



## Convention and Visitors Bureau

### AGENDA

Thursday, August 08, 2019

9:00 AM

City Hall

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#### CALL TO ORDER

#### ROLL CALL

#### APPROVAL OF EXCUSED ABSENCES

#### APPROVAL OF MINUTES FROM PREVIOUS MEETING

[July](#) CVB Minutes

#### APPROVAL OF CURRENT FINANCIAL STATEMENTS

[June](#) CVB Financials

- [3.](#) CVB Budget vs. Actual to date

#### **Chairman's Report**

#### **Director's Report**

Antiques Capital of Georgia rack cards mailed to all state/regional visitors centers.

#### OLD BUSINESS

Delay in parking map edits due to death in the family.

#### NEW BUSINESS

GA Historic Trust Expedition - June 13, 2020

#### ANNOUNCEMENTS

Next meeting will be September 12, 2019 at Monroe City Hall

#### ADJOURN



**Convention and Visitors Bureau**

**MINUTES**

**Thursday, July 11, 2019**

**9:00 AM**

**City Hall**

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**CALL TO ORDER**

Meeting called to order at 9:00 am

**ROLL CALL**

**PRESENT**

- Chairman Lisa Anderson
- Secretary Andrea Gray
- Board member Mike Gray
- Board Member Charles Sanders
- Board Member Wesley Sisk
- City Council Representative Ross Bradley

**ABSENT**

- Vice Chairman Meredith Malcom
- Board Member Whit Holder

**CITY STAFF**

- Sadie Krawczyk
- Leigh Ann Walker
- Sam Tippet
- Darrell Stone
- Les Russell

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

June CVB Minutes

Approved - Motion made by City Council Representative Bradley, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

May CVB Financials

Approved - Motion made by Board member Gray, Seconded by City Council Representative Bradley.

Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Sanders, Board Member Sisk, City Council Representative Bradley

**Chairman's Report**

None

**Director's Report**

- MAB development site

**Antiques Capital website and maps being updated**

**OLD BUSINESS**

Collective update and discussion of continuing the contract; still planning on updating the commercials in the fall.

**NEW BUSINESS**

None.

**ANNOUNCEMENTS**

Next meeting will be August 8th, 2019 at Monroe City Hall

Monroe has been chosen to host the Historic Trust's summer expedition in 2020.

**ADJOURN**

Motion made by Board member Gray, Seconded by City Council Representative Bradley.

Voting Yea: Chairman Anderson, Secretary Gray, Board member Gray, Board Member Sanders,

Board Member Sisk, City Council Representative Bradley

**Monroe Convention & Visitors Bureau**  
**Profit & Loss**  
January through June 2019

Accrual Basis

	<u>Jan - Jun 19</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	10,702.40
361000 · Interest Received	2.10
389000 · Other Misc. Revenue	259.00
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<b>Total Income</b>	10,963.50
<b>Expense</b>	
522140 · Landscape	52.98
531300 · Food	165.41
523850 · Contract Labor	4,600.00
523300 · Advertising	
523311 · Online Ads	1,012.50
523312 · School Sponsor Ads	250.00
523314 · Magazines	2,901.78
523315 · Commercial	4,132.00
523300 · Advertising - Other	2,116.12
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<b>Total 523300 · Advertising</b>	10,412.40
523600 · Dues and Subscriptions	478.00
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<b>Total Expense</b>	15,708.79
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<b>Net Income</b>	<b><u><u>-4,745.29</u></u></b>

**Monroe Convention & Visitors Bureau**  
**Profit & Loss**  
June 2019

Accrual Basis

	<u>Jun 19</u>
<b>Income</b>	
361000 · Interest Received	0.37
389000 · Other Misc. Revenue	51.00
<b>Total Income</b>	<u>51.37</u>
<b>Expense</b>	
523850 · Contract Labor	2,300.00
523300 · Advertising	
523311 · Online Ads	337.50
523314 · Magazines	1,188.39
523300 · Advertising - Other	940.00
<b>Total 523300 · Advertising</b>	<u>2,465.89</u>
<b>Total Expense</b>	<u>4,765.89</u>
<b>Net Income</b>	<u><u>-4,714.52</u></u>

Monroe Convention & Visitors Bureau  
**Balance Sheet**  
As of June 30, 2019

Accrual Basis

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	<u>Jun 30, 19</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	13,065.73
Total Checking/Savings	<u>13,065.73</u>
Total Current Assets	<u>13,065.73</u>
<b>TOTAL ASSETS</b>	<b><u>13,065.73</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	17,811.02
Net Income	<u>-4,745.29</u>
Total Equity	<u>13,065.73</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>13,065.73</u></b>

## 2019 CVB Budget

8/2/19

3.

