



Convention and Visitors Bureau

AGENDA

Thursday, February 14, 2019

9:00 AM

City Hall

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

[CVB](#) Minutes from 011019

APPROVAL OF CURRENT FINANCIAL STATEMENTS

[CVB](#) December Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

[2019](#) Budgeting Form

ANNOUNCEMENTS

Next meeting will be March 14, 2019 at Monroe City Hall.

ADJOURN

Monroe Convention and Visitors Bureau Authority
Minutes of the meeting held Thursday, January 10, 2019 at 9:00 am
City Hall
215 N. Broad Street, Monroe GA 30655

Members Present:

Lisa Anderson, Chairman
Charles Sanders
Wesley Sisk
Whit Holder
Meredith Malcom
Andrea Gray

City Staff:
Sadie Krawczyk
Leigh Ann Walker
Logan Propes
Darrell Stone
Les Russell

Excused absences: Ross Bradley, Mike Gray

Guests: Roger Murray, Tommy Rashford

The meeting was called to order at 8:42 am by Chairman Lisa Reynolds.

The minutes of the December meeting we approved after a motion from Wesley Sisk and a second by Meredith Malcom.

The November Financials were approved after a motion from Charles Sanders and a second by Meredith Malcom.

Chairman's Report:

December was fabulous in downtown according to Lisa Anderson.

Executive Directors Report:

Council complimented the commercial efforts to promote Monroe. Young Gamechangers coming to Monroe on 1/31-2/1.

Old Business:

TV commercial has been airing during playoffs games for NCAA football; looking to create a new commercial in spring of 2019; Major Humphrey's TLC funding campaign was successful.

New Business:

Aiming to make April 13-14 an antiques weekend; planning to have all collateral updated and ads out prior to this date.

Announcements:

The next meeting will be February 14, 2019 at City Hall.

The meeting was adjourned after a motion from Charles Sanders and a second from Wesley Sisk.

5:59 PM

Monroe Convention & Visitors Bureau

Profit & Loss

December 2018

01/15/19

Accrual Basis

	Dec 18
Income	
314100 · Hotel/Motel Tax Funds	10,809.44
361000 · Interest Received	0.42
Total Income	10,809.86
Expense	
522140 · Landscape	7,600.00
523300 · Advertising	
523312 · School Sponsor Ads	150.00
523315 · Commercial	2,423.00
Total 523300 · Advertising	2,573.00
523200 · Public Relations	8,000.00
Total Expense	18,173.00
Net Income	-7,363.14

5:59 PM

Monroe Convention & Visitors Bureau

Profit & Loss

January through December 2018

01/15/19

Accrual Basis

	Jan - Dec 18
Income	
314100 · Hotel/Motel Tax Funds	42,995.60
361000 · Interest Received	1.82
389000 · Other Misc. Revenue	586.00
Total Income	43,583.42
Expense	
523902 · Software	5,130.00
522140 · Landscape	11,700.00
531300 · Food	68.14
523850 · Contract Labor	5,487.37
523300 · Advertising	
523316 · Radio	400.00
523311 · Online Ads	2,670.00
523312 · School Sponsor Ads	850.00
523313 · Direct Mail	3,394.63
523314 · Magazines	7,942.17
523315 · Commercial	10,925.00
Total 523300 · Advertising	26,181.80
523200 · Public Relations	8,000.00
523600 · Dues and Subscriptions	265.00
523700 · Training & Education	500.00
531250 · Office Supplies	
Visitors Center	311.48
531250 · Office Supplies - Other	23.75
Total 531250 · Office Supplies	335.23
Total Expense	57,667.54
Net Income	-14,084.12

Monroe Convention & Visitors Bureau

Balance Sheet

As of December 31, 2018

	<u>Dec 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	7,101.58
Total Checking/Savings	7,101.58
Accounts Receivable	
111900 · Accts. Rec. - City of Monroe	10,809.44
Total Accounts Receivable	10,809.44
Total Current Assets	17,911.02
TOTAL ASSETS	<u>17,911.02</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	31,995.14
Net Income	-14,084.12
Total Equity	17,911.02
TOTAL LIABILITIES & EQUITY	<u>17,911.02</u>

