



Convention and Visitors Bureau

AGENDA

Thursday, August 14, 2025

9:00 AM

City Hall

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- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Minutes from Previous Meeting**
 - a. CVB Minutes- July 10, 2025
 - 3. Approval of Financial Statements**
 - a. CVB June Financials
 - II. CHAIRMAN UPDATE**
 - III. DIRECTOR UPDATE**
 - IV. OLD BUSINESS**
 - V. NEW BUSINESS**
 - VI. ANNOUNCEMENTS**
 - 1. Next Meeting - September 11, 2025 at City Hall
 - VII. ADJOURN**

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JULY 10, 2025 – 9:00 A.M.**

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

Those Present:	Lisa Reynolds Anderson Meredith Malcom Brittany Palazzo Clayton Mathias Andrea Gray Lee Malcom	Chairman Vice-Chairman Board Member Board Member Secretary City Council Representative
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Those Absent:	Chris Collin Whit Holder
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Staff Present:	Logan Propes, Chris Bailey, Brad Callender, Sandy Daniels, Laura Beth Caudell, Brian Wilson, Kaitlyn Stubbs, Beth Thompson, Laura Powell
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Visitors:	Branden Whitfield
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I. CALL TO ORDER- 8:38am

1. Roll Call

Chairman Anderson noted that all Committee Members were present except for Chris Collin and Whit Holder. There was a quorum.

2. Approval of Previous Meeting Minutes

a. June 12, 2025 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. May Financials

To approve the May 2025 Financials.

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

II. CHAIRMAN UPDATE

Chairwoman Anderson reiterated how glad everyone is to see Downtown at the Welcome Center.

III. DIRECTOR UPDATE

Ms. Daniels shared that she is just so proud to be in the Welcome Center with all of the updates. She is proud to be involved in all facets and that Monroe is noticed. We should expect more traction. Ms. Daniels mentioned that Shane Short is assisting her with an antiques brochure that will be helpful. She also just received the Walton County road

map, from the Chamber of Commerce. The new Walton County publication is out. Lastly, the Beach Event is this Saturday, and she has new products going in the Welcome Center that goes along with the theme.

IV. OLD BUSINESS

Ms. Gray inquired about the QR codes. The intent is to have them installed and there will be ten in total. Sandy plans on creating a brochure to go along with the QR codes. Ms. Anderson asked if the codes were limited to commercial buildings, or if they will be open to residential. Ms. Daniels expressed that she would like to have a brochure of historical homes and Ms. Meredith Malcom suggested that the historical society would most likely have that information. Discussion ensued.

V. NEW BUSINESS

None.

VI. ANNOUNCEMENTS

- 1. Next Meeting – August 14, 2025 at 9:00 am at City Hall**

VII. ADJOURN -9:15am

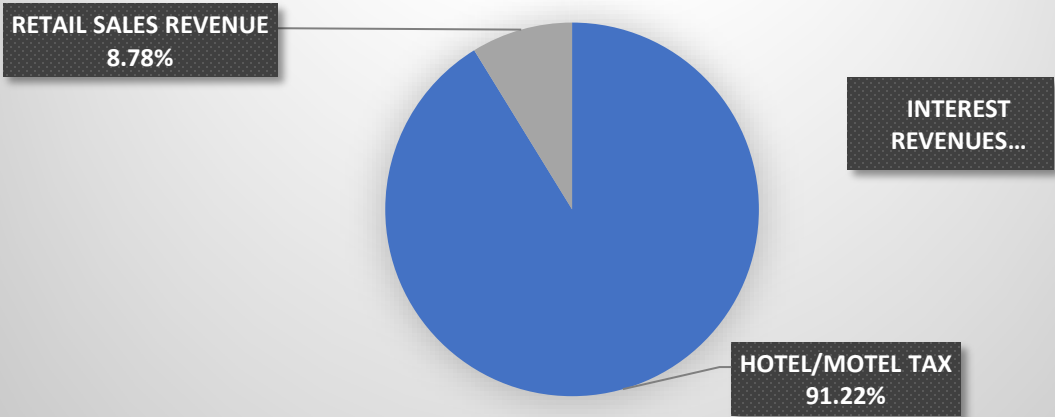
*Motion by Mathias, seconded by Gray.
Passed Unanimously*

