



South Fulton Convention & Visitors Bureau

Monday April 19, 2021 – 1:00PM

Join Zoom Meeting

<https://us02web.zoom.us/j/82186166482?pwd=WLhNbnp4MnZ5TjhYWWhNWQU5kSzQ1UT09>

AGENDA

- I. Call to Order
- II. Approval of March Minutes
- III. Financial Report
- IV. Old Business
 - a. Branding and Imaging
 - i. Update on moving forward
 - ii. New Board appointments / Replacements
- V. New Business
 - a. Update from Hotel Partner
 - b. Media Update / 2nd Fox 5 Segment
 - c. Social Media Update
 - d. Advertising Proposal / SF Lifestyle / Atlanta Magazine
 - e. Upcoming Programs / National Travel & Tourism Week
Savor SOFU
- VI. Next Meeting Date: May 17, 2021
- VII. Adjournment



South Fulton Convention & Visitors Bureau

Monday, May 17, 2021, – 1:00PM

Zoom Call

April 2021 Minutes

Attendees:

Board Members

Dyan Matthews
Fredericka Jones
Michael Hickman
Sam Kennedy
Quinton Evans
Carole Sykes
Richard Thewartt
Salondia Aveni
Tony Phillips

Staff / Consultants

Christopher Pike; CVB Executive Director
Chantel Francois – Tourism Manger
Ansul Hans – CVB accountant
Nik Erramilli – CVB attorney

Guest – Grace Battle

I. Call to Order

Meeting was called to order at 1:09pm by President Dyan Matthews.

II. Approval of Minutes

a. March 15, 2021

A Motion was made to approve March Minutes

Motion (Approve): Tony Phillips

Second : Sam Kennedy

The motion was approved unanimously.

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. \$83,324 Total Assets and AP \$4,525. Jan-March zero Revenue.

A Motion was made to approve Financial Report

Motion (Approve): Tony Phillips
Second : Sam Kennedy

The motion was approved unanimously.

IV. Old Business

a. **Branding and Imaging / Website**

Website still not completed. Should be delivered this week.

b. **New Board Appointments**

Dyan Matthews brought up board vacancies to be filled. Christopher Pike gave new deadline of May 12, for May 17 submissions

c. **Social Media Agreement**

Social Media Agreement has been created by CVB attorney signed and executed by Mr. Pike and KFMC agent.

V. New Business

d. **Update from Hotel Partner**

Anca Thompson Hotel GM Fairfield Inn & Suites was absent.

e. **Media Update / Fox 5 Interview**

Chantel Francois shared video of FOX 5 Paul Mulligan Good Day Atlanta Segment on Boat Rock Preserve with the Board.

f. Social Media Updates

Chantel Francois gave a presentation on Social Media updates to include successes and analytics for Instagram / Facebook / Twitter prepared by KFMC.

g. Advertising Proposal

Chantel Francois presented proposals from **SF Lifestyle (\$12,650)** – 5 Full page \$1,250 each, 6 half page \$700each, Promo Video \$2,200

Atlanta Magazine (\$14,900) – 2 Full page \$5,900each ½ page \$3,100

A Motion was made to approve Advertising Proposal **SF Lifestyle**

Motion (Approve): Richard

Second : Sam Kennedy

The motion was approved unanimously.

A Motion was made to approve Advertising Proposal **Atlanta Magazine**

Motion (Approve): Tony Phillips

Second : Salondia Aveni

The motion was approved unanimously.

VI. Other Business

VII. Next Meeting Date: discussed by Board.

The normal regular meeting date is May 17, 2021

VIII. Adjournment

Meeting adjourned at 1:48 pm



SOUTH FULTON CVB

FINANCIAL STATEMENTS

APRIL 2021

Statement of Financial Position
Income Statement
Budget to Actual

South Fulton Convention & Visitors Bureau, Inc.

Statement of Financial Position

As of April 30, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1001 Checking	89,714.59
1005 Clearing Account	0.00
Total Bank Accounts	\$89,714.59
Other Current Assets	
1060 Accrued Revenue	0.00
1070 Prepaid Expenses	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$89,714.59
TOTAL ASSETS	\$89,714.59
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	3,645.00
Total Accounts Payable	\$3,645.00
Total Current Liabilities	\$3,645.00
Total Liabilities	\$3,645.00
Equity	
3010 Retained Earnings	88,587.94
Net Revenue	-2,518.35
Total Equity	\$86,069.59
TOTAL LIABILITIES AND EQUITY	\$89,714.59

South Fulton Convention & Visitors Bureau, Inc.

Income Statement

January - April, 2021

	TOTAL
Revenue	
4000 Public Sector Revenue	13,171.42
Total Revenue	\$13,171.42
GROSS PROFIT	\$13,171.42
Expenditures	
6010 Advertising & Marketing	11,786.30
6015 Bank Charges & Fees	55.00
6035 Legal & Professional Services	1,921.67
6040 Meals & Entertainment	425.00
6050 Office Supplies & Software	1.80
6060 Sponsorships	1,500.00
Total Expenditures	\$15,689.77
NET OPERATING REVENUE	\$ -2,518.35
NET REVENUE	\$ -2,518.35

SOUTH FULTON CVB
BUDGET TO ACTUAL

	April	YTD 2021	2021 Budget	Variance	% of Budget
Income					
4000 Public Sector Revenue	13,171	13,171	75,000	61,829	18%
Total Income	13,171	13,171	75,000	61,829	18%
Expenses					
6010 Advertising & Marketing	3,697	11,786	39,040	27,254	30%
6015 Bank Charges	40	55	60	5	92%
6025 Insurance	-	-	1,500	1,500	0%
6035 Legal & Professional Services	737	1,922	12,000	10,078	16%
6040 Meals	425	425	1,000	575	43%
6045 Memberships/Dues	-	-	1,200	1,200	0%
6050 Office Supplies	2	2	1,000	998	0%
6055 Rent	-	-	6,000	6,000	0%
6060 Sponsorships	-	1,500	10,000	8,500	15%
6065 Travel	-	-	2,000	2,000	0%
6070 Training	-	-	1,200	1,200	0%
Total Expenses	4,900	15,690	75,000	59,310	21%
Net Income/(Loss)	8,271	(2,518)	-	2,518	