

**A & P Commission
Rescheduled Meeting
February 10, 2026
6:00 p.m. - 6:45 p.m.**

Call to Order: Rescheduled A & P Commission Meeting - City Hall - #1 Municipal Drive

The Jacksonville Advertising and Promotion Commission met at their regular meeting place on Monday, February 10, 2026. Chairman Sundermeier called the meeting to order at 6:00 p.m. Council Member Kinman delivered the invocation and led a standing audience in the “Pledge of Allegiance.”

Roll Call: Commissioners Jai Patel, Jason Fox, and Council Member Joy Kinman answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. (4) Present (2) Absent (1) Vacant

Others present for the meeting include: Lida Feller, Yolly Seedtibood, and Mayor Jeff Elmore.

Approval and/or correction of minutes: Council Member Kinman moved, seconded by Commissioner Fox to *approve the minutes of the regular meeting of November 17, 2025, as presented. Motion carried unanimously.*

Financial Report: Finance Director Laura Collie presented the financial report for the period ending December 31st, 2025. She stated Total Assets of \$2,256,175.00 and Total Liabilities and Fund Balance of \$2,256,175.00. She read from the Statement of Revenues and Expenditures showing the Excess of Revenues Over Expenditures at \$72,416.00. She explained the next two pages show the line items that were paid for the month and to date and the last page are gross Hotel/Motel and Prepared Foods Gross Revenues. She concluded that Overall Revenue was increased by 2%.

Council Member Kinman moved, seconded by Commissioner Patel to *approve the financial report for December, as presented. Motion carried unanimously.*

Old Business:

New Business: a. Discuss A.C.A. § 26-75-606

Recording Secretary Emilia Vazquez stated she provided the statute to inform commissioners and possibly discuss new ideas for what it allows. She pointed out section (b) (2) stating “funds credited to the city advertising and promotion fund (...) may be used, spent, or pledged, (...) on and for the construction, reconstruction, repair, maintenance, improvement, equipping, and operation of public recreation facilities in the city (...) if the city owns an interest in the center or facility.” She gave an example of the Community Center Banquet Hall, asking when was the last time it was renovated.

City Attorney Friedman mentioned section (c) (2) “The taxes shall not be used: For general subsidy of any civic group or the chamber of commerce.” She recalled it being discussed previously, but clarified the contracts are a service contract allowed under (c) (3), not a general subsidy for operations. When Chairman Sundermeier brought up the Historical District contract, she asked the District members present what specific services they wanted to provide the City to be listed in the contract.

Chairman Sundermeier related it would be similar in scope to the Military Museum’s contract that includes tourism, etc.

City Attorney Friedman noted the Chamber of Commerce contract has a lot of development work and the Military Museum’s contains specifics about preservation. She shared that she did not want to put anything in the Historical District contract that they would not feel comfortable with.

Historical District Board Chairman Thad Gray confirmed once City Attorney Friedman gets it prepared, they will review it, then he and President Jerry Sanders can sign it.

Chairman Sundermeier reiterated that theirs should be very close in scope to the Military Museum's.

Secretary Vazquez then pointed out section (b) (1) (A) "may use or pledge all or any part of the revenues derived (...) for the operation of tourist-oriented facilities, including, but not limited to, theme parks and other family entertainment facilities or for the retirement of bonds issued (...)." She inquired if City Attorney Friedman knew of any cities that have done this.

City Attorney Friedman surmised this statute changed specifically for one city, possibly Springdale.

Council Member Kinman clarified, regarding the Historical District, they are waiting on the contract for them to read and approve, then treat it similar to the Military Museum.

Chairman Sundermeier concurred.

b. Chamber of Commerce Quarterly Report

Jacksonville Chamber of Commerce President | CEO Gina Quattlebaum presented their 4th Quarter 2025 Report, highlighting members of the month and staple businesses in Jacksonville. She told how they had seven new members, along with ribbon cuttings for Arkansas Spine and Pain, Connect2First, Titan Auto Services, and So Much Clean Coin Laundry. She shared that their First Friday Breakfast welcomed ARDoT and their Local Lunch event is going well to highlight local food. She mentioned Mayor Elmore doing a proclamation for Chamber of Commerce Week and they hosted their Fall Golf Classic, which almost sold out. She brought up that Shop Small was a success, along with the Deployed Family Dinner. She explained that Titan Leadership is going strong, but they are making scheduling adjustments. She lastly shared that they are always happy to be a part of community events; most recently Trunk or Treat and the Christmas Parade.

