



**Convention and Visitors Bureau**

**AGENDA**

**Thursday, July 08, 2021**

**8:00 AM**

**City Hall - 215 N. Broad Street**

**CALL TO ORDER**

**ROLL CALL**

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

- [1.](#) CVB June Minutes

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

- [2.](#) CVB May Financials
- [3.](#) 2021 Budget Review

**Chairman's Report**

**Director's Report**

**OLD BUSINESS**

**NEW BUSINESS**

**ANNOUNCEMENTS**

Next meeting will be Month XX, 20XX at Monroe City Hall

**ADJOURN**



## Convention and Visitors Bureau

### MINUTES

Thursday, June 03, 2021

9:00 AM

City Hall - 215 N. Broad Street

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#### **CALL TO ORDER**

Meeting was called to order at 9:00 am.

#### **ROLL CALL**

##### PRESENT

Chairman Lisa Anderson

Vice Chairman Meredith Malcom

Secretary Andrea Gray

Board Member Wesley Sisk

City Council Representative Ross Bradley

##### CITY STAFF

Sadie Krawczyk

Leigh Ann Walker

Les Russell

##### ABSENT

Board Member Whit Holder

Board Member Charles Sanders

Board Member Chris Collin

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

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

. CVB May Meeting Minutes

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

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

. CVB April Financials

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

**Chairman's Report**

None

**Director's Report**

None

**OLD BUSINESS**

TripAdvisor Advertising Co-op update

**NEW BUSINESS**

Bicentennial Planning Committee Meeting?  
Meeting scheduled for June 15th at 9:00 am.

**ANNOUNCEMENTS**

Next meeting will be July 8, 2021 at Monroe City Hall

**ADJOURN**

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

**Monroe Convention & Visitors Bureau**  
**Balance Sheet**  
As of May 31, 2021

	<u>May 31, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	33,421.13
Total Checking/Savings	<u>33,421.13</u>
Total Current Assets	<u>33,421.13</u>
<b>TOTAL ASSETS</b>	<b><u>33,421.13</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	1,137.29
Total Equity	<u>33,421.13</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>33,421.13</u></b>

**Monroe Convention & Visitors Bureau**  
**Profit & Loss**  
May 2021

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	<u>May 21</u>
<b>Income</b>	
361000 · Interest Received	0.30
<b>Total Income</b>	<u>0.30</u>
<b>Expense</b>	
523300 · Advertising	
523314 · Magazines	700.00
523315 · Commercial	939.00
	<u>1,639.00</u>
<b>Total 523300 · Advertising</b>	<u>1,639.00</u>
<b>Total Expense</b>	<u>1,639.00</u>
<b>Net Income</b>	<u><u>-1,638.70</u></u>

**Monroe Convention & Visitors Bureau**  
**Profit & Loss**  
January through May 2021

	Jan - May 21
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	11,078.16
361000 · Interest Received	1.32
389000 · Other Misc. Revenue	125.00
	11,204.48
<b>Total Income</b>	11,204.48
<b>Expense</b>	
523300 · Advertising	
523313 · Direct Mail	5,324.94
523314 · Magazines	700.00
523315 · Commercial	3,554.25
	9,579.19
<b>Total 523300 · Advertising</b>	9,579.19
523600 · Dues and Subscriptions	488.00
	10,067.19
<b>Total Expense</b>	10,067.19
<b>Net Income</b>	<b>1,137.29</b>

