



South Fulton Convention & Visitors Bureau

Monday December 21, 2020 – 1:00PM

Join Zoom Meeting

<https://us02web.zoom.us/j/82186166482?pwd=WLhNbnp4MnZ5TjhYWwHNWQU5kSzQ1UT09>

AGENDA

- I. Call to Order

- II. Approval of November Minutes

- III. Financial Report

- IV. Old Business
 - a. Branding and Imaging
 - i. Update on moving forward
 - b. Advertising – New Banner

- V. New Business
 - a. Update from Hotel Partner
 - b. Social Media Consultant

- VI. Next Meeting Date: January 18, 2021

- VII. Adjournment



South Fulton Convention & Visitors Bureau

Monday, January, 2021 – 1:00PM

Zoom Call

December 2020 Minutes

Attendees:

Board Members

Dyan Matthews

Fredericka Jones

Michael Hickman

Ronald St. James

Sam Kennedy

Staff / Consultants

Christopher Pike; CVB Executive Director

Chantel Francois – Tourism Manger

Ansul Hans – CVB accountant

I. Call to Order

Meeting was called to order at 1:15pm by President Dyan Matthews.

No Quorum was met during this meeting. The agenda was followed, minutes reviewed and agreed that items requiring a vote will be revisited at January meeting.

II. Financial Report

Financial Report was presented by CVB Accountant Ansul Hans

- a. Ansul Hans informed CVB Board, that we are currently operating within budget. 52% of revenue and at 41% of expenditure. We will take a look around mid-year to get a better idea of numbers to reevaluate budget.
- b. Christopher Pike detailed sponsorship & marketing items as queried by board member Ronald St. James.

IV. Old Business

- a. Branding and Imaging
 - i. Chantel Francois gave update on status of website and pending launch. Consultants still working on website and Social Media platforms.

V. New Business

a. Social Media Consultant

Chantel Francois discussed the need for a Social Media Manager and results of a meeting held with Christopher Pike and Tourism Marketing firm KFMC. Ron St. James questioned monthly retainer and duties. Board Member Fredericka Jones and President Dyan Matthews shared their knowledge on such fees and responsibilities agreeing it was well below the market rate. They also added their approval and understanding of the need for such support. Chantel Francois and Christopher Pike will develop an agreement with KFMC to begin in the new year once the social media platforms are completed.

VI. Other Business

- a. **Michael Hickman** informed us that early voting has begun at the SF Library with a good flow. Dec. 28, 29, 30th hours are 7am – 7pm.

b. Wolf Creek Amphitheater – Sam Kennedy welcomed us to come visit the Tennis facility between the hours of 10am – 3pm. Fredericka agreed to visit. Reconstruction continues. Trees have been knocked down last week.

VII. Next Meeting Date: discussed by Board.
The normal regular meeting date is January 18, 2021, due to MLK Holiday we will meet January 11, 2021.

VIII. Adjournment

Meeting adjourned at 1:53 pm



SOUTH FULTON CVB
FINANCIAL STATEMENTS
JANUARY – DECEMBER 2020

South Fulton Convention & Visitors Bureau, Inc.

STATEMENT OF FINANCIAL POSITION

As of December 31, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1001 Checking	99,437.09
1005 Clearing Account	0.00
Total Bank Accounts	\$99,437.09
Other Current Assets	
1060 Accrued Revenue	0.00
1070 Prepaid Expenses	1,330.00
Total Other Current Assets	\$1,330.00
Total Current Assets	\$100,767.09
TOTAL ASSETS	\$100,767.09
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	17,895.00
Total Accounts Payable	\$17,895.00
Total Current Liabilities	\$17,895.00
Total Liabilities	\$17,895.00
Equity	
3010 Retained Earnings	95,236.34
Net Revenue	-12,364.25
Total Equity	\$82,872.09
TOTAL LIABILITIES AND EQUITY	\$100,767.09

South Fulton Convention & Visitors Bureau, Inc.

INCOME STATEMENT

January - December 2020

	TOTAL
Revenue	
4000 Public Sector Revenue	61,742.55
Total Revenue	\$61,742.55
GROSS PROFIT	\$61,742.55
Expenditures	
6010 Advertising & Marketing	63,416.96
6015 Bank Charges & Fees	70.00
6035 Legal & Professional Services	4,290.00
6060 Sponsorships	6,329.84
Total Expenditures	\$74,106.80
NET OPERATING REVENUE	\$ -12,364.25
NET REVENUE	\$ -12,364.25

SOUTH FULTON CVB
BUDGET TO ACTUAL

	Dec 2020	Jan - Dec 2020	2020 Budget	Variance	% of Budget
Income					
4000 Public Sector Revenue	11,198	61,743	95,000	33,257	65%
Total Income	11,198	61,743	95,000	33,257	65%
Expenses					
6010 Advertising & Marketing	27,010	63,417	55,000	(8,417)	115%
6015 Bank Charges	40	70	60	(10)	117%
6025 Insurance	-	-	1,500	1,500	0%
6035 Legal & Professional Services	395	4,290	12,000	7,710	36%
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	-	6,330	13,040	6,710	49%
6065 Travel	-	-	2,000	2,000	0%
6070 Training	-	-	1,200	1,200	0%
Total Expenses	27,445	74,107	95,000	17,693	78%
Net Income/(Loss)	(16,247)	(12,364)	-	15,564	



	2021 Proposed Budget	2020 Reforecast	2020 Approved Budget	2019 Actual
Income				
4000 Public Sector Revenue	75,000	65,000	95,000	95,236
Total Income	75,000	65,000	95,000	95,236
Expenses				
6010 Advertising & Marketing	39,040	55,000	55,000	-
6015 Bank Charges	60	40	60	-
6025 Insurance	1,500	-	1,500	-
6035 Legal & Professional Services	12,000	5,000	12,000	-
6040 Meals	1,000	-	1,000	-
6045 Memberships/Dues	1,200	-	1,200	-
6050 Office Supplies	1,000	-	2,000	-
6055 Rent	6,000	-	6,000	-
6060 Sponsorships	10,000	6,330	13,040	-
6065 Travel	2,000	-	2,000	-
6070 Training	1,200	-	1,200	-
Total Expenses	75,000	66,370	95,000	-
Net Income/(Loss)	-	(1,370)	-	95,236