Council Member Kinman moved, seconded by Commissioner Patel to *approve* the 4th Quarter 2025 report from the Jacksonville Chamber of Commerce. *Motion carried unanimously.*

c. Discuss contracts approved in 2026 budget

Chairman Sundermeier explained since this is already approved in the 2026 budget, the contracts can be signed after the meeting.

d. Funding request: \$30,000 Reed's Bridge Battlefield

Reed's Bridge Battlefield Preservation Society President Mike Kish stated they are the group that bought the land and developed it to what it is currently. He explained their intent was to take some of the land out of circulation so it could be preserved for historical purposes. He recalled the battlefield where the buildings are was a garbage dump in the past because people saw no value in it. He mentioned history being an important part of our culture, so they put a few structures there to give a visual sense of history in Jacksonville. He related the buildings were constructed as close to authenticity as possible, with the limitations of what time, expertise, and funds on hand. He pointed out that the building he is requesting funds for is the big cabin closest to the parking lot, noting he has tried for two years to get the process started, but just recently got Parks and Recreation Director Kevin House's blessing to represent them and proceed. He told how he reached out to six local contractors, but only one has responded. He brought up that the higher cost is due to using old wood, preferably oak and/or cypress, which are expensive. He would like to use expensive synthetic shingles that the Historic Arkansas Museum uses that will not rot and will have a lifetime warranty. He shared that his wife is at the battlefield sight periodically on the weekends and does a living history reenactment.

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He referenced the Funding Request Form prompt 13: "Describe the potential economic impact to Jacksonville," where he wrote: maintain structure as a point of attraction, education, history, and for use by reenactors. He recalled when the buildings were started, they were emphasizing reenactors, but recently people go out there with their dogs, or have lunch, and photographers shoot as well. He told how he and a few other volunteers have been working hard to clear out the invasive plant, called privet, and poison ivy all of the way to the fencing surrounding the property. He confirmed he has had a lot of support from the Boy Scout Troop 770 of Sherwood who have provided free labor by picking up garbage, clearing land, and maintenance of a couple of buildings.

Commissioner Fox inquired if there would be fees or ways of economically giving back to the City.

Mr. Kish recalled in the past, they have rented out the building and had campouts, but that has "fallen to the side" since the building has become more dilapidated. He surmised if the money was granted tonight, this is the tip of the iceberg due to additional maintenance issues needing attention. He brought up that the barn has been used in the past for barn dances and weddings, but it needs significant improvements, so he does not feel comfortable with people using it until it is repaired. He recalled someone wanting to teach a blacksmith class for a fee, but the rental of the property for this event was too expensive for the teacher. He noted that he is a board member with the Jacksonville Museum of Military History, which has overlapping interest. He reiterated that the front cabin needs repairs and the porches could fall in. He estimated that if visitors went to the museum, then the battlefield, it could occupy up to three hours of their time, which could then get them hungry and eat at our restaurants. He mentioned there are 10-15 photographers at the battlefield making money and also at least two local businesses that have been out there generating dollars for Jacksonville. He told how cedar shake shingles require oil or preservation once a year to keep them lasting, but the synthetic shingles bypass all of that with a lifetime warranty. He hopes for the City to put in electricity in the future for a window air conditioning unit and cash register so there can be different shows and bands. He would also eventually like to have public restrooms.

City Attorney Friedman pointed out that the Military Museum's Section 2: C. covers the Battlefield Project Oversight and states they will coordinate any necessary contracts for maintenance and improvements.

Warren Dupree surmised the building in question is approximately 6-9 months beyond its expected survival. He confirmed that in the future, a request like this would come through the Museum's Reed's Bridge Battlefield Preservation Project and the property is city owned. He affirmed that before any work is done, it would require the approval of Director House.

Mr. Kish shared that Director House has not seen the quote received. He related that he has been waiting four weeks for another one and no more have come in after he solicited several roofer/construction companies.

Council Member Kinman would like more than one quote.