## 2021 CVB Budget

5/31

7

<u>Item Name</u>	<u>2020 Budget</u>	<u>2020 Actual</u>	<u>2021 Budget</u>	<u>2021 Actual</u>
Previous year-end balance	\$ 38,446.31	\$ 38,446.31	\$ 32,283.84	\$ 32,283.84
<b>Income</b>				
Hotel/Motel Tax	\$ 47,000.00	\$ 51,306.61	\$ 51,300.00	\$ 11,078.16
VC Revenue	\$ 600.00	\$ 200.00	\$ 500.00	\$ 125.00
Interest Revenue	\$ 5.00	\$ 4.39	\$ 5.00	\$ 1.32
Grants	\$ -	\$ -	\$ -	\$ -
<b>Total Income</b>	<b>\$ 47,605.00</b>	<b>\$ 51,511.00</b>	<b>\$ 51,805.00</b>	<b>\$ 11,204.48</b>
<b>Newspapers</b>				
Walton Tribune	\$ 1,500.00	\$ 350.00	\$ -	\$ -
Barrow County News	\$ -	\$ -	\$ -	\$ -
Oconee Leader	\$ -	\$ -	\$ -	\$ -
<b>Total Newspapers</b>	<b>\$ 1,500.00</b>	<b>\$ 350.00</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TV Commercial</b>				
TV Commercial	\$ 18,000.00	\$ 19,109.50	\$ 15,000.00	\$ 3,554.25
<b>Total TV Commercial</b>	<b>\$ 18,000.00</b>	<b>\$ 19,109.50</b>	<b>\$ 15,000.00</b>	<b>\$ 3,554.25</b>
<b>Billboards</b>				
Billboards	\$ -	\$ -	\$ -	\$ -
<b>Total Billboards</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Magazines</b>				
Georgia Connector	\$ 3,565.17	\$ 5,941.95	\$ 4,753.56	\$ -
Southern Distinction	\$ -	\$ -	\$ -	\$ -
Walton Living	\$ 1,225.00	\$ -	\$ 1,500.00	\$ 700.00
Oconee Enterprise	\$ -	\$ -	\$ -	\$ -
Chamber Magazine	\$ 3,250.00	\$ 3,500.00	\$ 1,746.44	\$ -
Southern Living	\$ -	\$ -	\$ -	\$ -
<b>Total Magazines</b>	<b>\$ 8,040.17</b>	<b>\$ 9,441.95</b>	<b>\$ 8,000.00</b>	<b>\$ 700.00</b>
<b>Direct Mail</b>				
Event Postcard	\$ 5,000.00	\$ 4,955.89	\$ 5,000.00	\$ 5,324.94
<b>Direct Mail Total</b>	<b>\$ 5,000.00</b>	<b>\$ 4,955.89</b>	<b>\$ 5,000.00</b>	<b>\$ 5,324.94</b>
<b>School Sponsor (GWA/MAHS)</b>	<b>\$ 1,300.00</b>	<b>\$ 1,500.00</b>	<b>\$ 1,500.00</b>	<b>\$ -</b>
<b>Online</b>				
Monroe Local	\$ 1,350.00	\$ 2,050.00	\$ -	\$ -
Social Media	\$ 1,750.00	\$ -	\$ 1,000.00	\$ -
<b>Total Online</b>	<b>\$ 3,100.00</b>	<b>\$ 2,050.00</b>	<b>\$ 1,000.00</b>	<b>\$ -</b>
<b>Holiday Lights</b> (downtown lights + new driving displays)	<b>\$ 8,000.00</b>	<b>\$ 15,649.22</b>	<b>\$ 8,000.00</b>	<b>\$ -</b>
<b>Contract Labor</b>				
VC + Events	\$ -	\$ -	\$ -	\$ -

## 2021 CVB Budget

Social Media	\$ -	\$ -	\$ -		\$ -
Tota	\$ -	\$ -	\$ -		\$ -
Visitors Center	\$ 1,000.00	\$ 127.91	\$ 500.00		\$ -
Miscellaneous:					
Alcohol Licenses	\$ -	\$ 25.00	\$ 100.00		\$ -
Tourism Tours	\$ 1,000.00	\$ -	\$ 1,000.00		\$ -
New Planters	\$ 4,200.00	\$ 4,100.00	\$ 4,100.00		\$ -
Historic Walking Tour	\$ -	\$ -	\$ -		\$ -
Alleyways/Mural	\$ 8,000.00	\$ -	\$ 5,000.00		\$ -
Memberships	\$ 120.00	\$ -	\$ 120.00		\$ 120.00
BMI licensing	\$ 364.00	\$ 364.00	\$ 368.00		\$ 368.00
Festival Parnterships	\$ -	\$ -	\$ -		\$ -
Bank Fees	\$ -	\$ -	\$ -		\$ -
Trainings	\$ 500.00	\$ -	\$ 500.00		\$ -
Childers Improvements	\$ 2,500.00	\$ -	\$ -		\$ -
Marketing Grant	\$ -	\$ -	\$ -		\$ -
Radio Ads	\$ 600.00	\$ -	\$ -		\$ -
Bicentennial Events	\$ -	\$ -	\$ 2,500.00		\$ -
Corridor Signs	\$ 9,000.00	\$ -	\$ -		\$ -
Downtown Green	\$ -	\$ -	\$ -		\$ -
City of Monroe Branding	\$ -	\$ -	\$ -		\$ -
Trip Advisor Campaign	\$ -	\$ -	\$ 5,000.00		\$ -
Bicentennial Events	\$ -	\$ -	\$ -		\$ -
Antiques Capital Mkt	\$ 3,000.00	\$ -	\$ -		\$ -
Total Misc	\$ 29,284.00	\$ 4,489.00	\$ 18,688.00		\$ 488.00
<b>Total Expenses</b>	\$ 75,224.17	\$ 57,673.47	\$ 57,688.00		\$ 10,067.19
<b>NET INCOME:</b>	<b>\$10,827.14</b>	<b>\$ (6,162.47)</b>	<b>\$ (5,883.00)</b>		<b>\$ 1,137.29</b>
YEAR-END BALANCE:		\$32,283.84	\$26,400.84		\$33,421.13