2019 CVB Budget

2/6/19

<u>Item Name</u>	<u>2018 Budget</u>	<u>2018 Actual-to-date</u>	<u>2019 Budget</u>	<u>2019 Actual</u>
2017 year-end balance	\$31,995.14	\$31,995.14	\$17,911.02	
Income				
Hotel/Motel Tax	\$ 47,000.00	\$ 42,995.60	\$ 43,000.00	\$ -
VC Revenue	\$ 1,500.00	\$ 587.82	\$ 600.00	\$ -
Grants	\$ -	\$ -	\$ -	\$ -
Total Income	\$ 48,500.00	\$ 43,583.42	\$ 43,600.00	\$ -
Newspapers				
Walton Tribune	\$ -	\$ -	\$ -	\$ -
Barrow County News	\$ -	\$ -	\$ -	\$ -
Oconee Leader	\$ -	\$ -	\$ -	\$ -
Total Newspapers	\$ -	\$ -	\$ -	\$ -
TV Commercial	\$ 15,000.00	\$ 10,925.00	\$ -	\$ -
Total TV Commercial	\$ 15,000.00	\$ 10,925.00	\$ -	\$ -
Billboards	\$ -	\$ -	\$ -	\$ -
Total Billboards	\$ -	\$ -	\$ -	\$ -
Magazines				
Georgia Connector	\$ 3,500.00	\$ 3,565.17	\$ -	\$ -
Southern Distinction	\$ -	\$ -	\$ -	\$ -
Walton Living	\$ 1,600.00	\$ 1,320.00	\$ -	\$ -
Oconee Enterprise	\$ -	\$ -	\$ -	\$ -
Chamber Magazine	\$ 4,377.00	\$ 4,377.00	\$ -	\$ -
Southern Living	\$ -	\$ -	\$ -	\$ -
Total Magazines	\$ 9,477.00	\$ 9,262.17	\$ -	\$ -
Direct Mail				
Event Postcard	\$ 3,500.00	\$ 3,394.63	\$ -	\$ -
Direct Mail Total	\$ 3,500.00	\$ 3,394.63	\$ -	\$ -
School Sponsor (GWA/MAHS)	\$ 1,000.00	\$ 850.00	\$ -	\$ -
Online				
Monroe Local	\$ 1,350.00	\$ 1,350.00	\$ -	\$ -
Facebook	\$ 1,000.00	\$ -	\$ -	\$ -
Total Online	\$ 2,350.00	\$ 1,350.00	\$ -	\$ -
Holiday Lights	\$ 8,000.00	\$ 8,000.00	\$ -	\$ -
(downtown lights + new driving displays)				
Contract Labor				
VC + Events	\$ -	\$ -	\$ -	\$ -
Marc Hammes	\$ 3,000.00	\$ 2,700.00	\$ -	\$ -

2019 CVB Budget

2/6/19

Total FM Position	\$ 3,000.00	\$ 2,700.00	\$ -	\$ -
Visitors Center	\$ 2,500.00	\$ 403.37	\$ -	\$ -
Miscellaneous:				
Tourism Tours	\$ 500.00	\$ -	\$ -	\$ -
New Planters	\$ 3,000.00	\$ 6,000.00	\$ -	\$ -
Santa Fee	\$ -	\$ -	\$ -	\$ -
Historic Walking Tour	\$ 1,200.00	\$ 5,130.00	\$ -	\$ -
Alleyways/Mural	\$ 1,500.00	\$ 1,987.37	\$ -	\$ -
Memberships	\$ 1,000.00	\$ 265.00	\$ -	\$ -
Festival Parnterships	\$ 2,300.00	\$ -	\$ -	\$ -
Chamber Map	\$ -	\$ -	\$ -	\$ -
Bank Fees	\$ -	\$ -	\$ -	\$ -
Trainings	\$ 150.00	\$ 500.00	\$ -	\$ -
Calendars	\$ -	\$ -	\$ -	\$ -
Childers Improvements	\$ 2,500.00	\$ -	\$ -	\$ -
Marketing Grant	\$ 1,000.00	\$ -	\$ -	\$ -
Radio Ads	\$ 800.00	\$ 400.00	\$ -	\$ -
Hometown Teams	\$ -	\$ -	\$ -	\$ -
Bicentennial Events	\$ 5,000.00	\$ -	\$ -	\$ -
Online Gift Registry Tool	\$ -	\$ -	\$ -	\$ -
Corridor Signs	\$ 10,000.00	\$ -	\$ -	\$ -
Pressure Washing	\$ -	\$ 5,700.00	\$ -	\$ -
Sculpt Monroe	\$ -	\$ 800.00	\$ -	\$ -
Trashcans	\$ 2,000.00	\$ -	\$ -	\$ -
Total Misc	\$ 30,950.00	\$ 20,782.37	\$ -	\$ -
Total Expenses	\$ 75,777.00	\$ 57,667.54	\$ -	\$ -
NET INCOME:	\$4,718.14	\$17,911.02	\$ 43,600.00	\$ -