

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
DECEMBER 14, 2023 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. November 9, 2023 Minutes
 - 3. Approval of Financial Statements**
 - a. October Financials
 - b. 2024 Budget
- II. CHAIRMAN UPDATE**
- III. DIRECTOR UPDATE**
- IV. OLD BUSINESS**
- V. NEW BUSINESS**
- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – January 11, 2024 at 9:00 am at City Hall**
- VII. ADJOURN**

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary
	Whit Holder	Board Member
	Brittany Palazzo	Board Member
	Chris Collin	Board Member
	Clayton Mathias	Board Member
	Lee Malcom	City Council Representative

Staff Present: Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Les Russell

The Committee discussed adding the Monroe Museum name and DDA name to the plaques.

III. DIRECTOR UPDATE

There was no update.

IV. OLD BUSINESS

Chairman Anderson clarified that they are still working on the commercials.

Committee Member Meredith stated she does not have an update from Mr. Bruce Verge.

Chairman Anderson suggested having a big band for the first concert next year. She would also like to have the sign done by that time.

The Committee, Mr. Propes, and Mr. Bailey discussed different options of where to put the sign.

V. NEW BUSINESS

There was no new business.

VI. ANNOUNCEMENTS

1. Next Meeting – December 14, 2023 at 9:00 am at City Hall

VII. ADJOURN

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

CONVENTION & VISITORS BUREAU

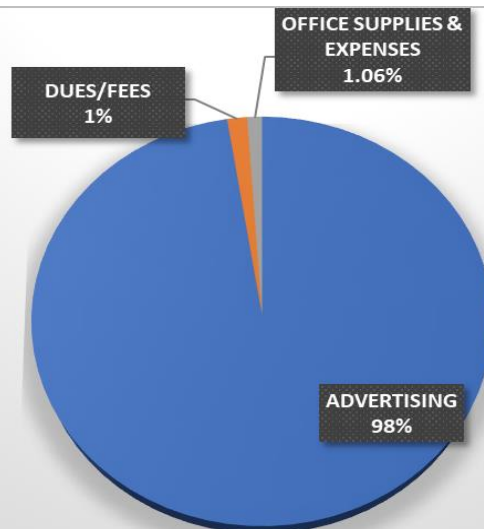
October 2023

	<u>MTD</u>	<u>YTD</u>
Revenue	22,150	60,981
Expense	49	28,515
Profit/(Loss)	22,101	32,466

CVB Revenues



CVB Expenses





Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 10/31/2023

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	22,149.92	60,976.39	-60,976.39
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.00	4.94	-4.94
	Revenue Total:	0.00	0.00	22,149.92	60,981.33	
Expense						
003-7540-523300	ADVERTISING	0.00	0.00	0.00	10,472.25	-10,472.25
003-7540-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	9,324.59	-9,324.59
003-7540-523314	ADVTSG - MAGAZINES	0.00	0.00	0.00	4,753.56	-4,753.56
003-7540-523315	ADVTSG - COMMERCIAL	0.00	0.00	0.00	3,250.00	-3,250.00
003-7540-523600	DUES/FEES	0.00	0.00	49.21	411.32	-411.32
003-7540-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	303.20	-303.20
	Expense Total:	0.00	0.00	49.21	28,514.92	
	Total Surplus (Deficit):	0.00	0.00	22,100.71	32,466.41	



Monroe, GA

Trial Balance
Account Summary

Date Range: 10/01/2023 - 10/31/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	87,871.36	22,149.92	49.21	22,100.71	109,972.07
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	-38,826.47	0.00	22,149.92	-22,149.92	-60,976.39
003-7540-361000	INTEREST REVENUES	-4.94	0.00	0.00	0.00	-4.94
Expense						
003-7540-523300	ADVERTISING	10,472.25	0.00	0.00	0.00	10,472.25
003-7540-523313	ADVTSG - DIRECT MAIL	9,324.59	0.00	0.00	0.00	9,324.59
003-7540-523314	ADVTSG - MAGAZINES	4,753.56	0.00	0.00	0.00	4,753.56
003-7540-523315	ADVTSG - COMMERCIAL	3,250.00	0.00	0.00	0.00	3,250.00
003-7540-523600	DUES/FEES	362.11	49.21	0.00	49.21	411.32
003-7540-531100	OFFICE SUPPLIES & EXPENSES	303.20	0.00	0.00	0.00	303.20
Fund 003 Total:		0.00	22,199.13	22,199.13	0.00	0.00
Report Total:		0.00	22,199.13	22,199.13	0.00	0.00



Monroe, GA

7

Budget Report

Account Summary

For Fiscal: 2024 Period Ending: 01/31/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 003 - CONVENTION & VISTORS BUREAU							
Revenue							
003-7540-314100	HOTEL/MOTEL TAX	75,000.00	75,000.00	0.00	0.00	-75,000.00	100.00 %
	Revenue Total:	75,000.00	75,000.00	0.00	0.00	-75,000.00	100.00%
Expense							
003-7540-523300	ADVERTISING	12,000.00	12,000.00	0.00	0.00	12,000.00	100.00 %
003-7540-523313	ADVTSG - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00	100.00 %
003-7540-523314	ADVTSG - MAGAZINES	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
003-7540-523315	ADVTSG - COMMERCIAL	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
003-7540-523400	PRINTING	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
003-7540-523600	DUES/FEES	500.00	500.00	0.00	0.00	500.00	100.00 %
003-7540-531100	OFFICE SUPPLIES & EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00	100.00 %
003-7540-579001	CONTINGENCIES	39,500.00	39,500.00	0.00	0.00	39,500.00	100.00 %
	Expense Total:	75,000.00	75,000.00	0.00	0.00	75,000.00	100.00%
Fund: 003 - CONVENTION & VISTORS BUREAU Surplus (Deficit):		0.00	0.00	0.00	0.00	0.00	0.00%
	Report Surplus (Deficit):	0.00	0.00	0.00	0.00	0.00	0.00%