



South Fulton Convention & Visitors Bureau

Monday, April 20, 2020 – 1:00PM

Join Zoom Meeting

<https://zoom.us/j/98095261546?pwd=anZOUUF5RStueGFia2Jib1NxQzBLQT09>

Meeting ID: 980 9526 1546

Password: 018953

AGENDA

- I. Call to Order

- II. Approval of Minutes
 - a. January 27, 2020

- III. Financial Report

- IV. Old Business
 - a. Branding and Imaging
 - i. Update from first meeting
 - b. Scope of work for CVB attorney submitted for review by Executive Director
 - c. Welcome Center Update

- V. New Business
 - a. Proposal for CVB Accounting Services.
 - b. Discussion on AARP meeting regarding seniors training program
 - c. Review of Branding Presentation

- VI. Next Meeting Date: Needs to be discussed by Board - April 20, 2020

- VII. Adjournment



South Fulton Convention & Visitors Bureau

Monday, April 20, 2020 – 1:00PM

Zoom Call

April 2020 Minutes

Attendees:

Board Members

Salondia Popson

Sam Kennedy

Carole Sykes

Fredericka Jones

Michael Hickman

Richard Thweatt

Ronald St. James

Dyan Matthews

Quinton Evans

Tony Phillips

Staff

Christopher Pike; CVB Executive Director

Chantel Francois – Tourism Manger

Resident - Open via Zoom

I. Call to Order

Meeting was called to order at 1:06pm by President Dyan Matthews

II. Approval of Minutes

a. January 20, 2020

A Motion was made to approve January Minutes

Motion (Approve): Dyan Matthews

Second : Quinton Evans

The motion was approved unanimously.

III. Financial Report

Financial Report was presented to the CVB by Executive Director

- a. Payment to Matrix Marketing was made from previous month financials.

A Motion was made to approve Financial Report

Motion (Approve): Dyan Matthews

Second : Salondia. Popson

The motion was approved unanimously.

IV. Old Business

a. Branding and Imaging

- i. Chantel Francois gave update on status of Brand Creative meetings held along with Christopher Pike and Matrix Marketing.
- ii. Board Committee will meet to review final submissions

b. CVB attorney Scope of Work

CVB attorney Nik Erramilli introduced by Dyan Matthews.

Nik explained his services and fees at Erramilli Law Group attorney for S.Fulton Chamber & Airport Chamber. Hourly fee schedule was discussed and agreed on. Nik will email proposal to CVB President.

c. Welcome Center Update

Christopher Pike informed that the City's attorney is finalizing the lease and getting it ready to be signed.

V. New Business

a. Accounting Services

CVB accountant Ansul Hans introduced by Dyan Matthews
Scope of work and business experience discussed. Ansul explained her services and fees. Flat fee scheduled proposed.

A Motion was made to approve Accountant Flat Fee Schedule

Motion (Approve): Carol Sykes

Second : Salondia. Popson

The motion was approved unanimously.

b. Meeting with AARP / Seniors Training Program

Chantel Francois gave an update regarding meeting with Project Director Mr. Rochelle. Salondia Popson Aveni spoke about her positive experience with the program at the Arts Center. Board agreed we should explore further.

VI. Other Business

Fredericka Jones informed that business has been good for Sandtown Pub considering COVID-19 restrictions put in place. Their take-out menu has expanded to suit and proven to be a benefit to the business.

VII. Next Meeting Date: discussed by Board.

The normal regular meeting date is June 15, 2020

VIII. Adjournment

Motion to adjourn meeting at 1:58 pm

Motion (Approve): Board President Dyan Matthews

Second: Board Member Salondia Popson

The motion was approved unanimously.

**SOUTH FULTON
CONVENTION AND VISITORS BUREAU**

FINANCIAL STATEMENTS
JANUARY – APRIL 2020

South Fulton Convention & Visitors Bureau, Inc.

STATEMENT OF FINANCIAL POSITION

As of April 30, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1001 Checking	98,030.29
Total Bank Accounts	\$98,030.29
Total Current Assets	\$98,030.29
TOTAL ASSETS	\$98,030.29
LIABILITIES AND EQUITY	
Total Liabilities	
Equity	
3010 Retained Earnings	95,236.34
Net Revenue	2,793.95
Total Equity	\$98,030.29
TOTAL LIABILITIES AND EQUITY	\$98,030.29

South Fulton Convention & Visitors Bureau, Inc.

INCOME STATEMENT

January - April, 2020

	TOTAL
Revenue	
4000 Public Sector Revenue	18,543.71
Total Revenue	\$18,543.71
GROSS PROFIT	\$18,543.71
Expenditures	
6010 Advertising & Marketing	14,750.00
6060 Sponsorships	999.76
Total Expenditures	\$15,749.76
NET OPERATING REVENUE	\$2,793.95
NET REVENUE	\$2,793.95

SOUTH FULTON CVB
BUDGET TO ACTUAL
Jan - April 2020

	April 2020	Jan - April 2020	2020 Budget	Variance	% of Budget
Income					
4000 Public Sector Revenue	-	18,544	95,000	76,456	20%
Total Income	-	18,544	95,000	76,456	20%
Expenses					
6010 Advertising & Marketing	14,750	14,750	55,000	40,250	27%
6015 Bank Charges	-	-	60	60	0%
6025 Insurance	-	-	1,500	1,500	0%
6035 Legal & Professional Services	-	-	12,000	12,000	0%
6040 Meals	-	-	1,000	1,000	0%
6045 Memberships/Dues	-	-	1,200	1,200	0%
6050 Office Supplies	-	-	2,000	2,000	0%
6055 Rent	-	-	6,000	6,000	0%
6060 Sponsorships	1,000	1,000	13,040	12,040	8%
6065 Travel	-	-	2,000	2,000	0%
6070 Training	-	-	1,200	1,200	0%
Total Expenses	15,750	15,750	95,000	76,050	17%
Net Income/(Loss)	(15,750)	2,794	-	406	