<u>Item Name</u>	<u>2018 Actual</u>	<u>2019 Budget</u>	<u>2019 Actual</u>
2017 year-end balance	\$31,995.14	\$17,911.02	\$17,911.02
Income			
Hotel/Motel Tax	\$ 42,995.60	\$ 43,000.00	\$ 10,702.40
VC Revenue	\$ 587.82	\$ 600.00	\$ 259.00
Interest Revenue	\$ -	\$ -	\$ 1.73
Grants	\$ -	\$ -	\$ -
<b>Total Income</b>	<b>\$ 43,583.42</b>	<b>\$ 43,600.00</b>	<b>\$ 10,963.13</b>
Newspapers			
Walton Tribune	\$ -	\$ -	\$ 980.00
Barrow County News	\$ -	\$ -	\$ -
Oconee Leader	\$ -	\$ -	\$ -
<b>Total Newspapers</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 980.00</b>
TV Commercial	\$ 10,925.00	\$ 15,000.00	\$ 4,132.00
<b>Total TV Commercial</b>	<b>\$ 10,925.00</b>	<b>\$ 15,000.00</b>	<b>\$ 4,132.00</b>
Billboards	\$ -	\$ 5,000.00	\$ -
<b>Total Billboards</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Magazines			
Georgia Connector	\$ 3,565.17	\$ -	\$ 1,188.39
Southern Distinction	\$ -	\$ -	\$ -
Walton Living	\$ 1,320.00	\$ -	\$ 1,713.39
Oconee Enterprise	\$ -	\$ -	\$ -
Chamber Magazine	\$ 4,377.00	\$ -	\$ -
Southern Living	\$ -	\$ -	\$ -
<b>Total Magazines</b>	<b>\$ 9,262.17</b>	<b>\$ 5,000.00</b>	<b>\$ 2,901.78</b>
Direct Mail			
Event Postcard	\$ 3,394.63	\$ 3,500.00	\$ -
<b>Direct Mail Total</b>	<b>\$ 3,394.63</b>	<b>\$ 3,500.00</b>	<b>\$ -</b>
School Sponsor (GWA/MAHS)	\$ 850.00	\$ 1,300.00	\$ 250.00
Online			
Monroe Local	\$ 1,350.00	\$ 1,350.00	\$ 1,012.50
Facebook	\$ -	\$ 600.00	\$ -
<b>Total Online</b>	<b>\$ 1,350.00</b>	<b>\$ 1,950.00</b>	<b>\$ 1,012.50</b>
Holiday Lights (downtown lights + new driving displays)	\$ 8,000.00	\$ 8,000.00	\$ -
Contract Labor			
VC + Events	\$ -	\$ -	\$ -



## 2019 CVB Budget

8/2/19

3.

Social Media	\$	-	\$	-	\$	4,600.00
Farmers Market	\$	2,700.00	\$	-	\$	-
<b>Total FM Position</b>	<b>\$</b>	<b>2,700.00</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>4,600.00</b>

Visitors Center	\$	403.37	\$	1,000.00	\$	218.39
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Miscellaneous:

Tourism Tours	\$	-	\$	1,000.00	\$	-
New Planters	\$	6,000.00	\$	6,000.00	\$	-
Santa Fee	\$	-	\$	-	\$	-
Historic Walking Tour	\$	5,130.00	\$	-	\$	-
Alleyways/Mural	\$	1,987.37	\$	2,000.00	\$	-
Memberships	\$	265.00	\$	300.00	\$	120.00
BMI licensing	\$	-	\$	-	\$	358.00
Festival Parnterships	\$	-	\$	-	\$	-
Chamber Map	\$	-	\$	-	\$	-
Bank Fees	\$	-	\$	-	\$	-
Trainings	\$	500.00	\$	500.00	\$	-
Calendars	\$	-	\$	-	\$	-
Childers Improvements	\$	-	\$	2,500.00	\$	-
Marketing Grant	\$	-	\$	-	\$	-
Radio Ads	\$	400.00	\$	600.00	\$	-
Hometown Teams	\$	-	\$	-	\$	-
Bicentennial Events	\$	-	\$	-	\$	-
Online Gift Registry Tool	\$	-	\$	-	\$	-
Corridor Signs	\$	-	\$	9,000.00	\$	-
Pressure Washing	\$	5,700.00	\$	-	\$	-
Sculpt Monroe	\$	800.00	\$	-	\$	-
Antiques Capital Mkt	\$	-	\$	3,000.00	\$	1,136.12
<b>Total Misc</b>	<b>\$</b>	<b>20,782.37</b>	<b>\$</b>	<b>24,900.00</b>	<b>\$</b>	<b>1,614.12</b>

<b>Total Expenses</b>	\$	57,667.54	\$	60,650.00	\$	15,708.79
<b>NET INCOME:</b>		<b>\$17,911.02</b>		<b>\$861.02</b>		<b>\$(4,745.66)</b>