



Convention and Visitors Bureau

AGENDA

Thursday, November 10, 2022

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. CVB October Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

2. CVB September Financials

Chairman's Report

Director's Report

OLD BUSINESS

3. Lighted Monroe Sign on the Water Tower

NEW BUSINESS

4. Event Branding Complete

ANNOUNCEMENTS

Next meeting will be December 8th 8:00 am at Monroe City Hall

ADJOURN



Convention and Visitors Bureau

MINUTES

**Thursday, October 17 2022 9:00 AM
City Hall - 140 Washington Street, Synovus Bank**

CALL TO ORDER

Meeting was called to order at 9:06 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson
Vice Chairman Meredith Malcom
Secretary Andrea Gray
Board Member Whit Holder
Board Member Wesley Sisk
Board Member Ross Bradley
Board Member Chris Collin

ABSENT

City Council Rep Myosha Crawford
City Council Rep Lee Malcom

CITY STAFF

Logan Propes Les Russell
Leigh Ann Walker Sara Shropshire
Chris Bailey Katie Butler

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

. CVB September Minutes

Approved - Motion made Vice Chair Malcom, Seconded by Board Member Bradley. Voting Yea: Chairman Anderson, Secretary Gray, Board Member Holder, Board Member Sisk, Board, Board Member Collin.

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB August Financials

Approved - Motion made Board Member Bradley, Seconded by Vice Chair Malcom, . Voting Yea: Chairman Anderson, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Collin.

Chairman's Report

None.

Director's Report

OLD BUSINESS

TV commercials ended air time with Braves baseball the holiday schedule will begin next month. Contacts have been made for engineering for the lighted sign on the water tower. A structural integrity study will be done by the city to ensure the project can be done. The board will continue discussions at the retreat and form a plan of action for the project.

NEW BUSINESS

none

ANNOUNCEMENTS

The next meeting will be at on November 10th at 8:00 am at City Hall

ADJOURN

9:25 am. Motion made by Board Member Ross Bradley, Seconded by Board Member Sisk. Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Collin.

General Ledger

As of September 30, 2022

Type	Date	Num	Name	Memo	Split	Amount	Balance
111116 · General Fund Checking							48,220.60
Check	09/27/2022	1596	Effectv		523315 · C...	-3,411.00	44,809.60
Check	09/27/2022	1597	GA CONNECTOR		523300 · A...	-3,565.17	41,244.43
Deposit	09/28/2022			Deposit	314100 · H...	20,120.98	61,365.41
Deposit	09/30/2022			Interest	361000 · Int...	0.41	61,365.82
Total 111116 · General Fund Checking						13,145.22	61,365.82
111900 · Accts. Rec. - City of Monroe							0.00
Total 111900 · Accts. Rec. - City of Monroe							0.00
1499 · Undeposited Funds							0.00
Total 1499 · Undeposited Funds							0.00
121101 · Accounts Pay.							0.00
Total 121101 · Accounts Pay.							0.00
121100 · Accounts Payables							0.00
Total 121100 · Accounts Payables							0.00
121300 · Payroll Deductions							0.00
Total 121300 · Payroll Deductions							0.00
134220 · CVB Fund Balance							-38,681.13
Total 134220 · CVB Fund Balance							-38,681.13
3000 · Opening Bal Equity							0.00
Total 3000 · Opening Bal Equity							0.00
334000 · State Grants Received							0.00
Total 334000 · State Grants Received							0.00
371004 · Contributions and Donations							0.00
Total 371004 · Contributions and Donations							0.00
314100 · Hotel/Motel Tax Funds							-33,887.81
Deposit	09/28/2022	1058	City of Monroe	3RD QTR ...	111116 · G...	-20,120.98	-54,008.79
Total 314100 · Hotel/Motel Tax Funds						-20,120.98	-54,008.79
361000 · Interest Received							-2.12
Deposit	09/30/2022			Interest	111116 · G...	-0.41	-2.53
Total 361000 · Interest Received						-0.41	-2.53
389000 · Other Misc. Revenue							-2,325.00
Total 389000 · Other Misc. Revenue							-2,325.00
523902 · Software							0.00
Total 523902 · Software							0.00
522140 · Landscape							0.00
Total 522140 · Landscape							0.00
531300 · Food							0.00
Total 531300 · Food							0.00
523850 · Contract Labor							2,000.00
Total 523850 · Contract Labor							2,000.00
512920 · Travel Exp.							0.00
6370 · Meals							0.00
Total 6370 · Meals							0.00
512920 · Travel Exp. - Other							0.00
Total 512920 · Travel Exp. - Other							0.00
Total 512920 · Travel Exp.							0.00

