



Convention and Visitors Bureau

AGENDA

Thursday, April 13, 2023

9:00 AM

City Hall

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. EnterTextHere

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. Approval of February Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be May 11th , 2023 at Monroe City Hall

ADJOURN

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
MARCH 23, 2023 – 9:00 A.M.**

The Convention & Visitors Bureau Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson Meredith Malcom Whit Holder Ross Bradley Chris Collins Myoshia Crawford Lee Malcom	Chairman Vice-Chairman Board Member Board Member Board Member City Council Representative City Council Representative
----------------	---	---

Those Absent:	Wesley Sisk Andrea Gray	Board Member Secretary
---------------	----------------------------	---------------------------

Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Kaitlyn Stubbs, Sara Shropshire, John Howard

Visitors:

I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present except Wesley Sisk. There was a quorum.

2. Approval of Previous Meeting Minutes

a. February 9, 2023 Minutes

To approve the minutes as presented.

*Motion by Bradley, seconded by Malcom.
Passed Unanimously*

3. Approval of Financial Statements

a. December Financials

To approve the financials as presented.

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

b. January Financials

To approve the financials as presented.

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

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

Ms. Leigh Ann Aldridge explained the current commercials are running now, but she is getting pricing for new commercials.

IV. OLD BUSINESS

The Committee discussed hotels in the downtown area.

Committee Member Chris Collin questioned whether there is a way to tie a parking deck in with a hotel.

City Administrator Logan Propes answered a parking deck is unlikely, due to the space that is being looked at for the hotel.

Ms. Leigh Ann Aldridge stated the Inn at Sparrow Hill Manor is still open; they just are not offering food anymore.

Ms. Lee Malcom questioned who renovated the house next to Sparrow Hill Manor.

Ms. Aldridge answered that she did not know.

Chairman Anderson requested for Ms. Aldridge to get current pricing.

V. NEW BUSINESS

None.

VI. ANNOUNCEMENTS

1. Next Meeting – April 13, 2023 at 9:00 am at City Hall

VII. ADJOURN

*Motion by Holder, seconded by Collin.
Passed Unanimously*



Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 02/28/2023

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	0.00	0.00	0.00
003-7540-334000	STATE GRANTS RECEIVED	0.00	0.00	0.00	0.00	0.00
003-7540-336001	HOTEL MOTEL FUNDS	0.00	0.00	0.00	0.00	0.00
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.00	2.76	-2.76
003-7540-389000	OTHER	0.00	0.00	0.00	0.00	0.00
	Revenue Total:	0.00	0.00	0.00	2.76	
Expense						
003-7540-522140	LAWN CARE & MAINTENANCE	0.00	0.00	0.00	0.00	0.00
003-7540-523300	ADVERTISING	0.00	0.00	0.00	2,587.25	-2,587.25
003-7540-523311	ADVTSG - ONLINE ADS	0.00	0.00	0.00	0.00	0.00
003-7540-523312	ADVTSG - SCHOOL SPONSOR ADS	0.00	0.00	0.00	0.00	0.00
003-7540-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	0.00	0.00
003-7540-523314	ADVTSG - MAGAZINES	0.00	0.00	0.00	0.00	0.00
003-7540-523315	ADVTSG - COMMERCIAL	0.00	0.00	0.00	0.00	0.00
003-7540-523316	ADTSG - RADIO	0.00	0.00	0.00	0.00	0.00
003-7540-523317	ADVTSG - NEWSPAPER	0.00	0.00	0.00	0.00	0.00
003-7540-523400	PRINTING	0.00	0.00	0.00	0.00	0.00
003-7540-523600	DUES/FEES	0.00	0.00	19.00	19.00	-19.00
003-7540-523700	TRAINING & EDUCATION -EMPLOYEE	0.00	0.00	0.00	0.00	0.00
003-7540-523850	CONTRACT LABOR	0.00	0.00	0.00	0.00	0.00
003-7540-523902	SOFTWARE	0.00	0.00	0.00	0.00	0.00
003-7540-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	0.00	0.00
003-7540-531110	SPONSORSHIPS/DONATIONS	0.00	0.00	0.00	0.00	0.00
003-7540-531122	OFF SUPPLIES-VISITORS CENTER	0.00	0.00	0.00	0.00	0.00
003-7540-531300	FOOD	0.00	0.00	0.00	0.00	0.00
003-7550-523311	ADVTSG - ONLINE ADS	0.00	0.00	0.00	0.00	0.00
003-7550-523312	ADVTSG - SCHOOL SPONSOR ADS	0.00	0.00	0.00	0.00	0.00
003-7550-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	0.00	0.00
003-7550-523314	ADVTSG - MAGAZINES	0.00	0.00	0.00	0.00	0.00
003-7550-523315	ADVTSG - COMMERCIAL	0.00	0.00	0.00	0.00	0.00
	Expense Total:	0.00	0.00	19.00	2,606.25	
	Total Surplus (Deficit):	0.00	0.00	-19.00	-2,603.49	