CONVENTION & VISITORS BUREAU

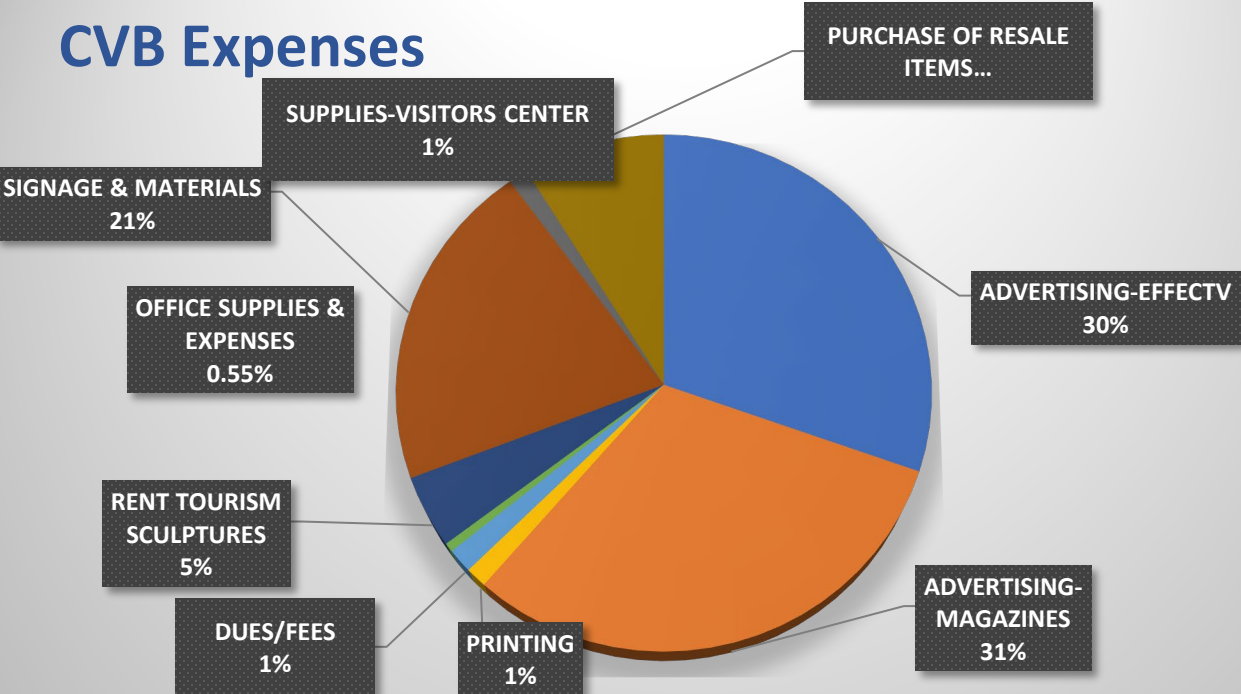
June 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	265	32,942
Expense	307	21,087
Profit/(Loss)	(42)	11,855

CVB Revenues



CVB Expenses





Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 06/30/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	80,000.00	80,000.00	0.00	30,050.50	49,949.50
003-7540-347900	RETAIL SALES REVENUE	1,000.00	1,000.00	265.00	2,891.45	-1,891.45
	Revenue Total:	81,000.00	81,000.00	265.00	32,941.95	48,058.05
	Revenue Total:	81,000.00	81,000.00	265.00	32,941.95	
Expense						
Expense						
003-7540-511200	PART TIME/TEMPORARY SALARIES	15,000.00	15,000.00	0.00	0.00	15,000.00
003-7540-512200	SOCIAL SECURITY	930.00	930.00	0.00	0.00	930.00
003-7540-512300	MEDICARE	218.00	218.00	0.00	0.00	218.00
003-7540-522324	RENT TOURISM SCULPTURES	0.00	0.00	0.00	950.00	-950.00
003-7540-523300	ADVERTISING - EFFECTV	12,000.00	12,000.00	0.00	6,408.63	5,591.37
003-7540-523313	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
003-7540-523314	ADVERTISING - MAGAZINES	15,000.00	15,000.00	0.00	6,531.94	8,468.06
003-7540-523315	ADVERTISING - COMMERCIAL	7,500.00	7,500.00	0.00	0.00	7,500.00
003-7540-523400	PRINTING	3,000.00	3,000.00	0.00	265.00	2,735.00
003-7540-523600	DUES/FEES	500.00	500.00	53.06	315.82	184.18
003-7540-531100	OFFICE SUPPLIES & EXPENSES	6,852.00	6,852.00	0.00	116.52	6,735.48
003-7540-531116	SIGNAGE & MATERIALS	0.00	0.00	0.00	4,384.07	-4,384.07
003-7540-531122	SUPPLIES-VISITORS CENTER	0.00	0.00	253.71	253.71	-253.71
003-7540-531590	PURCHASE OF RESALE ITEMS	10,000.00	10,000.00	0.00	1,861.30	8,138.70
	Expense Total:	81,000.00	81,000.00	306.77	21,086.99	59,913.01
	Expense Total:	81,000.00	81,000.00	306.77	21,086.99	
	Total Surplus (Deficit):	0.00	0.00	-41.77	11,854.96	



Monroe, GA

Trial Balance

Account Summary

Date Range: 06/01/2025 - 06/30/2025

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
003-111117	CVB SYNOVUS	166,944.12	784.42	826.19	-41.77	166,902.35
003-135400	FUND BALANCE-ASSIGNED	-155,047.39	0.00	0.00	0.00	-155,047.39
003-7540-314100	HOTEL/MOTEL TAX	-30,050.50	0.00	0.00	0.00	-30,050.50
003-7540-347900	RETAIL SALES REVENUE	-2,626.45	519.42	784.42	-265.00	-2,891.45
003-7540-522324	RENT TOURISM SCULPTURES	950.00	0.00	0.00	0.00	950.00
003-7540-523300	ADVERTISING - EFFECTV	6,408.63	0.00	0.00	0.00	6,408.63
003-7540-523314	ADVERTISING - MAGAZINES	6,531.94	0.00	0.00	0.00	6,531.94
003-7540-523400	PRINTING	265.00	0.00	0.00	0.00	265.00
003-7540-523600	DUES/FEES	262.76	53.06	0.00	53.06	315.82
003-7540-531100	OFFICE SUPPLIES & EXPENSES	116.52	0.00	0.00	0.00	116.52
003-7540-531116	SIGNAGE & MATERIALS	4,384.07	0.00	0.00	0.00	4,384.07
003-7540-531122	SUPPLIES-VISITORS CENTER	0.00	253.71	0.00	253.71	253.71
003-7540-531590	PURCHASE OF RESALE ITEMS	1,861.30	0.00	0.00	0.00	1,861.30
Fund 003 Total:		0.00	1,610.61	1,610.61	0.00	0.00
Report Total:		0.00	1,610.61	1,610.61	0.00	0.00