

**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.