



Convention and Visitors Bureau

AGENDA

Thursday, September 14, 2023

9:00 AM

City Hall - 215 N Broad Street

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF EXCUSED ABSENCES

IV. APPROVAL OF MINUTES FROM PREVIOUS MEETING

1. July Minutes

2. August Minutes

V. APPROVAL OF CURRENT FINANCIAL STATEMENTS

3. July Financials

VI. Chairman's Report

VII. Director's Report

VIII. OLD BUSINESS

4. Commercial Update

5. Water Tower Update

6. QR Code Museum Project Update

IX. NEW BUSINESS

X. ANNOUNCEMENTS

Next meeting will be October 12, 2023 at Monroe City Hall

XI. ADJOURN

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
JULY 13, 2023 – 9:00 A.M.**

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

Those Present:	Lisa Reynolds Anderson Meredith Malcom Andrea Gray Whit Holder Wesley Sisk Myoshia Crawford	Chairman Vice-Chairman Secretary Board Member Board Member City Council Representative
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Those Absent:	Chris Collins	Board Member
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Staff Present:	Leigh Ann Aldridge, Logan Propes, Beverly Harrison, Chris Bailey, Sara Shropshire, Les Russell, Dwayne Day
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Visitors:

I. CALL TO ORDER

1. Roll Call

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

2. Approval of Previous Meeting Minutes

a. May 11, 2023 Minutes

To approve the minutes as presented.

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

b. June 8, 2023 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. April Financials

To approve the April Financials.

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

b. May Financials

To approve the May Financials.

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

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

Ms. Leigh Ann Aldridge questioned whether the Committee wanted to go ahead with the commercials or wait to see about Silver Queen first.

The Committee discussed the time frame, businesses opening and closing, and the commercial details.

City Administrator Logan Propes questioned how much it would cost to take more footage and splice it into the commercial.

Ms. Aldridge stated photos are not too expensive, but voice over is expensive.

The consensus was to schedule the commercial for August.

Ms. Aldridge stated a member of the Lions Club has requested to purchase Downtown Dollars at a discounted price.

Committee Member Meredith Malcom stated that is not a good idea; it would be setting a precedence. Ms. Aldridge should give them some stickers or something promotional.

IV. OLD BUSINESS

Chairman Anderson stated the QR Code Project is well underway with the first thirteen businesses.

City Administrator Logan Propes stated he would let everyone know if he got any new information concerning a hotel.

Committee Member Meredith Malcom stated she will try to have an update on the Water Tower at the Retreat.

V. NEW BUSINESS

There was no new business.

VI. ANNOUNCEMENTS

1. Next Meeting – August 10, 2023 at 9:00 am at City Hall

VII. ADJOURN

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

**CITY OF MONROE
CONVENTION & VISITORS BUREAU AUTHORITY
AUGUST 10, 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
	Lee Malcom	City Council Representative

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

Visitors: Jeremy Banks

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

Chairman Anderson stated the minutes would be approved at the next meeting.

3. Approval of Financial Statements

a. June Financials

Committee Members and Ms. Beth Thompson discussed the financials.

To approve the June Financials.

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

II. CHAIRMAN UPDATE

There was no update.

III. DIRECTOR UPDATE

There was no update.

IV. OLD BUSINESS Water

1. Tower Project Update

Committee Member Meredith Malcom stated Bruce Verge needs more information, but he is working on it.

City Administrator Logan Propes stated that he has forwarded the specs.

2. QR Code Project Update

Chairman Anderson stated the QR Code Project will launch in September. She explained there is an agreement for business or property owners to sign allowing the bronzed plaques to be placed. There is also a letter explaining the cost, if they would like to help financially.

The Committee and Ms. Aldridge further discussed the project.

Council Member Lee Malcom left at 9:36 am.

V. NEW BUSINESS

Ms. Leigh Ann Aldridge stated the commercials will be shooting next week.

Chairman Anderson questioned the cost.

Ms. Aldridge stated 50% had to be paid upfront.

VI. ANNOUNCEMENTS

1. Next Meeting – September 14, 2023 at 9:00 am at City Hall

VII. ADJOURN

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



Monroe, GA

CVB Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 07/31/2023

		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	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	4,016.00	8,496.25	-8,496.25
003-7540-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	9,324.59	-9,324.59
003-7540-523600	DUES/FEES	0.00	0.00	49.82	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	4,065.82	18,386.32	
	Total Surplus (Deficit):	0.00	0.00	-4,065.82	20,445.09	



Monroe, GA

Trial Balance Account Summary

Date Range: 07/01/2023 - 07/31/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 003 - CONVENTION & VISTORS BUREAU						
Asset						
003-111117	CVB SYNOVUS	102,016.57	0.00	4,065.82	-4,065.82	97,950.75
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	4,480.25	4,016.00	0.00	4,016.00	8,496.25
003-7540-523313	ADVTSG - DIRECT MAIL	9,324.59	0.00	0.00	0.00	9,324.59
003-7540-523600	DUES/FEES	212.46	49.82	0.00	49.82	262.28
003-7540-531100	OFFICE SUPPLIES & EXPENSES	303.20	0.00	0.00	0.00	303.20
Fund 003 Total:		0.00	4,065.82	4,065.82	0.00	0.00
Report Total:		0.00	4,065.82	4,065.82	0.00	0.00