



## Convention and Visitors Bureau

### AGENDA

Thursday, March 14, 2019

9:00 AM

City Hall

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#### **CALL TO ORDER**

#### **ROLL CALL**

#### **APPROVAL OF EXCUSED ABSENCES**

#### **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

[CVB](#) Minutes from February 14, 2019

#### **APPROVAL OF CURRENT FINANCIAL STATEMENTS**

[CVB](#) January 2019 Financials

#### **Chairman's Report**

#### **Director's Report**

#### **OLD BUSINESS**

[CVB](#) 2019 Budget

#### **NEW BUSINESS**

#### **ANNOUNCEMENTS**

Next meeting will be April 11, 2019 at Monroe City Hall.

#### **ADJOURN**

**Backup material for agenda item:**

CVB Minutes from February 14, 2019



## Convention and Visitors Bureau

### MINUTES

Thursday, February 14, 2019

9:00 AM

City Hall

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#### **CALL TO ORDER**

Meeting was called to order at 9:10 am.

#### **ROLL CALL**

City staff present: Sadie Krawczyk, Leigh Ann Walker, Logan Propes, Darrell Stone, Les Russell

#### 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

#### ABSENT

Board member Mike Gray

#### **APPROVAL OF EXCUSED ABSENCES**

None

#### **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

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

### **APPROVAL OF CURRENT FINANCIAL STATEMENTS**

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

### **Chairman's Report**

None.

### **Director's Report**

Boutique hotel developer is currently looking at the Monroe market. Planning a site visit in the next few weeks.

### **OLD BUSINESS**

None

### **NEW BUSINESS**

Reviewed 2018 budget/actuals.

### **ANNOUNCEMENTS**

Next meeting will be March 14, 2019 at Monroe City Hall.

### **ADJOURN**

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

**Backup material for agenda item:**

CVB January 2019 Financials

1:33 PM  
02/15/19  
Accrual Basis

Monroe Convention & Visitors Bureau  
**Profit & Loss**  
January 2019

	<u>Jan 19</u>
Income	
361000 · Interest Received	0.34
389000 · Other Misc. Revenue	100.00
Total Income	<u>100.34</u>
Expense	
531300 · Food	70.81
523300 · Advertising	
523312 · School Sponsor Ads	250.00
Total 523300 · Advertising	<u>250.00</u>
Total Expense	<u>320.81</u>
Net Income	<u><u>-220.47</u></u>

12:38 PM  
02/15/19  
Accrual Basis

Monroe Convention & Visitors Bureau  
**Balance Sheet**  
As of January 31, 2019

	<u>Jan 31, 19</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	17,590.55
Total Checking/Savings	<u>17,590.55</u>
Total Current Assets	<u>17,590.55</u>
<b>TOTAL ASSETS</b>	<u><u>17,590.55</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	17,911.02
Net Income	-320.47
Total Equity	<u>17,590.55</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>17,590.55</u></u>

**Backup material for agenda item:**

CVB 2019 Budget

## 2019 CVB Budget

2/15/19

<u>Item Name</u>	<u>2018 Actual</u>	<u>2019 Budget</u>	<u>2019 Actual</u>
2017 year-end balance	\$31,995.14	\$17,911.02	
Income			
Hotel/Motel Tax	\$ 42,995.60	\$ 43,000.00	\$ -
VC Revenue	\$ 587.82	\$ 600.00	\$ -
Grants	\$ -	\$ -	\$ -
<b>Total Income</b>	<b>\$ 43,583.42</b>	<b>\$ 43,600.00</b>	<b>\$ -</b>
Newspapers			
Walton Tribune	\$ -	\$ -	\$ -
Barrow County News	\$ -	\$ -	\$ -
Oconee Leader	\$ -	\$ -	\$ -
<b>Total Newspapers</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
TV Commercial	\$ 10,925.00	\$ 15,000.00	\$ -
<b>Total TV Commercial</b>	<b>\$ 10,925.00</b>	<b>\$ 15,000.00</b>	<b>\$ -</b>
Billboards	\$ -	\$ 5,000.00	\$ -
<b>Total Billboards</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Magazines			
Georgia Connector	\$ 3,565.17	\$ -	\$ -
Southern Distinction	\$ -	\$ -	\$ -
Walton Living	\$ 1,320.00	\$ -	\$ -
Oconee Enterprise	\$ -	\$ -	\$ -
Chamber Magazine	\$ 4,377.00	\$ -	\$ -
Southern Living	\$ -	\$ -	\$ -
<b>Total Magazines</b>	<b>\$ 9,262.17</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>
Direct Mail			
Event Postcard	\$ 3,394.63	\$ 3,500.00	\$ -
<b>Direct Mail Total</b>	<b>\$ 3,394.63</b>	<b>\$ 3,500.00</b>	<b>\$ -</b>
<b>School Sponsor (GWA/MAHS)</b>	<b>\$ 850.00</b>	<b>\$ 1,300.00</b>	<b>\$ -</b>
Online			
Monroe Local	\$ 1,350.00	\$ 1,350.00	\$ -
Facebook	\$ -	\$ 600.00	\$ -
<b>Total Online</b>	<b>\$ 1,350.00</b>	<b>\$ 1,950.00</b>	<b>\$ -</b>
<b>Holiday Lights</b> (downtown lights + new driving displays)	<b>\$ 8,000.00</b>	<b>\$ 8,000.00</b>	<b>\$ -</b>
Contract Labor			
VC + Events	\$ -	\$ -	\$ -
Farmers Market	\$ 2,700.00	\$ -	\$ -



## 2019 CVB Budget

2/15/19

Total FM Position	\$ 2,700.00	\$ -	\$ -
Visitors Center	\$ 403.37	\$ 1,000.00	\$ -
Miscellaneous:			
Tourism Tours	\$ -	\$ 1,000.00	\$ -
New Planters	\$ 6,000.00	\$ 6,000.00	\$ -
Santa Fee	\$ -	\$ -	\$ -
Historic Walking Tour	\$ 5,130.00	\$ -	\$ -
Alleyways/Mural	\$ 1,987.37	\$ 2,000.00	\$ -
Memberships	\$ 265.00	\$ 300.00	\$ -
Festival Parnterships	\$ -	\$ -	\$ -
Chamber Map	\$ -	\$ -	\$ -
Bank Fees	\$ -	\$ -	\$ -
Trainings	\$ 500.00	\$ 500.00	\$ -
Calendars	\$ -	\$ -	\$ -
Childers Improvements	\$ -	\$ 2,500.00	\$ -
Marketing Grant	\$ -	\$ -	\$ -
Radio Ads	\$ 400.00	\$ 600.00	\$ -
Hometown Teams	\$ -	\$ -	\$ -
Bicentennial Events	\$ -	\$ -	\$ -
Online Gift Registry Tool	\$ -	\$ -	\$ -
Corridor Signs	\$ -	\$ 10,000.00	\$ -
Pressure Washing	\$ 5,700.00	\$ -	\$ -
Sculpt Monroe	\$ 800.00	\$ -	\$ -
Antiques Capital Mkt	\$ -	\$ 3,000.00	\$ -
Total Misc	\$ 20,782.37	\$ 22,900.00	\$ -
<b>Total Expenses</b>	\$ 57,667.54	\$ 58,650.00	\$ -
<b>NET INCOME:</b>	<b>\$17,911.02</b>	<b>\$2,861.02</b>	<b>\$ -</b>