



Convention and Visitors Bureau

AGENDA

Thursday, January 09, 2020

9:00 AM

City Hall (Council Chambers)

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[CVB December Minutes](#)

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB November Financials](#)

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be Feb. 13th at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, December 12, 2019

9:00 AM

City Hall

CALL TO ORDER

Meeting was called to order at 8:37 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Secretary Andrea Gray
- Board member Mike Gray
- Board Member Whit Holder
- Board Member Charles Sanders
- Board Member Wesley Sisk

ABSENT

- Vice Chairman Meredith Malcom
- City Council Representative Ross Bradley

CITY STAFF

- Les Russell
- Logan Propes
- Darrell Stone
- Sadie Krawczyk
- Leigh Ann Walker

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

CVB November Meeting Minutes

Approved - Motion made by Board member Gray, Seconded by Board Member Sanders.
Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Holder,
Board Member Sanders, Board Member Sisk

APPROVAL OF CURRENT FINANCIAL STATEMENTS

CVB Sept. Financials

Approved - Motion made by Board Member Sisk, Seconded by Board Member Holder.
Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Holder,
Board Member Sanders, Board Member Sisk

Chairman's Report

None.

Director's Report

Hotel recruitment still underway; visit to Elberton planning to be set in 2020.

OLD BUSINESS

TV commercial is running now; social media ads also running with \$250 budget for 2 weeks

NEW BUSINESS

None.

ANNOUNCEMENTS

Next meeting will be January 9, 2020 at Monroe City Hall

ADJOURN

Motion made by Board Member Sanders, Seconded by Board member Gray.
Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Holder,
Board Member Sanders, Board Member Sisk

Monroe Convention & Visitors Bureau
Profit & Loss
November 2019

Accrual Basis

	<u>Nov 19</u>
Income	
361000 · Interest Received	0.64
Total Income	0.64
Expense	
523300 · Advertising	
523317 · Newspapers	160.00
Total 523300 · Advertising	160.00
Total Expense	160.00
Net Income	<u><u>-159.36</u></u>

Monroe Convention & Visitors Bureau
Balance Sheet
As of November 30, 2019

Accrual Basis

	<u>Nov 30, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	25,823.67
Total Checking/Savings	<u>25,823.67</u>
Total Current Assets	<u>25,823.67</u>
TOTAL ASSETS	<u>25,823.67</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	17,811.02
Net Income	8,012.65
Total Equity	<u>25,823.67</u>
TOTAL LIABILITIES & EQUITY	<u>25,823.67</u>

Monroe Convention & Visitors Bureau Profit & Loss

Accrual Basis

January through November 2019

	<u>Jan - Nov 19</u>
Income	
314100 · Hotel/Motel Tax Funds	36,154.62
361000 · Interest Received	5.00
389000 · Other Misc. Revenue	384.00
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Total Income	36,543.62
Expense	
522140 · Landscape	52.98
531300 · Food	193.70
523850 · Contract Labor	6,900.00
523300 · Advertising	
523311 · Online Ads	1,350.00
523312 · School Sponsor Ads	1,250.00
523314 · Magazines	4,790.17
523315 · Commercial	11,080.00
523317 · Newspapers	200.00
523300 · Advertising - Other	2,236.12
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Total 523300 · Advertising	20,906.29
523600 · Dues and Subscriptions	478.00
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Total Expense	28,530.97
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Net Income	8,012.65