



Convention and Visitors Bureau

AGENDA

Thursday, March 11, 2021

8:00 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. CVB January Financials
3. 2021 CVB Budget

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

City rebranding effort. www.brandmonroe.com

ANNOUNCEMENTS

Next meeting will be April 8, 2021 at Monroe City Hall.

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, February 11, 2021

8:00 AM

City Hall - 215 N. Broad Street - Join Zoom Meeting

<https://us02web.zoom.us/j/83217262394>

CALL TO ORDER

Meeting called to order at 9:19 am.

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

. January CVB Minutes

Approved - Motion made by Vice Chairman Malcom, Seconded by City Council Representative Bradley.

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

. December CVB Financials

Approved - Motion made by Board Member Sisk, Seconded by Board Member Holder.

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

Director's Report**OLD BUSINESS**

Hotel activity still moving forward.

NEW BUSINESS

2021 Budget draft will be emailed out for review prior to next month's meeting.

ANNOUNCEMENTS

Next meeting will be March 11, 2021, at Monroe City Hall

Historic Trust Expedition will be rescheduled for sometime later in 2021.

MWCA is organizing a garden tour for this spring/summer.

ADJOURN

Motion made by City Council Representative Bradley, 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

Balance Sheet

As of January 31, 2021

	<u>Jan 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	32,284.10
Total Checking/Savings	<u>32,284.10</u>
Total Current Assets	<u>32,284.10</u>
TOTAL ASSETS	<u>32,284.10</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	0.26
Total Equity	<u>32,284.10</u>
TOTAL LIABILITIES & EQUITY	<u>32,284.10</u>

Profit & Loss

January 2021

	<u>Jan 21</u>
Income	
361000 · Interest Received	<u>0.26</u>
Total Income	0.26
Expense	<u>0.00</u>
Net Income	<u><u>0.26</u></u>

2021 CVB Budget

<u>Item Name</u>	<u>2020 Budget</u>	<u>2020 Actual</u>	<u>2021 Budget</u>
Previous year-end balance	\$ 38,446.31	\$ 38,446.31	\$ 32,283.84
Income			
Hotel/Motel Tax	\$ 47,000.00	\$ 51,306.61	\$ 51,300.00
VC Revenue	\$ 600.00	\$ 200.00	\$ 500.00
Interest Revenue	\$ 5.00	\$ 4.39	\$ 5.00
Grants	\$ -	\$ -	\$ -
Total Income	\$ 47,605.00	\$ 51,511.00	\$ 51,805.00
Newspapers			
Walton Tribune	\$ 1,500.00	\$ 350.00	\$ -
Barrow County News	\$ -	\$ -	\$ -
Oconee Leader	\$ -	\$ -	\$ -
Total Newspapers	\$ 1,500.00	\$ 350.00	\$ -
TV Commercial			
TV Commercial	\$ 18,000.00	\$ 19,109.50	\$ 15,000.00
Total TV Commercial	\$ 18,000.00	\$ 19,109.50	\$ 15,000.00
Billboards			
Billboards	\$ -	\$ -	\$ -
Total Billboards	\$ -	\$ -	\$ -
Magazines			
Georgia Connector	\$ 3,565.17	\$ 5,941.95	\$ 4,753.56
Southern Distinction	\$ -	\$ -	\$ -
Walton Living	\$ 1,225.00	\$ -	\$ 1,500.00
Oconee Enterprise	\$ -	\$ -	\$ -
Chamber Magazine	\$ 3,250.00	\$ 3,500.00	\$ -
Southern Living	\$ -	\$ -	\$ -
Total Magazines	\$ 8,040.17	\$ 9,441.95	\$ 6,253.56
Direct Mail			
Event Postcard	\$ 5,000.00	\$ 4,955.89	\$ 5,000.00
Direct Mail Total	\$ 5,000.00	\$ 4,955.89	\$ 5,000.00
School Sponsor (GWA/MAHS)	\$ 1,300.00	\$ 1,500.00	\$ 1,500.00
Online			
Monroe Local	\$ 1,350.00	\$ 2,050.00	\$ -
Social Media	\$ 1,750.00	\$ -	\$ 1,000.00
Total Online	\$ 3,100.00	\$ 2,050.00	\$ 1,000.00
Holiday Lights (downtown lights + new driving displays)	\$ 8,000.00	\$ 15,649.22	\$ 8,000.00
Contract Labor			
VC + Events	\$ -	\$ -	\$ -

2021 CVB Budget

Social Media	\$ -	\$ -	\$ -	\$ -
Tota	\$ -	\$ -	\$ -	\$ -

Visitors Center	\$ 1,000.00	\$ 127.91	\$ 500.00	
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Miscellaneous:

Alcohol Licenses	\$ -	\$ 25.00	\$ 100.00	
Tourism Tours	\$ 1,000.00	\$ -	\$ 1,000.00	
New Planters	\$ 4,200.00	\$ 4,100.00	\$ 4,100.00	
Historic Walking Tour	\$ -	\$ -	\$ -	
Alleyways/Mural	\$ 8,000.00	\$ -	\$ 5,000.00	
Memberships	\$ 120.00	\$ -	\$ 120.00	
BMI licensing	\$ 364.00	\$ 364.00	\$ 368.00	
Festival Parnterships	\$ -	\$ -	\$ -	
Bank Fees	\$ -	\$ -	\$ -	
Trainings	\$ 500.00	\$ -	\$ 500.00	
Childers Improvements	\$ 2,500.00	\$ -	\$ -	
Marketing Grant	\$ -	\$ -	\$ -	
Radio Ads	\$ 600.00	\$ -	\$ -	
Bicentennial Events	\$ -	\$ -	\$ 2,500.00	????
Corridor Signs	\$ 9,000.00	\$ -	\$ -	????
Downtown Green	\$ -	\$ -	\$ -	????
City of Monroe Branding	\$ -	\$ -	\$ -	????
Antiques Capital Mkt	\$ 3,000.00	\$ -	\$ -	
Total Misc	\$ 29,284.00	\$ 4,489.00	\$ 13,688.00	

Total Expenses	\$ 75,224.17	\$ 57,673.47	\$ 50,941.56	
NET INCOME:	\$10,827.14	\$ (6,162.47)	\$ 863.44	
YEAR-END BALANCE:		\$32,283.84	\$33,147.28	