



Convention and Visitors Bureau Meeting

AGENDA

Thursday, May 11, 2023
9:00 AM
City Hall - 215 N Broad Street

CALL TO ORDER

1.

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[2.](#)

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[3.](#) March Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next meeting will be June 8th 2023 at Monroe City Hall

ADJOURN

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
APRIL 13, 2023 – 9:00 A.M.**

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

Those Present:	Lisa Reynolds Anderson Meredith Malcom Andrea Gray Whit Holder Wesley Sisk Chris Collins Myoshia Crawford Lee Malcom	Chairman Vice-Chairman Secretary Board Member Board Member Board Member City Council Representative City Council Representative
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Those Absent:	Ross Bradley	Board Member
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Staff Present:	Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Kaitlyn Stubbs, Chris Bailey, Sara Shropshire, Chris Croy, Les Russell, John Howard
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Visitors:

I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present except Ross Bradley. There was a quorum.

2. Approval of Previous Meeting Minutes

a. March 23, 2023 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. February Financials

To approve the financials as presented.

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

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

Ms. Leigh Ann Aldridge explained that she has reached out to Comcast about the commercials, but will wait until the trees and flowers have filled in. She also met with another company that focuses on streaming for possible future use to reach a wider range.

Chairman Anderson suggested the end of May or beginning of June for the commercials.

IV. OLD BUSINESS

The Committee discussed hotels in the downtown area.

City Administrator Logan Propes explained they are continuing discussions for the hotel, but it is going very slow.

Chairman Anderson questioned the house next to Sparrow Hill Inn.

Mr. Propes answered the house was recently purchased.

Council Member Lee Malcom stated the house behind Sparrow Hill Inn is under contract; it will be a single-family residence.

V. NEW BUSINESS

Ms. Leigh Ann Aldridge stated the Main Street Meet Up will be on April 21. There are 32 people registered right now, which includes managers from across the region. The event is scheduled from 10:00 to 2:00. The plan is to meet and park at the Visitors Center, see the Museum, walk to the Town Green Project, and go to The Roe for lunch at 1:00. She will need a count for anyone that wants to attend the luncheon.

Council Member Lee Malcom stated there is a new psychiatrist in town that is looking for a space of about 2,100 square feet.

The Committee discussed various spaces that are available.

VI. ANNOUNCEMENTS

1. Next Meeting – May 11, 2023 at 9:00 am at City Hall

VII. ADJOURN

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



Monroe, GA

Trial Balance Account Summary

Date Range: 03/01/2023 - 03/31/2023

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	14,921.17	2.18	14,923.23	-14,921.05	0.12
003-111117	CVB SYNOVUS	59,981.00	5,598.64	349.62	5,249.02	65,230.02
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	2.18	-2.18	-4.94
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	19.00	46.54	0.00	46.54	65.54
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	9,627.67	0.00	9,627.67	9,627.67
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	15,275.03	15,275.03	0.00	0.00
Report Total:		0.00	15,275.03	15,275.03	0.00	0.00



Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 03/31/2023

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	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	2.18	4.94	-4.94
003-7540-389000	OTHER	0.00	0.00	0.00	0.00	0.00
	Revenue Total:	0.00	0.00	2.18	4.94	
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	46.54	65.54	-65.54
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	9,627.67	9,627.67	-9,627.67
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	9,674.21	12,280.46	
	Total Surplus (Deficit):	0.00	0.00	-9,672.03	-12,275.52	