



Convention and Visitors Bureau

AGENDA

Thursday, March 10, 2022

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. CVB February Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. 2022 CVB Budget

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be April 14, 2022at Monroe City Hall.

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, February 10, 2022

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 9:29 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chairman Meredith Malcom
- Board Member Whit Holder
- Board Member Ross Bradley
- Board Member Chris Collin
- City Council Representative Myoshia Crawford

ABSENT

- Secretary Andrea Gray
- Board Member Wesley Sisk

CITY STAFF

- Sadie Krawczyk
- Leigh Ann Aldridge
- Les Russell
- Logan Propes

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

- . CVB January Minutes

Approved - Motion made by Board Member Bradley, Seconded by Vice Chairman Malcom.
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board
Member Bradley, Board Member Collin, City Council Representative Crawford

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB December Financials

December Financials will be reviewed next month with accruals updated.

Chairman's Report

None.

Director's Report

None.

OLD BUSINESS

NEW BUSINESS

Draft reviewed. It will be considered for approval next month.

. CVB 2022 Budget DRAFT

ANNOUNCEMENTS

Next meeting will be March 10, 2022 at Monroe City Hall

ADJOURN

Motion made by Vice Chairman Malcom, Seconded by Board Member Collin. Voting Yea:
Chairman Anderson, Vice Chairman Malcom, Board Member Holder, Board Member Bradley,
Board Member Collin, City Council Representative Crawford

<u>Item Name</u>	<u>2021 Budget</u>	<u>2021 Actual</u>	<u>2022 Budget</u>	<u>2022 Actual</u>
Previous year-end balance	\$ 32,283.84	\$ 32,283.84	\$38,681.13	\$38,681.13
Income				
Hotel/Motel Tax	\$ 51,300.00	\$ 60,795.04	\$ 60,000.00	\$ -
VC Revenue	\$ 500.00	\$ 428.00	\$ 450.00	\$ -
Interest Revenue	\$ 5.00	\$ 3.73	\$ 4.00	\$ -
Grants	\$ -	\$ -	\$ -	\$ -
Total Income	\$ 51,805.00	\$ 61,226.77	\$ 60,454.00	\$ -
Newspapers				
Walton Tribune	\$ -	\$ -	\$ -	\$ -
Barrow County News	\$ -	\$ -	\$ -	\$ -
Oconee Leader	\$ -	\$ -	\$ -	\$ -
Total Newspapers	\$ -	\$ -	\$ 1,000.00	\$ -
TV Commercial	\$ 15,000.00	\$ 10,763.75	\$ 17,500.00	\$ -
Total TV Commercial	\$ 15,000.00	\$ 10,763.75	\$ -	\$ -
Billboards				
Total Billboards	\$ -	\$ -	\$ -	\$ -
Magazines				
Georgia Connector	\$ 4,753.56	\$ 4,753.56	\$ 4,753.56	\$ -
Walton Living	\$ 1,500.00	\$ 1,400.00	\$ 1,400.00	\$ -
Chamber Magazine	\$ 1,746.44	\$ 1,500.00	\$ 1,500.00	\$ -
Georgia Trend Magazine	\$ -	\$ 3,250.00	\$ -	\$ -
Total Magazines	\$ 8,000.00	\$ 10,903.56	\$ 9,000.00	\$ -
Direct Mail				
Event Postcard	\$ 5,000.00	\$ 5,324.94	\$ 7,000.00	\$ -
Direct Mail Total	\$ 5,000.00	\$ 5,324.94	\$ 7,000.00	\$ -
School Ads (GWA/MAHS)	\$ 1,500.00	\$ 150.00	\$ 1,500.00	\$ -
Online				
Monroe Local	\$ -	\$ -	\$ -	\$ -
Social Media	\$ 1,000.00	\$ 750.00	\$ 1,000.00	\$ -
Total Online	\$ 1,000.00	\$ 750.00	\$ 1,000.00	\$ -
Holiday Lights Program	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ -
(downtown lights + new driving displays)				
Visitors Center	\$ 500.00	\$ -	\$ 500.00	\$ -
Miscellaneous:				
Alcohol Licenses	\$ 100.00	\$ -	\$ 50.00	\$ -
Tourism Tours	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -
Planter Maintenance	\$ 4,100.00	\$ 2,200.00	\$ 6,500.00	\$ -
Historic Walking Tour	\$ -	\$ -	\$ -	\$ -
Turtle Scavenger Hunt	\$ -	\$ -	\$ 500.00	\$ -
Alleyways/Mural	\$ 5,000.00	\$ 4,658.23	\$ 10,000.00	\$ -
Memberships	\$ 120.00	\$ 120.00	\$ 120.00	\$ -

BMI licensing	\$ 368.00	\$ 368.00	\$ 391.00	\$ -
Shopping & Dining Guide	\$ -	\$ -	\$ 5,000.00	\$ -
Bank Fees	\$ -	\$ -	\$ -	\$ -
Trainings	\$ 500.00	\$ -	\$ 500.00	\$ -
Childers Improvements	\$ -	\$ -	\$ 1,500.00	\$ -
Marketing Grant	\$ -	\$ -	\$ -	\$ -
Radio Ads	\$ -	\$ 200.00	\$ 400.00	\$ -
Bicentennial Promotions	\$ 2,500.00	\$ 891.00	\$ -	\$ -
Corridor Signs	\$ -	\$ -	\$ 8,000.00	\$ -
Downtown Green	\$ -	\$ -	\$ -	\$ -
Update Event Branding	\$ -	\$ -	\$ 5,000.00	\$ -
Trip Advisor Campaign	\$ 5,000.00	\$ 5,000.00	\$ -	\$ -
Pocket Park Upgrade	\$ 5,000.00	\$ 5,500.00	\$ 2,500.00	\$ -
Antiques Capital Mkt	\$ -	\$ -	\$ 2,500.00	\$ -
Total Misc	\$ 23,688.00	\$ 18,937.23	\$ 43,961.00	\$ -
Total Expenses	\$ 62,688.00	\$ 54,829.48	\$ 71,961.00	\$ -
NET INCOME:	\$ (10,883.00)	\$ 6,397.29	\$ (11,507.00)	\$ -
YEAR-END BALANCE:	\$21,400.84	\$38,681.13	\$27,174.13	\$38,681.13