



South Fulton Convention & Visitors Bureau

Monday November 16, 2020 – 1:00PM

Join Zoom Meeting

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

AGENDA

- I. Call to Order

- II. Approval of October Minutes

- III. Financial Report

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

- V. New Business
 - a. Update from Hotel Partner
 - b. South Fulton University

- VI. Next Meeting Date: December 21, 2020

- VII. Adjournment



South Fulton Convention & Visitors Bureau

Monday, December 21, 2020 – 1:00PM

Zoom Call

November 2020 Minutes

Attendees:

Board Members

Salondia Popson

Carole Sykes

Fredericka Jones

Michael Hickman

Quinton Evans

Anca Thompson

Tony Phillips

Staff / Consultants

Christopher Pike; CVB Executive Director

Chantel Francois – Tourism Manger

Ansul Hans – CVB accountant

Nik Erramilli – CVB attorney

I. Call to Order

Meeting was called to order at 1:06pm by Tony Phillips. Chantel Francois informed Board that CVB President Dyan Matthews would be absent from today's meeting.

II. Approval of Minutes

a. October, 2020 Minutes

A Motion was made to approve October Minutes

Motion (Approve): Fredericka Jones
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. 53% of revenue and at 41% of expenditure.

A Motion was made to approve Financial Report

Motion (Approve): Salondia Aveni
Second : Quinton Evans

The motion was approved unanimously.

IV. Old Business

- a. Branding and Imaging

- i. Chantel Francois gave update on status of website and soft launch. Consultants still working on website and Social Media platforms. Looking at late November for completion.

- b. Advertising

Chantel Francois presented online version of Fall / Winter issue of ATL guide. She shared all pages of CVB presence and full page ad as agreed to in advertising contract with ATL guide.

V. New Business

- a. **Update from Hotel partner** – Fairfield Inn and Suites Hotel GM Anca Thompson reported hotel pick up and occupancy. She noted November and December as slower months in general but current operations are even 50% less compared to last year. However, they did see an upward trend in the last 2 weeks with weddings and some groups returning.

VI. Other Business

- a. **Christopher Pike** informed us that City would be taking control of Wolf Creek Amphitheater from the County in early December and is on schedule. He asked Tony Phillips to expound more, as well as discuss SW Tennis Center and the Parks Masterplan.
- b. **Wolf Creek Amphitheater** – Tony Phillips added that Wolf Creek would be scheduled for a Facility assessment to take care of any needed maintenance etc. This process would begin immediately. The City has issued a request for information for Concert Promoters and Operators. The facility seats 5000, 1500 lawn & 200 additional tables in front of the stage.
- c. **SF Tennis Center** – Tony Phillips continued stating that a \$600K investment was made and had been needed over the past 15yrs. 20 Courts had been deconstructed. USTA partnership had been established and hoping to get additional funding from them. Reconstruction to start next week and last 10-12 weeks. Expected completion 1st quarter 2021.
- d. **Parks Masterplan** – Tony Phillips shared details on the 5-10-year masterplan. It is an 18-month process, and they are at halfway point. Several virtual community meetings have been held. They have partnered with Carlos Perez as Consultant. Mr. Phillips stressed on the economic impact of this and the above-mentioned facilities and importance to CVB and Tourism. He will be getting with Mr. Pike as they move towards completion. Final plans will be approved by city council.

VII. Next Meeting Date: discussed by Board.
The normal regular meeting date is December 21, 2020

VIII. Adjournment

Motion to adjourn meeting at 1:31 pm

Motion (Approve): Fredericka Jones
Second: Board Member Quinton Evans

The motion was approved unanimously.



SOUTH FULTON CVB
FINANCIAL STATEMENTS
JANUARY – NOVEMBER 2020

South Fulton Convention & Visitors Bureau, Inc.

STATEMENT OF FINANCIAL POSITION

As of November 30, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1001 Checking	113,314.43
Total Bank Accounts	\$113,314.43
Total Current Assets	\$113,314.43
TOTAL ASSETS	\$113,314.43
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	6,695.00
Total Accounts Payable	\$6,695.00
Total Current Liabilities	\$6,695.00
Total Liabilities	\$6,695.00
Equity	
3010 Retained Earnings	95,236.34
Net Revenue	11,383.09
Total Equity	\$106,619.43
TOTAL LIABILITIES AND EQUITY	\$113,314.43

South Fulton Convention & Visitors Bureau, Inc.

INCOME STATEMENT

January - November, 2020

	TOTAL
Revenue	
4000 Public Sector Revenue	50,544.89
Total Revenue	\$50,544.89
GROSS PROFIT	\$50,544.89
Expenditures	
6010 Advertising & Marketing	28,906.96
6015 Bank Charges & Fees	30.00
6035 Legal & Professional Services	3,895.00
6060 Sponsorships	6,329.84
Total Expenditures	\$39,161.80
NET OPERATING REVENUE	\$11,383.09
NET REVENUE	\$11,383.09

SOUTH FULTON CVB
BUDGET TO ACTUAL

	Nov	Jan - Nov 2020	2020 Budget	Variance	% of Budget
Income					
4000 Public Sector Revenue	-	50,545	95,000	44,455	53%
Total Income	-	50,545	95,000	44,455	53%
Expenses					
6010 Advertising & Marketing	-	28,907	55,000	26,093	53%
6015 Bank Charges	5	30	60	30	50%
6025 Insurance	-	-	1,500	1,500	0%
6035 Legal & Professional Services	395	3,895	12,000	8,105	32%
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	400	39,162	95,000	52,638	41%
Net Income/(Loss)	(400)	11,383	-	(8,183)	