



Convention and Visitors Bureau

AGENDA

Thursday, November 12, 2020

9:00 AM

City Hall (Council Chambers)

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[CVB](#) October Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB](#) September Financials

Chairman's Report

Director's Report

Georgia Historic Trust Expedition set for February 20, 2021.

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be December 10, 2021 at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, October 08, 2020

9:00 AM

City Hall (Council Chambers)

CALL TO ORDER

Meeting was called to order at 9:08 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson

Vice Chairman Meredith Malcom

Secretary Andrea Gray

Board Member Whit Holder

Board Member Charles Sanders

Board Member Wesley Sisk

City Council Representative Ross Bradley

Board Member Chris Collin

CITY STAFF

Les Russell

Logan Propes

Sadie Krawczyk

Leigh Ann Walker

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

CVB September Minutes

Approved - Motion made by Secretary Gray, Seconded by Vice Chairman Malcom.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member

Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

APPROVAL OF CURRENT FINANCIAL STATEMENTS

CVB August Financials

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

Chairman's Report

None.

Director's Report

None.

OLD BUSINESS

TV Commercials all complete and airing.

Airing during Braves games and occasional college football games; still working on schedule for holidays.

NEW BUSINESS

Visitors Center to open on 10/10 and resume regular opening hours.

ANNOUNCEMENTS

Next meeting will be November 12th at Monroe City Hall.

McDaniel-Tichenor House "Friends of the House" event will be tonight. Tickets are \$40 each. Mr. Sanders encouraged our board to attend.

ADJOURN

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

Monroe Convention & Visitors Bureau

Balance Sheet

As of September 30, 2020

	<u>Sep 30, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	27,212.28
Total Checking/Savings	<u>27,212.28</u>
Total Current Assets	<u>27,212.28</u>
TOTAL ASSETS	<u>27,212.28</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	38,446.31
Net Income	<u>-11,234.03</u>
Total Equity	<u>27,212.28</u>
TOTAL LIABILITIES & EQUITY	<u>27,212.28</u>

Monroe Convention & Visitors Bureau

Profit & Loss

September 2020

	<u>Sep 20</u>
Income	
361000 · Interest Received	0.22
Total Income	0.22
Expense	
523300 · Advertising	
523312 · School Sponsor Ads	500.00
Total 523300 · Advertising	500.00
Total Expense	500.00
Net Income	<u><u>-499.78</u></u>

Profit & Loss

January through September 2020

	<u>Jan - Sep 20</u>
Income	
314100 · Hotel/Motel Tax Funds	23,543.24
361000 · Interest Received	3.53
389000 · Other Misc. Revenue	200.00
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Total Income	23,746.77
Expense	
522140 · Landscape	4,100.00
531300 · Food	127.91
523850 · Contract Labor	7,649.22
523300 · Advertising	
523311 · Online Ads	675.00
523312 · School Sponsor Ads	1,000.00
523313 · Direct Mail	4,955.89
523314 · Magazines	5,626.78
523315 · Commercial	7,982.00
523317 · Newspapers	350.00
523300 · Advertising - Other	2,125.00
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Total 523300 · Advertising	22,714.67
523600 · Dues and Subscriptions	364.00
531250 · Office Supplies	25.00
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Total Expense	34,980.80
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Net Income	-11,234.03
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