General Ledger

As of September 30, 2022

Type	Date	Num	Name	Memo	Split	Amount	Balance
521200 · Professional Fees							0.00
5213 · Legal Fees							0.00
Total 5213 · Legal Fees							0.00
521200 · Professional Fees - Other							0.00
Total 521200 · Professional Fees - Other							0.00
Total 521200 · Professional Fees							0.00
523100 · Communications							0.00
Total 523100 · Communications							0.00
523300 · Advertising							20,339.46
523318 · Billboards							0.00
Total 523318 · Billboards							0.00
523316 · Radio							0.00
Total 523316 · Radio							0.00
523311 · Online Ads							0.00
Total 523311 · Online Ads							0.00
523312 · School Sponsor Ads							0.00
Total 523312 · School Sponsor Ads							0.00
523313 · Direct Mail							6,779.20
Total 523313 · Direct Mail							6,779.20
523314 · Magazines							0.00
Total 523314 · Magazines							0.00
Utility Bill Inserts							0.00
Total Utility Bill Inserts							0.00
523315 · Commercial							6,196.00
Check	09/27/2022	1596	Effectv	SG94764	111116 · G...	3,411.00	9,607.00
Total 523315 · Commercial						3,411.00	9,607.00
523317 · Newspapers							0.00
Total 523317 · Newspapers							0.00
523300 · Advertising - Other							7,364.26
Check	09/27/2022	1597	GA CONNECTOR	IN 27931-4...	111116 · G...	3,565.17	10,929.43
Total 523300 · Advertising - Other						3,565.17	10,929.43
Total 523300 · Advertising						6,976.17	27,315.63
523200 · Public Relations							0.00
Total 523200 · Public Relations							0.00
523400 · Printing							0.00
Total 523400 · Printing							0.00
523600 · Dues and Subscriptions							511.00
Total 523600 · Dues and Subscriptions							511.00
523700 · Training & Education							0.00
Total 523700 · Training & Education							0.00
531250 · Office Supplies							0.00
Visitors Center							0.00
Total Visitors Center							0.00
531250 · Office Supplies - Other							0.00
Total 531250 · Office Supplies - Other							0.00
Total 531250 · Office Supplies							0.00

Monroe Convention & Visitors Bureau

General Ledger

As of September 30, 2022

Type	Date	Num	Name	Memo	Split	Amount	Balance
532900 · Misc. Expense							3,825.00
Equipment for Downtown							1,500.00
Total Equipment for Downtown							1,500.00
Marketing Grant							0.00
Total Marketing Grant							0.00
Childers Projects							0.00
Total Childers Projects							0.00
Alleyways/Murals							0.00
Total Alleyways/Murals							0.00
Festival Partnerships							0.00
Total Festival Partnerships							0.00
New Planters							0.00
Total New Planters							0.00
532900 · Misc. Expense - Other							2,325.00
Total 532900 · Misc. Expense - Other							2,325.00
Total 532900 · Misc. Expense							3,825.00
6140 · Contributions							0.00
Total 6140 · Contributions							0.00
6560 · Payroll Expenses							0.00
Total 6560 · Payroll Expenses							0.00
No acct							0.00
Total no acct							0.00
TOTAL						0.00	0.00



Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2022 Period Ending: 09/30/2022

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	20,120.56	54,008.79	-54,008.79
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.83	2.53	-2.53
003-7540-389000	OTHER	0.00	0.00	0.00	2,325.00	-2,325.00
	Revenue Total:	0.00	0.00	20,121.39	56,336.32	
Expense						
003-7540-523300	ADVERTISING	0.00	0.00	6,976.17	27,315.63	-27,315.63
003-7540-523600	DUES/FEES	0.00	0.00	0.00	511.00	-511.00
003-7540-523850	CONTRACT LABOR	0.00	0.00	0.00	5,825.00	-5,825.00
	Expense Total:	0.00	0.00	6,976.17	33,651.63	
	Total Surplus (Deficit):	0.00	0.00	13,145.22	22,684.69	

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue	0.00	0.00	20,121.39	56,336.32	-56,336.32
Expense	0.00	0.00	6,976.17	33,651.63	-33,651.63
Total Surplus (Deficit):	0.00	0.00	13,145.22	22,684.69	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
003 - CONVENTION & VISTORS...	0.00	0.00	13,145.22	22,684.69	-22,684.69
Total Surplus (Deficit):	0.00	0.00	13,145.22	22,684.69	

DOWNTOWN
SINCE 1821
Monroe

EVENT LOGOS



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DOWNTOWN MONROE

