



South Fulton Convention & Visitors Bureau

Monday, July 20, 2020 – 1:00PM

Join Zoom Meeting

<https://us02web.zoom.us/j/82186166482?pwd=WlhNbnp4MnZ5TjhYWWhNWQU5kSzQ1UT09>

AGENDA

- I. Call to Order

- II. Approval of Minutes
 - a. June 15, 2020

- III. Financial Report

- IV. Old Business
 - a. Branding and Imaging
 - i. Update on moving forward
 - b. CVB Attorney
 - c. Welcome Center Update
 - d. GM Fairfield Inn added to June City Council Agenda
 - e. SF United Fund
 - f. Creation of CVB Photo Library

- V. New Business
 - a. Update from Hotel Partner
 - b. SF United Fund

- VI. Next Meeting Date: August 17, 2020

- VII. Adjournment



South Fulton Convention & Visitors Bureau

Monday, August 17, 2020 – 1:00PM

Zoom Call

July 21, 2020 Minutes

Attendees:

Board Members

Salondia Popson

Sam Kennedy

Fredericka Jones

Michael Hickman

Dyan Matthews

Ron St. James

Staff / Consultants

Christopher Pike; CVB Executive Director

Chantel Francois – Tourism Manger

Ansul Hans – CVB attorney

Resident - Open via Zoom

- I. Call to Order
Meeting was called to order at 1:15pm by President Dyan Matthews

- II. Quorum was not present during today's meeting. Board members in attendance agreed to proceed and attend to items needing votes for August 17, 2020 meeting.

- III. Financial Report

Financial Report was presented by CVB Accountant Ansul Hans
 - a. Ansul Hans informed CVB Board, that 990 forms were filed for 2019. She explained that these were required tax forms for non-profits. Ansul also informed that we were still operating within our budget.

IV. Old Business

a. Branding and Imaging

- i. Chantel Francois gave update on status of Brand Creative moving forward with Consultants to produce a soft launch.
- ii. Chantel Francois updated CVB Board of status of Photo Library project. She has been in conversation with the city's Communications Director Gary Leftwich who is now ready to engage the photographer and set up itinerary for onsite and staged photoshoots.

V. New Business

a. Update From Hotel Partner

Chantel Francois has been in conversation with the Hotel Management and reported an increase from 20% a couple of months ago to a welcomed increase of 50% hotel occupancy rate. They were also able to now rehire a new Sales Director whose previous position was eliminated, consequences of Covid-19 and its financial effects. New build Hotels on the property are still on hold.

VI. Other Business

Sam Kennedy reported the Tennis Center operating Wed-Sun. The lounge area was removed. Folks are still very much concerned about coming out.

Michael Hickman reported early voting will be on August 7th. at SF Library. They have also started curbside library services.

Diane Matthew reported all meetings at the Chamber have gone on virtually other regular schedule events have been cancelled.

Salondia Popson reported the Art Center is still closed and operating in Phase 1 of the Shelter in Place.

VII. Next Meeting Date: discussed by Board.
The normal regular meeting date is August 17, 2020

VIII. Adjournment

Meeting adjourned at 1:28 pm



FINANCIAL STATEMENTS

JANUARY – JULY 2020

South Fulton Convention & Visitors Bureau, Inc.

STATEMENT OF FINANCIAL POSITION

As of July 31, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1001 Checking	103,976.94
Total Bank Accounts	\$103,976.94
Total Current Assets	\$103,976.94
TOTAL ASSETS	\$103,976.94
LIABILITIES AND EQUITY	
Total Liabilities	
Equity	
3010 Retained Earnings	95,236.34
Net Revenue	8,740.60
Total Equity	\$103,976.94
TOTAL LIABILITIES AND EQUITY	\$103,976.94

South Fulton Convention & Visitors Bureau, Inc.

INCOME STATEMENT

January - July, 2020

	TOTAL
Revenue	
4000 Public Sector Revenue	34,587.40
Total Revenue	\$34,587.40
GROSS PROFIT	\$34,587.40
Expenditures	
6010 Advertising & Marketing	17,726.96
6015 Bank Charges & Fees	10.00
6035 Legal & Professional Services	1,780.00
6060 Sponsorships	6,329.84
Total Expenditures	\$25,846.80
NET OPERATING REVENUE	\$8,740.60
NET REVENUE	\$8,740.60

SOUTH FULTON CVB
BUDGET TO ACTUAL
Jan - July 2020

	July 2020	Jan - July 2020	2020 Budget	Variance	% of Budget
Income					
4000 Public Sector Revenue	-	34,587	95,000	60,413	36%
Total Income	-	34,587	95,000	60,413	36%
Expenses					
6010 Advertising & Marketing	2,977	17,727	55,000	37,273	32%
6015 Bank Charges	5	10	60	50	17%
6025 Insurance	-	-	1,500	1,500	0%
6035 Legal & Professional Services	990	1,780	12,000	10,220	15%
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	2,000	6,330	13,040	6,710	49%
6065 Travel	-	-	2,000	2,000	0%
6070 Training	-	-	1,200	1,200	0%
Total Expenses	5,972	25,847	95,000	65,953	27%
Net Income/(Loss)	(5,972)	8,741	-	(5,541)	