Monroe, GA

Trial Balance Account Summary

Date Range: 02/01/2023 - 02/28/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111116	CVB WELLS FARGO	74,921.17	0.00	60,000.00	-60,000.00	14,921.17
003-111117	CVB SYNOVUS	0.00	60,000.00	19.00	59,981.00	59,981.00
003-111199	CLAIM ON CASH	0.00	0.00	0.00	0.00	0.00
003-111900	DUE FROM OTHERS	0.00	0.00	0.00	0.00	0.00
003-111901	ACCOUNTS RECEIVABLE - MISC	0.00	0.00	0.00	0.00	0.00
Liability						
003-121100	ACCOUNTS PAYABLE	0.00	0.00	0.00	0.00	0.00
003-121199	AP PENDING DUE TO POOLED CASH	0.00	0.00	0.00	0.00	0.00
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	0.00	0.00	0.00	0.00	0.00
003-7540-334000	STATE GRANTS RECEIVED	0.00	0.00	0.00	0.00	0.00
003-7540-336001	HOTEL MOTEL FUNDS	0.00	0.00	0.00	0.00	0.00
003-7540-361000	INTEREST REVENUES	-2.76	0.00	0.00	0.00	-2.76
003-7540-389000	OTHER	0.00	0.00	0.00	0.00	0.00
Expense						
003-7540-522140	LAWN CARE & MAINTENANCE	0.00	0.00	0.00	0.00	0.00
003-7540-523300	ADVERTISING	2,587.25	0.00	0.00	0.00	2,587.25
003-7540-523311	ADVTSG - ONLINE ADS	0.00	0.00	0.00	0.00	0.00
003-7540-523312	ADVTSG - SCHOOL SPONSOR ADS	0.00	0.00	0.00	0.00	0.00
003-7540-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	0.00	0.00
003-7540-523314	ADVTSG - MAGAZINES	0.00	0.00	0.00	0.00	0.00
003-7540-523315	ADVTSG - COMMERCIAL	0.00	0.00	0.00	0.00	0.00
003-7540-523316	ADTSG - RADIO	0.00	0.00	0.00	0.00	0.00
003-7540-523317	ADVTSG - NEWSPAPER	0.00	0.00	0.00	0.00	0.00
003-7540-523400	PRINTING	0.00	0.00	0.00	0.00	0.00
003-7540-523600	DUES/FEES	0.00	19.00	0.00	19.00	19.00
003-7540-523700	TRAINING & EDUCATION -EMPLOYEE	0.00	0.00	0.00	0.00	0.00
003-7540-523850	CONTRACT LABOR	0.00	0.00	0.00	0.00	0.00
003-7540-523902	SOFTWARE	0.00	0.00	0.00	0.00	0.00
003-7540-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	0.00	0.00
003-7540-531110	SPONSORSHIPS/DONATIONS	0.00	0.00	0.00	0.00	0.00
003-7540-531122	OFF SUPPLIES-VISITORS CENTER	0.00	0.00	0.00	0.00	0.00
003-7540-531300	FOOD	0.00	0.00	0.00	0.00	0.00
003-7550-523311	ADVTSG - ONLINE ADS	0.00	0.00	0.00	0.00	0.00
003-7550-523312	ADVTSG - SCHOOL SPONSOR ADS	0.00	0.00	0.00	0.00	0.00
003-7550-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	0.00	0.00
003-7550-523314	ADVTSG - MAGAZINES	0.00	0.00	0.00	0.00	0.00
003-7550-523315	ADVTSG - COMMERCIAL	0.00	0.00	0.00	0.00	0.00
Fund 003 Total:		0.00	60,019.00	60,019.00	0.00	0.00
Report Total:		0.00	60,019.00	60,019.00	0.00	0.00