Chairman Sundermeier stated if he were voting on this tonight, he would vote no because they do not have multiple quotes and they need a better understanding of the connection between the Military Museum and the Reed's Bridge Preservation Society. He recommended the Commission visit the site to visually see what they are dealing with, because as much as he supports history, he does not want all resources going to historical preservation, but would like to save for other different things.

When Council Member Kinman inquired, Mr. Kish surmised the building is approximately 16' x 16'. He explained for the costs, they are getting shingles they will not have to maintained and are used by the Historic Arkansas Museum. He told how he has contacted everyone in the Jacksonville phonebook who had a good AAA Better Business Bureau rating and was surprised he did not receive more quotes.

Council Member Kinman moved, seconded by Commissioner Patel to *table* the funding request for the Reed's Bridge Battlefield until more information can be obtained. *Motion carried* unanimously.

e. Business Beautification Grant Application:

• Dynasty TZC LLC-501 Dupree Drive

Zul Budhwani introduced himself and his business partner Tara Helgestad. He stated they have already paved the new parking lot. He explained they purchased 497, 499, and 501 Dupree Drive, spending over six figures on the interior remodel. He told how they do a lot of investments in Jacksonville and have good construction experience, as well as contractor contacts. He recalled hearing about the Grant and decided to upgrade the exterior as well. He invited the commissioners to visit the business, noting they did a ribbon cutting last month. He related they primarily purchase homes, fix them up, and rent them out.

Council Member Kinman moved, seconded by Commissioner Fox to *approve* the Business Beautification Grant expenditure of \$5,000.00 to Dynasty TZC LLC. *Motion carried* unanimously.

Announcements: February Jacksonville Parks & Recreation Events
March 13: Touch-A-Truck

Warren Dupree announced that the Military Museum's A Night at the Victory Canteen 19th annual fundraiser is March 21st at the Community Center. He explained there will be a meal, silent and live auctions, along with the Tony Anderson Band as live entertainment.

Adjournment: With no further business, the meeting adjourned at approximately 6:45 p.m.

**A & P Commission
Special Called Meeting
March 2, 2026
6:00 p.m. - 6:04 p.m.**

Call to Order: Special Called A & P Commission Meeting - City Hall - #1 Municipal Drive

The Jacksonville Advertising and Promotion Commission met at their regular meeting place on Monday, March 2, 2026. Chairman Sundermeier called the meeting to order at 6:00 p.m. Council Member Ray delivered the invocation and led a standing audience in the "Pledge of Allegiance."

Roll Call: Commissioners Jai Patel, Council Member Reddie Ray, and Council Member Joy Kinman answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. (4 Present, 2 Absent, 1 Vacant)

Others present for the meeting include: Council Member Dr. Trenika McCoy.

Approval and/or correction of minutes:

Financial Report:

Old Business:

New Business: a. Run the Runway Title Sponsor - \$10,000

Chairman Sundermeier stated the reason for this special called meeting is for a Run the Runway Title Sponsor opportunity. He explained that Colonel Bret Echard reached out to inform the City of this inaugural Half Marathon, 5K, and Kids Run. He confirmed it will be an open to the public community race on the runway. He told how they sent the sponsorship information to surrounding communities, but he would like to entertain this opportunity to be the title sponsor, since it is inside the city limits of Jacksonville and open to the public.

Council Member Kinman moved, seconded by Council Member Ray to *approve* the expenditure of \$10,000.00 for the Run the Runway Little Rock Air Force Base Half Marathon, 5K, & Kids Run Title Sponsorship.

When Chairman Sundermeier inquired if the Commission wishes to suspend the rules to allow public comment, Council Member Ray opposed.

Secretary Vazquez inquired if the naming rights would be *Run the Runway presented by the City of Jacksonville Advertising and Promotion Commission*.

Chairman Sundermeier concurred.

Motion carried unanimously at this time.

Announcements:

Adjournment: With no further business, the meeting adjourned at approximately 6:04 p.m.

**SERVICE AGREEMENT BETWEEN THE JACKSONVILLE ADVERTISING
AND PROMOTION COMMISSION AND THE JACKSONVILLE MUSEUM OF
MILITARY HISTORY**

This Agreement is made and entered into this 1st day of January, 2026, by and between the Jacksonville Advertising and Promotion Commission (hereinafter "A&P"), and the Jacksonville Museum of Military History, an Arkansas nonprofit organization (hereinafter "Museum").

