

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
OCTOBER 12, 2023 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. September 14, 2023 Minutes**
 - 3. Approval of Financial Statements**
 - a. August Financials**

- II. CHAIRMAN UPDATE**

- III. DIRECTOR UPDATE**

- IV. OLD BUSINESS**

- V. NEW BUSINESS**

- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – November 2, 2023 at 9:00 am at City Hall**

- VII. ADJOURN**

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
SEPTEMBER 14, 2023 – 9:00 A.M.**

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

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary
	Whit Holder	Board Member
	Brittany Palazzo	Board Member
	Chris Collins	Board Member
	Myoshia Crawford	City Council Representative
	Lee Malcom	City Council Representative

Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Les Russell, Dwayne Day

Visitors:

I. CALL TO ORDER

1. Roll Call

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

2. Approval of Previous Meeting Minutes

a. July 13, 2023 Minutes

To approve the minutes as presented.

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

b. August 10, 2023 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. June Financials

Committee Members and Ms. Beth Thompson discussed the financials.

To approve the July Financials.

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

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

There was no update.

IV. OLD BUSINESS Water**1. Commercial Update**

Ms. Leigh Ann Aldridge stated the commercial has been filmed, and they are working on the voice over.

2. Water Tower Update

Committee Member Meredith Malcom stated that Bruce Verge has concerns about the long-term stability of placing the art on top of the water tower. There are a lot of challenges. She discussed putting a replica at the Town Green to pay tribute to the old sign; it would be easier to install and less expensive.

City Administrator Logan Propes suggested it could also be at the old City Hall.

The Committee, Mr. Propes, Mr. Bailey, and Ms. Aldridge discussed placement options.

3. QR Code Museum Project Update

Chairman Anderson stated the QR Code Project is moving forward. They have hand delivered the letters to some of the businesses.

V. NEW BUSINESS

There was no new business.

VI. ANNOUNCEMENTS**1. Next Meeting – October 12, 2023 at 9:00 am at City Hall****VII. ADJOURN**

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

CVB Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 08/31/2023



Monroe, GA

		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	38,826.47	-38,826.47
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.00	4.94	-4.94
	Revenue Total:	0.00	0.00	0.00	38,831.41	
Expense						
003-7540-523300	ADVERTISING	0.00	0.00	1,976.00	10,472.25	-10,472.25
003-7540-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	9,324.59	-9,324.59
003-7540-523314	ADVTSG - MAGAZINES	0.00	0.00	4,753.56	4,753.56	-4,753.56
003-7540-523600	DUES/FEES	0.00	0.00	0.00	262.28	-262.28
003-7540-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	303.20	-303.20
	Expense Total:	0.00	0.00	6,729.56	25,115.88	
	Total Surplus (Deficit):	0.00	0.00	-6,729.56	13,715.53	



Monroe, GA

Trial Balance Account Summary

Date Range: 08/01/2023 - 08/31/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	97,950.75	0.00	10,029.46	-10,029.46	87,921.29
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	-38,826.47	0.00	0.00	0.00	-38,826.47
003-7540-361000	INTEREST REVENUES	-4.94	0.00	0.00	0.00	-4.94
Expense						
003-7540-523300	ADVERTISING	8,496.25	1,976.00	0.00	1,976.00	10,472.25
003-7540-523313	ADVTSG - DIRECT MAIL	9,324.59	0.00	0.00	0.00	9,324.59
003-7540-523314	ADVTSG - MAGAZINES	0.00	4,753.56	0.00	4,753.56	4,753.56
003-7540-523315	ADVTSG - COMMERCIAL	0.00	3,250.00	0.00	3,250.00	3,250.00
003-7540-523600	DUES/FEES	262.28	49.90	0.00	49.90	312.18
003-7540-531100	OFFICE SUPPLIES & EXPENSES	303.20	0.00	0.00	0.00	303.20
Fund 003 Total:		0.00	10,029.46	10,029.46	0.00	0.00
Report Total:		0.00	10,029.46	10,029.46	0.00	0.00