



Convention and Visitors Bureau

AGENDA

Thursday, December 12, 2024

9:00 AM

City Hall

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF EXCUSED ABSENCES

IV. APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. November 14, 2024 Minutes

V. APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. October Financials

VI. Chairman's Report

VII. Director's Report

VIII. OLD BUSINESS

IX. NEW BUSINESS

X. ANNOUNCEMENTS

Next meeting will be January 9, 2025 at 9:00am at Monroe City Hall

XI. ADJOURN

CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
NOVEMBER 14, 2024 - MINUTES DRAFT

The Convention and Visitors Bureau Authority met for their regularly scheduled meeting.

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary
	Clayton Mathias	Board Member
	Whit Holder	Board Member
	Lee Malcom	City Council Representative
	Chris Collin	Board Member
	Brittany Palazzo	Board Member

Those Absent: None

Staff Present: Chris Bailey, Brian Wilson, Beth Thompson, Laura Wilson, Mark Harrison, Laura-Beth Caudell, Sandy Daniels, Logan Propes

Visitors: None

- Call to Order - Chairman Anderson called the meeting to order 10:05 am
 - Roll Call - Chairman Anderson noted that all Committee Members were present, There was a quorum.
 - Approval of Minutes from September 12, 2024
Motion to approve minutes as presented

Motion by Malcom, Seconded by Collin
Approved unanimously

- Approval of August Financial Statements
Motion to approve financial as presented

Motion by Mathias, Seconded by Gray
Approved unanimously

- Chairman Update – Lisa Anderson; working with Sandy on items for the Welcome Center
- Director’s Update - Sandy Daniels is researching new products for the Welcome Center; trying to find a new name for the retail area (Swag Shop?) Monroe and Georgia Grown

featured items; maybe showcase some of the items in the lobby; possible name 1821 Shop/Store

Working on new brochures and brochure racks; putting other cities in to make it more of a welcome center; brochure on what tourism generates in Georgia

IV. Old Business

- Sculpture Projects – with the funding we have a budget of almost \$30k includes all 8 sculptures for a year lease, insurance, and installation; need to figure out where they will go on city properties

Motion to approve as presented Malcom, Seconded by Gray
Passed unanimously

- QR Code – Kim with the Museum is working on it; VIP evening in December 9th at the Museum; the invite is from the Museum and DDA; will get with Sandy on the invite list
- Monroe Monument – the Monument will be the last item to be put in place, landscape is almost finished; grand reveal early 2025; front of Visitor Center should be finished prior to December 9th event
- Commercials – two different ones- retail and restaurant; running with sports, Georgia football, Hallmark, HDTV; personnel change with Comcast so working through that

V. New Business

- Beth Thompson presented the 2025 CVB Budget (refer to page 8 in the agenda packet); full time Welcome Center position will be changed to two part time positions; the balanced budget is 81K

Motion to approve as presented Malcom, Seconded by Holder
Passed Unanimously

VI. Announcements

- Next meeting December 12th – 9:00am

VII. Adjourn – 10:32am

Motion by Collin, Seconded by Mathias
Passed unanimously

CONVENTION & VISITORS BUREAU

October 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	26,988	92,574
Expense	2,245	12,985
<u>Profit/(Loss)</u>	<u>24,743</u>	<u>79,589</u>



TOTAL BUDGETED

\$75,000

COLLECTED TO DATE

(123% of budgeted collected to date)

\$92,574

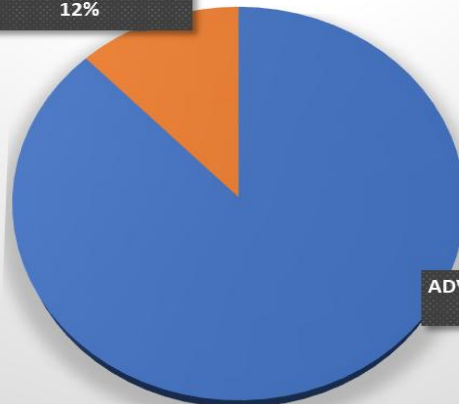
EXPENDED TO DATE

(17% of budgeted used to date)

\$12,985

CVB Expenses

ADVERTISING-COMMERCIAL
12%



ADVERTISING-EFFECTV
88%