RECITALS

- A. A&P recognizes the importance of tourism, cultural heritage, and historic preservation in enhancing the economic vitality and public image of Jacksonville, Arkansas.
- B. The Museum has been a long-standing cultural asset, attracting regional and out-of-state visitors, and maintaining significant historical exhibits relevant to Jacksonville's military legacy.
- C. A&P and the Museum desire to establish a contractual relationship to define the services provided by the Museum in lieu of traditional operational funding, consistent with Arkansas law concerning the expenditure of A&P funds.
- D. Pursuant to Arkansas law, it is necessary that a formal contract clearly enumerating the services provided be entered into, such that no part of the funding provided shall be deemed a gratuitous donation.

NOW, THEREFORE, IN CONSIDERATION OF THE SUBSTANTIAL AND DIRECT ECONOMIC BENEFITS AND THE MUTUAL PROMISES OF THE SUPPORT AND COOPERATION TO BE DERIVED HEREUNDER, THE PARTIES AGREE:

SECTION 1: TERM AND FUNDING

The term of this Agreement shall be for one year, commencing January 1, 2026, and ending December 31, 2026.

A&P agrees to pay the Museum the sum of \$52,000, to be paid in quarterly installments, for the performance of the services specified herein.

SECTION 2: SCOPE OF SERVICES

A. Historical Preservation Assistance

1. Provide assistance and advice to the Jacksonville Historical Museum organization.
2. Provide other assistance to the group as requested and within the scope of the Military Museum's expertise.

B. Visitor Center Operations

1. Establish and maintain a staffed Visitor Information Point within the Museum.
2. Design and install a city-wide map wall with QR codes linking to local attractions and event calendars.
3. Distribute brochures, event guides, and tourism materials provided by A&P and Jacksonville Parks and Recreation.

C. Battlefield Project Oversight

1. Develop and manage the Reeds Bridge Battlefield Preservation Project, including coordinating maintenance of exhibits and city-owned structures.
2. Expand and enhance the interpretive panel content.
3. Promote the Battlefield through signage, a QR code initiative, and cross-promotion with the Museum.
4. Coordinate any necessary contracts for maintenance and improvements with city-approved vendors.
5. Apply for supplemental A&P funds for all of the site upkeep and educational enhancements.

SECTION 3: ACCOUNTABILITY AND REPORTING

1. The Museum shall submit quarterly reports to A&P outlining services performed, visitor data, community engagement activities, and progress toward stated objectives.
2. The Museum shall provide an annual financial report detailing the use of A&P funds by March 15, 2027.
3. All A&P funds must be accounted for with proper documentation and are subject to review or audit by A&P.

SECTION 4: GENERAL PROVISIONS

1. This Agreement does not constitute a partnership or joint venture. The Museum shall act as an independent contractor.
2. The Museum shall comply with all applicable laws and regulations governing non-profits and the receipt and use of public funds.
3. No A&P funds shall be used for lobbying, political activities, or unrelated administrative expenses such as private memberships or unrelated travel.

4. The Museum shall remain a nonprofit corporation governed by its Board of Directors.
5. The provisions of this Agreement are severable, and invalidity of any part shall not affect the remainder.

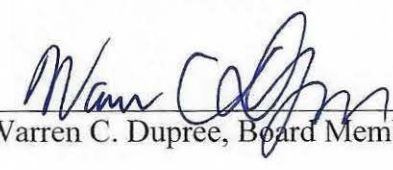
SECTION 5: NON-DISCRIMINATION

The Museum agrees not to discriminate on the basis of race, color, sex, age, religion, national origin, disability, or any other protected class in connection with services under this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date
and year first above written.



Roger Sundermeier, Chair



Warren C. Dupree, Board Member

Jacksonville A&P Commission

Jacksonville Museum of Military History

Attest: 

Attest: 

**SERVICE AGREEMENT BETWEEN THE JACKSONVILLE ADVERTISING
AND PROMOTION COMMISSION AND THE JACKSONVILLE HISTORICAL
DISTRICT MUSEUM**

This Agreement is made and entered into this ___ day of _____, 2026, by and between the Jacksonville Advertising and Promotion Commission (hereinafter "A&P"), and the Jacksonville Historical District Museum, an Arkansas nonprofit organization (hereinafter "Museum").

