



Convention and Visitors Bureau

AGENDA

Thursday, December 10, 2020

9:00 AM

City Hall (Council Chambers)

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[CVB](#) November Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB](#) October Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be January 14, 2021 at Monroe City Hall.

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, November 12, 2020

9:00 AM

City Hall (Council Chambers)

CALL TO ORDER

Meeting was called to order at 9:04 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

- Leigh Ann Walker
- Sadie Krawczyk
- Les Russell

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

CVB October Minutes

Approved - Motion made by Secretary Gray, 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

CVB September Financials

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

Chairman's Report

None.

Director's Report

Georgia Historic Trust Expedition set for February 20, 2021.

Met with a group of developers with hotel ties in October.

OLD BUSINESS

TV Commercials are airing.

NEW BUSINESS

None.

ANNOUNCEMENTS

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

ADJOURN

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

Monroe Convention & Visitors Bureau

Balance Sheet

As of October 31, 2020

	<u>Oct 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	39,224.88
Total Checking/Savings	<u>39,224.88</u>
Total Current Assets	<u>39,224.88</u>
TOTAL ASSETS	<u>39,224.88</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	38,446.31
Net Income	778.57
Total Equity	<u>39,224.88</u>
TOTAL LIABILITIES & EQUITY	<u>39,224.88</u>

Monroe Convention & Visitors Bureau

Profit & Loss

October 2020

	<u>Oct 20</u>
Income	
314100 · Hotel/Motel Tax Funds	14,387.28
361000 · Interest Received	0.32
Total Income	<u>14,387.60</u>
Expense	
523300 · Advertising	
523314 · Magazines	250.00
523300 · Advertising - Other	2,125.00
Total 523300 · Advertising	<u>2,375.00</u>
Total Expense	<u>2,375.00</u>
Net Income	<u><u>12,012.60</u></u>

Profit & Loss

January through October 2020

	<u>Jan - Oct 20</u>
Income	
314100 · Hotel/Motel Tax Funds	37,930.52
361000 · Interest Received	3.85
389000 · Other Misc. Revenue	200.00
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Total Income	38,134.37
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	5,876.78
523315 · Commercial	7,982.00
523317 · Newspapers	350.00
523300 · Advertising - Other	4,250.00
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Total 523300 · Advertising	25,089.67
523600 · Dues and Subscriptions	364.00
531250 · Office Supplies	25.00
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Total Expense	37,355.80
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Net Income	<u>778.57</u>