



## **South Fulton Convention & Visitors Bureau**

Monday March 15, 2021 – 1:00PM

Join Zoom Meeting

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

### **AGENDA**

- I. Call to Order
  
- II. Approval of February Minutes
  
- III. Financial Report
  
- IV. Old Business
  - a. Branding and Imaging
    - i. Update on moving forward
    - ii. Board Roster
    - iii. New Board appointments / Replacements
    - iv. Social Media Management Agreement
  
- V. New Business
  - a. Update from Hotel Partner
  - b. Southeastern Climbers Coalition Sponsorship
  - c. Media Update / Fox 5 interview
  - d. Social Media Update
  
- VI. Next Meeting Date: April 19, 2021
  
- VII. Adjournment





## **South Fulton Convention & Visitors Bureau**

Monday, April 19, 2021, – 1:00PM

Zoom Call

### **March 2021 Minutes**

Attendees:

#### **Board Members**

Dyan Matthews

Fredericka Jones

Michael Hickman

Ronald St. James

Sam Kennedy

Quinton Evans

Anca Thompson

#### **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 President Dyan Matthews.

#### **II. Approval of Minutes**

##### **a. February 15, 2021**

A Motion was made to approve February Minutes

Motion ( Approve): Carole Sykes

Second : Quinton Evans

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. 59% of revenue and at 78% of expenditure. Income of \$55,939.
- b. There was an overpayment to SF Lifestyle magazine which resulted in a credit. This was suggested to be issued toward future advertising 2021.

A Motion was made to approve Financial Report

Motion ( Approve): Quinton Evans  
Second : Sam Kennedy

The motion was approved unanimously.

## IV. Old Business

### a. **Branding and Imaging / Website**

Chantel Francois requested Christopher Pike give update on status of Website & Consultants. Mr. Pike, informed the board that he spoke with Matrix Marketing and shared his disappointment in the delays for completing and delivering the website. President, Dyan Matthews questioned their performance and Board concerns for their financial compensation. Mr. Pike assured the Board that Matrix would take heed and do better moving forward, he said they promised to have site completed by end of the month. March.

### b. **New Board Appointments**

Dyan Matthews brought up board vacancies to be filled. Christopher Pike reminded board about info sent and areas of business to filled.

### 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 gave updates on the Fairfield Inn & Suites. March was pick up nicely. They had one group stay for the entire month of February. They are seeing a shift in travel as vaccinations becomes more available. Staffing back to normal, 27-30max. The owners are not sure on construction dates for the new properties but reviewing as they recover from losses and loans during the hardest hit months.

**e. Southeastern Climbers Assoc. Sponsorship**

Chantel Francois Updated on success of the SEC Sponsorship for “ Float the Boat at Boat Rock Persevere.

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

After receiving the press release on the SEC sponsorship FOX 5 Paul Mulligan reached out to our Communications Dept. requesting and onsite interview with the Tourism Manager Chantel Francois and SEC Rep. Chantel Francois discussed this opportunity and shared the video clip from Fox5 @ Boat Rock with the Board. She stated that they will be back out this month for another interview for a segment on Good Day Atlanta.

**g. Social Media Updates**

Chantel Francois and Social Media Manger began posting March 1<sup>st</sup>. They discussed campaigns and began with Boat Rock Climbing Competition and Women’s History Month, (Women supporting Tourism & Hospitality in SOFU) daily postings, several Instagram Live done at Boat Rock. 300 views received on one live in the first week. Followers are organically being gained. No website yet to direct to.

VI. Other Business

**a. Tony Phillip** informed that they are about 30-45 day out to completion at replacing asphalt at Wolf Creek Ron St. James asked it there would be a Grand Opening Celebration / Juneteenth for Wolf Creek? Yes.

**b. Sam Kennedy**

Tennis Center is finalizing grading, they are also in conversations with USTA regarding competitions. Looking at early June completion.

VII. Next Meeting Date: discussed by Board.

The normal regular meeting date is April 19, 2021

VIII. Adjournment

Meeting adjourned at 1:37 pm



## **SOUTH FULTON CVB**

### **FINANCIAL STATEMENTS**

**MARCH 2021**

Statement of Financial Position

Income Statement

Budget to Actual

# South Fulton Convention & Visitors Bureau, Inc.

## Statement of Financial Position

As of March 31, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1001 Checking	82,323.77
1005 Clearing Account	0.00
<b>Total Bank Accounts</b>	<b>\$82,323.77</b>
Other Current Assets	
1060 Accrued Revenue	0.00
1070 Prepaid Expenses	0.00
<b>Total Other Current Assets</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$82,323.77</b>
<b>TOTAL ASSETS</b>	<b>\$82,323.77</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	4,525.57
<b>Total Accounts Payable</b>	<b>\$4,525.57</b>
<b>Total Current Liabilities</b>	<b>\$4,525.57</b>
<b>Total Liabilities</b>	<b>\$4,525.57</b>
Equity	
3010 Retained Earnings	88,587.94
Net Revenue	-10,789.74
<b>Total Equity</b>	<b>\$77,798.20</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$82,323.77</b>



# South Fulton Convention & Visitors Bureau, Inc.

## Income Statement January - March, 2021

	TOTAL
Revenue	
4000 Public Sector Revenue	0.00
<b>Total Revenue</b>	<b>\$0.00</b>
GROSS PROFIT	<b>\$0.00</b>
Expenditures	
6010 Advertising & Marketing	8,089.74
6015 Bank Charges & Fees	15.00
6035 Legal & Professional Services	1,185.00
6060 Sponsorships	1,500.00
<b>Total Expenditures</b>	<b>\$10,789.74</b>
NET OPERATING REVENUE	<b>\$ -10,789.74</b>
NET REVENUE	<b>\$ -10,789.74</b>

**SOUTH FULTON CVB**  
**BUDGET TO ACTUAL**

	March	YTD 2021	2021 Budget	Variance	% of Budget
<b>Income</b>					
4000 Public Sector Revenue	-	-	75,000	75,000	0%
<b>Total Income</b>	-	-	<b>75,000</b>	<b>75,000</b>	<b>0%</b>
<b>Expenses</b>					
6010 Advertising & Marketing	5,430	8,090	39,040	30,950	21%
6015 Bank Charges	5	15	60	45	25%
6025 Insurance	-	-	1,500	1,500	0%
6035 Legal & Professional Services	395	1,185	12,000	10,815	10%
6040 Meals	-	-	1,000	1,000	0%
6045 Memberships/Dues	-	-	1,200	1,200	0%
6050 Office Supplies	-	-	1,000	1,000	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%
<b>Total Expenses</b>	<b>5,830</b>	<b>10,790</b>	<b>75,000</b>	<b>64,210</b>	<b>14%</b>
<b>Net Income/(Loss)</b>	<b>(5,830)</b>	<b>(10,790)</b>	<b>-</b>	<b>10,790</b>	