## 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 Chairman

Andrea Gray Secretary

Whit Holder Board Member Chris Collin Board Member Clayton Mathias Board Member

Those Absent: Meredith Malcom Vice-Chairman

Brittany Palazzo Board Member

Lee Malcom City Council Representative

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

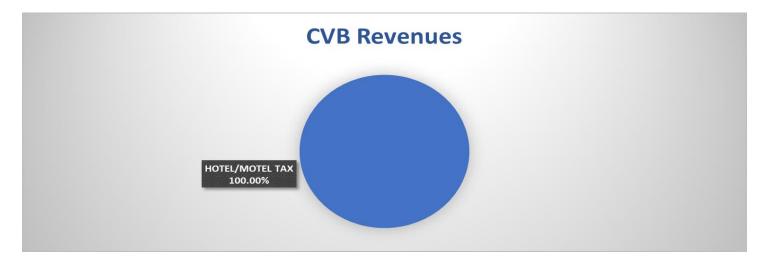
#### VII. ADJOURN

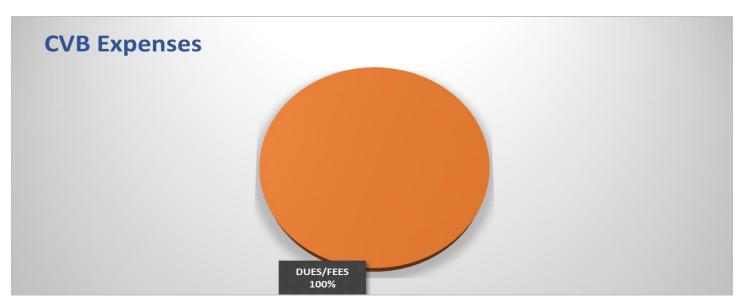
Motion by Collin, seconded by Mathias. Passed Unanimously

# **CONVENTION & VISITORS BUREAU**

### February 2024

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





# Monroe, GA

# CVB Income Statemen

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

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

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

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

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