



Convention and Visitors Bureau Meeting

AGENDA

Thursday, June 08, 2023

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.](#)

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[2.](#)

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be July 13th, 2023 at Monroe City Hall

ADJOURN

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
MAY 11, 2023 – 9:00 A.M.**

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

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary
	Whit Holder	Board Member
	Wesley Sisk	Board Member
	Chris Collins	Board Member
	Myoshia Crawford	City Council Representative

Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Sara Shropshire

Visitors:

I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present. There was a quorum.

2. Approval of Previous Meeting Minutes

a. March 23, 2023 Minutes

To approve the minutes as presented.

*Motion by Sisk, seconded by Collin.
Passed Unanimously*

3. Approval of Financial Statements

a. February Financials

The Committee discussed different line items and amounts on the Financial Report.

Ms. Beth Thompson explained the amounts. She will rename a line item for direct mail.

To approve the financials as presented.

*Motion by Sisk, seconded by Collin.
Passed Unanimously*

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

Ms. Leigh Ann Aldridge discussed details for the new commercials and some businesses not being able to be featured.

City Administrator Logan Propes arrived at 9:11.

The Committee discussed becoming more digital and social media forward, which would be cheaper and allow for more.

Chairman Anderson stated the commercials still need to be done in order to reach the older generation.

The Committee and City Administrator Logan Propes discussed the need to modernize, utilizing Instagram, promoting, expanding the digital footprint, being able to provide links, increasing followers, tagging, and sharing items. They discussed the cost of using an outside service versus the benefit.

Chairman Anderson stated that someone from DDA needs to be added so they are able to post items.

Mr. Propes explained he would look at creating it here at the City and having more people to create and post items.

Chairman Anderson suggested having a gathering event to help business owners learn about using social media for advertisements.

Mr. Aldridge explained the Chamber of Commerce already has a Summit Event scheduled for next week, and they teaching how to use social media.

Committee Member Meredith Malcom requested for something to be sent to all of the business owners in downtown before the next meeting asking them to tag Downtown Monroe or hash tag Downtown Monroe Ga in everything that they post, which will build up followers and promote more going on in Downtown.

The Committee and Mr. Propes discussed coming up with a plan for social media marketing.

IV. OLD BUSINESS

Chairman Anderson questioned whether there was a hotel update.

City Administrator Logan Propes stated it is a slow methodical progress for downtown; the issue is the site. He does not know about outside of town.

Committee Member Myoshia Crawford left at 9:30.

The Committee discussed possible sites for hotels in the downtown area.

V. NEW BUSINESS

Ms. Leigh Ann Aldridge stated the Main Street Meet Up on April 21 went great; the City received lots of compliments and good feedback.

VI. ANNOUNCEMENTS

1. Next Meeting – June 8, 2023 at 9:00 am at City Hall

VII. ADJOURN

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



Monroe, GA

Trial Balance Account Summary

Date Range: 04/01/2023 - 04/30/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111116	CVB WELLS FARGO	0.12	0.00	0.00	0.00	0.12
003-111117	CVB SYNOVUS	65,230.02	16,269.48	1,941.75	14,327.73	79,557.75
Equity						
003-135400	FUND BALANCE-ASSIGNED	-77,505.66	0.00	0.00	0.00	-77,505.66
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	16,269.48	-16,269.48	-16,269.48
003-7540-361000	INTEREST REVENUES	-4.94	0.00	0.00	0.00	-4.94
Expense						
003-7540-523300	ADVERTISING	2,587.25	1,893.00	0.00	1,893.00	4,480.25
003-7540-523313	ADVTSG - DIRECT MAIL	9,324.59	0.00	0.00	0.00	9,324.59
003-7540-523600	DUES/FEES	65.54	48.75	0.00	48.75	114.29
003-7540-531100	OFFICE SUPPLIES & EXPENSES	303.08	0.00	0.00	0.00	303.08
Fund 003 Total:		0.00	18,211.23	18,211.23	0.00	0.00
Report Total:		0.00	18,211.23	18,211.23	0.00	0.00



Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 04/30/2023

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	16,269.48	16,269.48	-16,269.48
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.00	4.94	-4.94
	Revenue Total:	0.00	0.00	16,269.48	16,274.42	
Expense						
003-7540-523300	ADVERTISING	0.00	0.00	1,893.00	4,480.25	-4,480.25
003-7540-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	9,324.59	-9,324.59
003-7540-523600	DUES/FEES	0.00	0.00	48.75	114.29	-114.29
003-7540-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	303.08	-303.08
	Expense Total:	0.00	0.00	1,941.75	14,222.21	
	Total Surplus (Deficit):	0.00	0.00	14,327.73	2,052.21	