

**CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
FEBRUARY 8, 2024 – 9:00 A.M.**

**AGENDA**

- I. CALL TO ORDER**
  - 1. Roll Call**
  - 2. Approval of Previous Meeting Minutes**
    - a. January 11, 2024 Minutes**
  - 3. Approval of Financial Statements**
    - a. December Financials**
- II. CHAIRMAN UPDATE**
- III. DIRECTOR UPDATE**
- IV. OLD BUSINESS**
- V. NEW BUSINESS**
- VI. ANNOUNCEMENTS**
  - 1. Next Meeting – March 14, 2024 at 9:00 am at City Hall**
- VII. ADJOURN**

# CITY OF MONROE

## CONVENTION & VISITORS BUREAU AUTHORITY

### JANUARY 11, 2024 – 9:00 A.M.

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

Those Present:	Lisa Reynolds Anderson Meredith Malcom Andrea Gray Brittany Palazzo Chris Collin Clayton Mathias	Chairman Vice-Chairman Secretary Board Member Board Member Board Member
Those Absent:	Whit Holder Lee Malcom	Board Member City Council Representative
Staff Present:	Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Dwayne Day, Les Russell	
Visitors:	Audrey Fuller, Michelle Thrasher, Julie Treadwell	

#### **I. CALL TO ORDER**

##### **1. Roll Call**

Chairman Anderson noted that all Committee Members were present, except Board Member Whit Holder and City Council Representative Lee Malcom were absent. There was a quorum.

##### **2. Approval of Previous Meeting Minutes**

###### **a. December 14, 2023 Minutes**

To approve the minutes as presented.

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

##### **3. Approval of Financial Statements**

###### **a. November Financials**

To approve the November 2023 Financials.

*Motion by Malcom, seconded by Gray.  
Passed Unanimously*

#### **II. CHAIRMAN UPDATE**

There was no update.

#### **III. DIRECTOR UPDATE**

There was no update.

**IV. OLD BUSINESS**

Committee Member Meredith Malcom stated she will talk to Bruce about the Water Tower.

Chairman Anderson stated she would like the new dining cards with maps to be printed after the new person starts.

The Committee and Mr. Propes discussed the new dining cards and the possibility of using an app that could be updated easily. There could also be links to the restaurants and businesses.

City Administrator Logan Propes stated the commercials are in the final stages of editing.

**V. NEW BUSINESS**

The officer nominations need to be added to the February meeting.

Mr. Propes explained there will be an Urban Redevelopment Agency Meeting in February.

**VI. ANNOUNCEMENTS**

**1. Next Meeting – February 8, 2024 at 9:00 am at City Hall**

**VII. ADJOURN**

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

# CONVENTION & VISITORS BUREAU

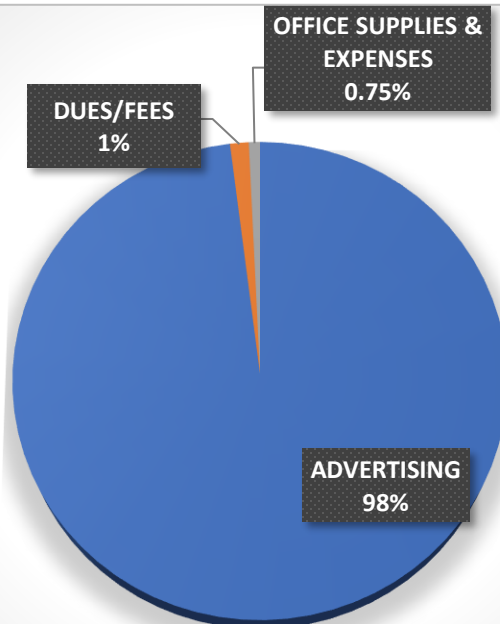
December 2023

	<u>MTD</u>	<u>YTD</u>
Revenue	21,062	82,043
Expense	8,442	40,525
Profit/(Loss)	12,620	41,518

## CVB Revenues



## CVB Expenses





Monroe, GA

# CVB Income Statement

## Account Summary

For Fiscal: 2023 Period Ending: 12/31/2023

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	0.00	0.00	21,061.96	82,038.35	-82,038.35
<a href="#">003-7540-361000</a>	INTEREST REVENUES	0.00	0.00	0.00	4.94	-4.94
	<b>Revenue Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>21,061.96</b>	<b>82,043.29</b>	
<b>Expense</b>						
<a href="#">003-7540-523300</a>	ADVERTISING - EFFECTV	0.00	0.00	4,497.85	18,489.10	-18,489.10
<a href="#">003-7540-523313</a>	ADVERTISING - DIRECT MAIL	0.00	0.00	0.00	9,324.59	-9,324.59
<a href="#">003-7540-523314</a>	ADVERTISING - MAGAZINES	0.00	0.00	3,895.00	8,648.56	-8,648.56
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	0.00	0.00	0.00	3,250.00	-3,250.00
<a href="#">003-7540-523600</a>	DUES/FEES	0.00	0.00	48.89	509.68	-509.68
<a href="#">003-7540-531100</a>	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	303.20	-303.20
	<b>Expense Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>8,441.74</b>	<b>40,525.13</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>12,620.22</b>	<b>41,518.16</b>	



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Trial Balance  
Account Summary

Date Range: 12/01/2023 - 12/31/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
<a href="#">003-111117</a>	CVB SYNOVUS	106,403.60	0.00	8,441.74	-8,441.74	97,961.86
<a href="#">003-111901</a>	ACCOUNTS RECEIVABLE - MISC	0.00	21,061.96	0.00	21,061.96	21,061.96
Equity						
<a href="#">003-135400</a>	FUND BALANCE-ASSIGNED	-77,505.66	0.00	0.00	0.00	-77,505.66
Revenue						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	-60,976.39	0.00	21,061.96	-21,061.96	-82,038.35
<a href="#">003-7540-361000</a>	INTEREST REVENUES	-4.94	0.00	0.00	0.00	-4.94
Expense						
<a href="#">003-7540-523300</a>	ADVERTISING - EFFECTV	13,991.25	4,497.85	0.00	4,497.85	18,489.10
<a href="#">003-7540-523313</a>	ADVERTISING - DIRECT MAIL	9,324.59	0.00	0.00	0.00	9,324.59
<a href="#">003-7540-523314</a>	ADVERTISING - MAGAZINES	4,753.56	3,895.00	0.00	3,895.00	8,648.56
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	3,250.00	0.00	0.00	0.00	3,250.00
<a href="#">003-7540-523600</a>	DUES/FEES	460.79	48.89	0.00	48.89	509.68
<a href="#">003-7540-531100</a>	OFFICE SUPPLIES & EXPENSES	303.20	0.00	0.00	0.00	303.20
Fund 003 Total:		0.00	29,503.70	29,503.70	0.00	0.00
Report Total:		0.00	29,503.70	29,503.70	0.00	0.00