RECITALS

- A. A&P recognizes the importance of tourism, cultural heritage, and historic preservation in enhancing the economic vitality and public image of Jacksonville, Arkansas.
- B. The Museum has been a cultural asset in the past, attracting regional and out-of-state visitors, and maintaining significant historical exhibits relevant to the history of Jacksonville.
- C. A&P and the Museum desire to establish a contractual relationship to define the services provided by the Museum in lieu of traditional operational funding, consistent with Arkansas law concerning the expenditure of A&P funds.
- D. Pursuant to Arkansas law, it is necessary that a formal contract clearly enumerating the services provided be entered into, such that no part of the funding provided shall be deemed a gratuitous donation.

NOW, THEREFORE, IN CONSIDERATION OF THE SUBSTANTIAL AND DIRECT ECONOMIC BENEFITS AND THE MUTUAL PROMISES OF THE SUPPORT AND COOPERATION TO BE DERIVED HEREUNDER, THE PARTIES AGREE:

SECTION 1: TERM AND FUNDING

The term of this Agreement shall be for one year, commencing January 1, 2026, and ending December 31, 2026.

A&P agrees to pay the Museum the sum of \$24,000, to be paid in quarterly installments, for the performance of the services specified herein.

SECTION 2: SCOPE OF SERVICES

A. Historical Preservation Assistance

1. Provide assistance to A&P as requested and within the scope of the Museum's expertise.
2. Provide ancestry assistance to visitors.

B. Museum Operations

1. Establish and maintain a Visitor Information Point within the Museum.
2. Distribute brochures, event guides, and tourism materials provided by A&P and Jacksonville Parks and Recreation.

C. Promote the City of Jacksonville

1. Solicit the City of Jacksonville T-shirt promotion.
2. Have periodic events within the City to attract visitors.
3. Share and promote City events on the Museum's social media page.

SECTION 3: ACCOUNTABILITY AND REPORTING

1. The Museum shall submit quarterly reports to A&P outlining services performed, visitor data, community engagement activities, and progress toward stated objectives.
2. The Museum shall provide an annual financial report detailing the use of A&P funds by March 15, 2027.
3. All A&P funds must be accounted for with proper documentation and are subject to review or audit by A&P.

SECTION 4: GENERAL PROVISIONS

1. This Agreement does not constitute a partnership or joint venture. The Museum shall act as an independent contractor.
2. The Museum shall comply with all applicable laws and regulations governing non-profits and the receipt and use of public funds.
3. No A&P funds shall be used for lobbying, political activities, or unrelated administrative expenses such as private memberships or unrelated travel.
4. The Museum shall remain a nonprofit corporation governed by its Board of Directors.
5. The provisions of this Agreement are severable, and invalidity of any part shall not affect the remainder.

SECTION 5: NON-DISCRIMINATION

The Museum agrees not to discriminate on the basis of race, color, sex, age, religion, national origin, disability, or any other protected class in connection with services under this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date
and year first above written.

Roger Sundermeier, Chair

Jerry Sanders, President

Jacksonville A&P Commission

Jacksonville Historical
District Museum

Attest: _____

Attest: _____



JOIN US! EASTER EGG HUNTS

**SATURDAY, MARCH 28
EASTER EGG HUNT**

10:00AM

Children ages 1-10 years old

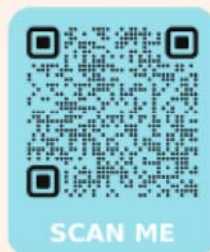
Admission: FREE!

2000 eggs per group!!

Win prizes & candy.

In case of rain, meet at
the Jacksonville
Community Center.

**EXCELL PARK
1500 RAY RD.
JACKSONVILLE**



**MONDAY, MARCH 30
UNDERWATER EGG HUNT**

6:30PM

Children ages 3-12 years old

Admission: \$5/swimmer

Parent Fee: \$3 for non-swimmers

Win prizes, Splash Zone passes
candy and more!

**JACKSONVILLE
COMMUNITY
CENTER POOL
5 MUNICIPAL DR.
JACKSONVILLE**



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