

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JANUARY 11, 2024 – 9:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. December 14, 2023 Minutes**
 - 3. Approval of Financial Statements**
 - a. November Financials**
- II. CHAIRMAN UPDATE**
- III. DIRECTOR UPDATE**
- IV. OLD BUSINESS**
- V. NEW BUSINESS**
- VI. ANNOUNCEMENTS**
 - 1. Next Meeting – February 8, 2024 at 9:00 am at City Hall**
- VII. ADJOURN**

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

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

Those Present:	Lisa Reynolds Anderson Andrea Gray Whit Holder Brittany Palazzo Chris Collin Clayton Mathias Myoshia Crawford Lee Malcom	Chairman Secretary Board Member Board Member Board Member Board Member City Council Representative City Council Representative
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Those Absent:	Meredith Malcom	Vice-Chairman
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Staff Present:	Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Dwayne Day, John Howard
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Visitors:	Julie Treadwell
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I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present, except Vice-Chairman Meredith Malcom was absent. There was a quorum.

2. Approval of Previous Meeting Minutes

a. November 9, 2023 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. October Financials

To approve the October 2023 Financials.

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

b. 2024 Budget

The Committee and Ms. Aldridge discussed direct mail, contingencies, and changing magazine advertising to social media.

Chairman Anderson would like to have more dining cards with maps printed.

Finance Director Beth Thompson explained the budget numbers are being approved now, but changes can be made at the meeting in February.

To approve the Budget.

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

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

There was no update.

IV. OLD BUSINESS

Chairman Anderson stated they have decided to hold off on having a big band for this year.

The Committee and Ms. Aldridge discussed local talent and different options for promoting the talent.

V. NEW BUSINESS

There was no new business.

VI. ANNOUNCEMENTS

1. Next Meeting – January 11, 2024 at 9:00 am at City Hall

VII. ADJOURN

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

CONVENTION & VISITORS BUREAU

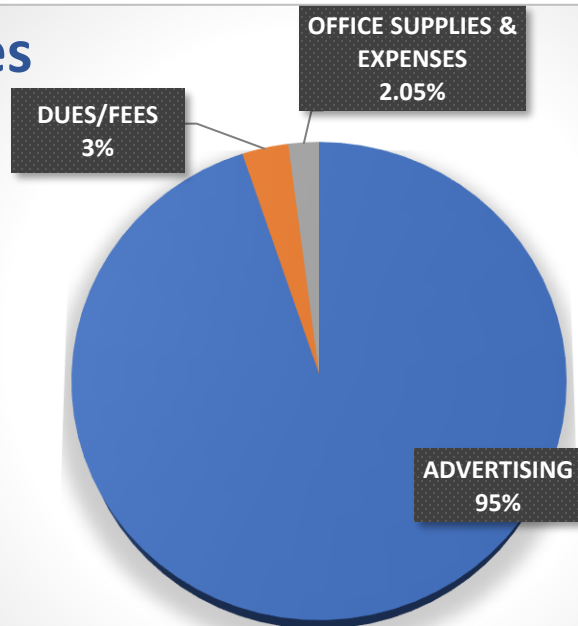
November 2023

	<u>MTD</u>	<u>YTD</u>
Revenue	-	60,981
Expense	3,568	32,083
Profit/(Loss)	(3,568)	28,898

CVB Revenues



CVB Expenses





Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 11/30/2023

		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	60,976.39	-60,976.39
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.00	4.94	-4.94
	Revenue Total:	0.00	0.00	0.00	60,981.33	
Expense						
003-7540-523300	ADVERTISING	0.00	0.00	3,519.00	13,991.25	-13,991.25
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	0.00	4,753.56	-4,753.56
003-7540-523315	ADVTSG - COMMERCIAL	0.00	0.00	0.00	3,250.00	-3,250.00
003-7540-523600	DUES/FEES	0.00	0.00	49.47	460.79	-460.79
003-7540-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	303.20	-303.20
	Expense Total:	0.00	0.00	3,568.47	32,083.39	
	Total Surplus (Deficit):	0.00	0.00	-3,568.47	28,897.94	



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Trial Balance Account Summary

Date Range: 11/01/2023 - 11/30/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	109,972.07	0.00	3,568.47	-3,568.47	106,403.60
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	-60,976.39	0.00	0.00	0.00	-60,976.39
003-7540-361000	INTEREST REVENUES	-4.94	0.00	0.00	0.00	-4.94
Expense						
003-7540-523300	ADVERTISING	10,472.25	3,519.00	0.00	3,519.00	13,991.25
003-7540-523313	ADVTSG - DIRECT MAIL	9,324.59	0.00	0.00	0.00	9,324.59
003-7540-523314	ADVTSG - MAGAZINES	4,753.56	0.00	0.00	0.00	4,753.56
003-7540-523315	ADVTSG - COMMERCIAL	3,250.00	0.00	0.00	0.00	3,250.00
003-7540-523600	DUES/FEES	411.32	49.47	0.00	49.47	460.79
003-7540-531100	OFFICE SUPPLIES & EXPENSES	303.20	0.00	0.00	0.00	303.20
Fund 003 Total:		0.00	3,568.47	3,568.47	0.00	0.00
Report Total:		0.00	3,568.47	3,568.47	0.00	0.00