Financials.

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

**II. CHAIRMAN UPDATE**

There was no update.

**III. DIRECTOR UPDATE**

There was no update.

**IV. OLD BUSINESS**

None.

**V. NEW BUSINESS**

Chairman Anderson requested for Ms. Daniels to put an advertising proposal together and to get an update on the commercials.

Ms. Sandy Daniels stated she will be at the National Main Street Conference the first week of May.

City Administrator Logan Propes discussed the possibility of a hotel.

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

**VI. ANNOUNCEMENTS**

**1. Next Meeting – April 11, 2024 at 9:00 am at City Hall**

**VII. ADJOURN**

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

# CONVENTION & VISITORS BUREAU

February 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	-	21,062
Expense	50	99
Profit/(Loss)	(50)	20,963

## CVB Revenues



A pie chart representing the breakdown of CVB Revenues. It consists of a single blue circle, indicating that 100% of the revenue is derived from Hotel/Motel Tax.

HOTEL/MOTEL TAX  
100.00%

## CVB Expenses



A pie chart representing the breakdown of CVB Expenses. It consists of a single orange circle, indicating that 100% of the expenses are categorized as Dues/Fees.

DUES/FEES  
100%



Monroe, GA

# CVB Income Statement

## Account Summary

For Fiscal: 2024 Period Ending: 02/29/2024

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	75,000.00	75,000.00	0.00	21,061.96	53,938.04
	<b>Revenue Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>0.00</b>	<b>21,061.96</b>	
<b>Expense</b>						
<a href="#">003-7540-523300</a>	ADVERTISING - EFFECTV	12,000.00	12,000.00	0.00	0.00	12,000.00
<a href="#">003-7540-523313</a>	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
<a href="#">003-7540-523314</a>	ADVERTISING - MAGAZINES	5,000.00	5,000.00	0.00	0.00	5,000.00
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	5,000.00	5,000.00	0.00	0.00	5,000.00
<a href="#">003-7540-523400</a>	PRINTING	1,000.00	1,000.00	0.00	0.00	1,000.00
<a href="#">003-7540-523600</a>	DUES/FEES	500.00	500.00	49.94	98.56	401.44
<a href="#">003-7540-531100</a>	OFFICE SUPPLIES & EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00
<a href="#">003-7540-579001</a>	CONTINGENCIES	39,500.00	39,500.00	0.00	0.00	39,500.00
	<b>Expense Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>49.94</b>	<b>98.56</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-49.94</b>	<b>20,963.40</b>	



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# Trial Balance Account Summary

Date Range: 02/01/2024 - 02/29/2024

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
<b>Fund: 003 - CONVENTION &amp; VISTORS BUREAU</b>						
<b>Asset</b>						
<a href="#">003-111117</a>	CVB SYNOVUS	118,975.55	0.00	57.34	-57.34	118,918.21
<a href="#">003-111901</a>	ACCOUNTS RECEIVABLE - MISC	21,061.96	0.00	0.00	0.00	21,061.96
<b>Liability</b>						
<a href="#">003-121100</a>	ACCOUNTS PAYABLE	-7.40	7.40	0.00	7.40	0.00
<b>Equity</b>						
<a href="#">003-135400</a>	FUND BALANCE-ASSIGNED	-119,016.77	0.00	0.00	0.00	-119,016.77
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	-21,061.96	7.40	7.40	0.00	-21,061.96
<b>Expense</b>						
<a href="#">003-7540-523600</a>	DUES/FEES	48.62	49.94	0.00	49.94	98.56
<b>Fund 003 Total:</b>		<b>0.00</b>	<b>64.74</b>	<b>64.74</b>	<b>0.00</b>	<b>0.00</b>
<b>Report Total:</b>		<b>0.00</b>	<b>64.74</b>	<b>64.74</b>	<b>0.00</b>	<b>0.00</b>