



South Fulton Convention & Visitors Bureau

Monday, June 15, 2020 – 1:00PM

Join Zoom Meeting

<https://us02web.zoom.us/j/89763925879?pwd=dUp1b2tZOHIyT2lWc3R2SVFDMThOQT09>

AGENDA

- I. Call to Order

- II. Approval of Minutes
 - a. May 20, 2020

- III. Financial Report

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

- V. New Business
 - a. Creation of CVB Photo Library
 - b. SF United Fund

- VI. Next Meeting Date: July 20, 2020

- VII. Adjournment



South Fulton Convention & Visitors Bureau

Monday, July 20, 2020 – 1:00PM

Zoom Call

June, 2020 Minutes

Attendees:

Board Members

Salondia Popson

Sam Kennedy

Carole Sykes

Fredericka Jones

Michael Hickman

Dyan Matthews

Quinton Evans

Staff / Consultants

Christopher Pike; CVB Executive Director

Chantel Francois – Tourism Manger

Ansul Hans – CVB attorney

Sondra Parham – Legislative Specialist Council Aides

Resident - Open via Zoom

I. Call to Order

Meeting was called to order at 1:04pm by President Dyan Matthews

II. Approval of Minutes

a. May 15, 2020

A Motion was made to approve January Minutes

Motion (Approve): Carole Sykes

Second : Quinton Evans

The motion was approved unanimously.

III. Financial Report

Financial Report was presented by CVB Accountant Ansul Hans

- a. Ansul Hans informed CVB Board, that we are currently operating within budget.

A Motion was made to approve Financial Report

Motion (Approve): Dyan Matthews
Second : Quinton Evans

The motion was approved unanimously.

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 informed CVB Board of promotional items order being placed to include, mask, T-shirts etc., she mentioned Promo items and Collateral being a vital part of CVB Marketing efforts.
- iii. Carole Sykes made observation and request to Capitalize letters of tagline of Logo “**M**ore **L**ives **H**ere”. Chantel Francois agreed and ensured graphics changed.

b. Contract from CVB attorney

Christopher Pike advised that the contract for CVB attorney has been executed and ready to go.

c. Welcome Center Update

Christopher Pike informed that the lease for Old National Hwy has been edited by City Attorney’s office and submitted to property owner awaiting their response.

d. General Manager Fairfield Inn & Suites Fairburn

- i. Chantel Francois forwarded and received Board Application from GM Fairfield Inn & Suites, Anca Thompson.
- ii. Christopher Pike distributed Board Application Packages via email to all CVB Board members. CVB Board Members in attendance acknowledged and agreed to complete and return.

e. South Fulton United Fund

Christopher Pike gave stats to include list of corporate donors and number of restaurants supported, number of weeks and meals served. Chantel Francois spoke on her experience and getting to know the restaurant community up close and personal while introducing them to the CVB and its functions. The Fund was reduced to Fridays only based on the Funds received and sponsorship by the CVB. The last meal was delivered on Friday May 29th.

Fredericka Jones made comments on her appreciation for the Fund as a Restaurant owner during these difficult times.

V. New Business

a. Creation of South Fulton CVB Photo Library

Chantel Francois has been in conversation with the COSF Interim Director of Communications Gary Leftwich on collaborating on this project. A photographer is to be commissioned and cost shared by both departments. Some photos would need to be staged due to COVID-19 and completed in phases as current situation changes and activities resumes.

VI. Other Business

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

VIII. Adjournment

Motion to adjourn meeting at 1:34 pm

Motion (Approve): Board President Dyan Matthews

Second: Board Member Salondia Popson

The motion was approved unanimously.



SOUTH FULTON CVB

FINANCIAL STATEMENTS

JANUARY – JUNE 2020

South Fulton Convention & Visitors Bureau, Inc.

STATEMENT OF FINANCIAL POSITION

As of June 30, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1001 Checking	109,948.90
Total Bank Accounts	\$109,948.90
Total Current Assets	\$109,948.90
TOTAL ASSETS	\$109,948.90
LIABILITIES AND EQUITY	
Total Liabilities	
Equity	
3010 Retained Earnings	95,236.34
Net Revenue	14,712.56
Total Equity	\$109,948.90
TOTAL LIABILITIES AND EQUITY	\$109,948.90

South Fulton Convention & Visitors Bureau, Inc.

INCOME STATEMENT

January - June, 2020

	TOTAL
Revenue	
4000 Public Sector Revenue	34,587.40
Total Revenue	\$34,587.40
GROSS PROFIT	\$34,587.40
Expenditures	
6010 Advertising & Marketing	14,750.00
6015 Bank Charges & Fees	5.00
6035 Legal & Professional Services	790.00
6060 Sponsorships	4,329.84
Total Expenditures	\$19,874.84
NET OPERATING REVENUE	\$14,712.56
NET REVENUE	\$14,712.56

SOUTH FULTON CVB
BUDGET TO ACTUAL
Jan - June 2020

	June 2020	Jan - June 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	-	14,750	55,000	40,250	27%
6015 Bank Charges	5	5	60	55	8%
6025 Insurance	-	-	1,500	1,500	0%
6035 Legal & Professional Services	790	790	12,000	11,210	7%
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	-	4,330	13,040	8,710	33%
6065 Travel	-	-	2,000	2,000	0%
6070 Training	-	-	1,200	1,200	0%
Total Expenses	795	19,875	95,000	71,925	21%
Net Income/(Loss)	(795)	14,713	-	(11,513)	