

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Tuesday, April 09, 2019. Council member/Chairman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Andy Patel, David Bush, Jim Hurley, Billy Hall, and Council member Kenny Elliott answered roll call. Council member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (6), Absent (1) Commissioner Ray Patel arrived at approximately 6:08 p.m.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Mayor Bob Johnson, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Chamber of Commerce Board President Terry Weatherford, Chamber of Commerce Director Courtney Dunn, Dr. Bob Price, Warren Dupree, Steve Pawloski, Roger Sundermeier, Sheryl Boyd, and Jane Svetz.

MINUTES:

Commissioner Andy Patel moved, seconded by Commissioner Jim Hurley to approve the minutes from the November 29, 2018 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for February, explaining all of the March information had not been received when this report was completed. She noted assets totaling \$758,683.00, saying \$253,447.00 are investments. She reported revenues of \$60,266.00 and expenditures of \$1,404.00 with revenues exceeding expenditures in the amount of \$58,862.00.

She reported January hotel/motel gross receipts of \$152,180.00, which is a 10% decrease regarding the year-to-date comparison and a 10% decrease regarding the current month comparison. She noted prepared food tax gross receipts of \$3,063,597.00, explaining this is a 1% decrease regarding the year-to-date comparison and a 1% decrease for the current month comparison. She reported overall gross receipts of \$3,215,777.00, which is a decrease of 2% regarding year-to-date comparison and a 2% decrease regarding the current month comparison.

In response to a question from Commissioner Andy Patel, Director Erkel replied that all businesses are remitting payments timely with the exception of one business that was delinquent but is now current.

Commissioner Andy Patel noted revenues have been down for both restaurants and hotels since 2017, questioning if this was due to the road construction.

Council member/Chairman Ray stated the road construction would be ongoing for a while.

Council member Kenny Elliott moved, seconded by Commissioner Jim Hurley to approve the financial report as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. Election of Officers 2019

Council member/Chairman Ray noted the commission currently has two officers, chairman and secretary. He asked City Attorney Friedman to preside over the election of the officers for 2019.

City Attorney Stephanie Friedman opened the floor to nominations for chairman.

Commissioner Billy Hall nominated Council member Reddie Ray.

With no other nominations, Council member Reddie Ray was selected to remain as chairman.

She then opened the floor for nominations for secretary.

In response to a question from Council member/Chairman Reddie Ray, Recording Secretary Wilmoth replied that Commissioner Andy Patel was currently serving as secretary.

With no other nominations, Andy Patel was selected to remain as secretary.

Council member/Chairman Ray thanked the commissioners for the opportunity to serve another year as chairman.

He noted the total amount of funding requests to be considered is \$93,385.38.

Commissioner Andy Patel stated the commission does not have a marketing agency contract this year, questioning how and where those funds would be used to promote Jacksonville. He related the need to have a professional person or company who can advertise and guide the commission on advertising needs. He continued saying if all of the requests are approved, how much will be left for advertising and promoting Jacksonville.

Council member/Chairman Ray stated the commission is promoting Jacksonville from within. He then recognized Mayor Bob Johnson.

Mayor Bob Johnson stated he is presently working on obtaining a proposal from another marketing company that will be considerably less in cost. He continued saying the company is MHP, adding he needs to know more about them however, he should have something for the commission's consideration at the next meeting.

Council member/Chairman Ray reiterated his thought that the commission was going to promote Jacksonville internally.

Commissioner Andy Patel stated the commission has always had local promotion however; there is a need to promote Jacksonville externally. He continued saying the commission has been externally promoting Jacksonville for years, questioning how the commission is going to do so this year.

City Attorney Friedman questioned if this has been announced in the newspaper.

Mayor Johnson replied "not to his knowledge".

B. \$514.88 invoice overage for "Night at the Canteen" event

Commissioner Hurley noted the Commission had already approved \$3,750.00 for the event, saying they must have spent more than that and are requesting the difference.

Warren Dupree apologized to the Commission, explaining this is the second time in two years he has had to do this. He stated they underestimated the attendance, explaining it is a good thing as the event continues to grow. He noted the \$3,600.00 approved for the Vietnam Veterans' event will not be spent in full. He explained they should have an event total of approximately \$3,000.00.

Commissioner Jim Hurley moved, seconded by Council member Kenny Elliott to approve the additional expenditure of \$514.88 for the "Night at the Canteen" event. Motion Carried.

C. \$73,175.00 funding request Jacksonville Sports Programs

Parks and Recreation Director Kevin House noted this request was funded last year, explaining the request is for payment of officials' fees and prizes for all of the youth and adult sports leagues. He explained according to the figures for 2018, approximately \$63,000.00 was spent on officials' fees and approximately \$10,000.00 was spent on prizes and awards.

In response to a question from Commissioner Andy Patel, Director House replied they are going to need some help to advertise the larger events. He explained the sports leagues are normally advertised in house but the Big Bang and FestiVille events will need some advertising help.

It was noted that the City Council recently approved an additional one cent sales tax that would generate an additional \$100,000.00 in revenue however; it was also noted the tax would not go into effect until January 2020.

Director House noted the Sells Agency had previously helped with advertising the larger events. He said he is not saying that it cannot be done in house however, as the commission is aware, it takes money.

In response to a question from Commissioner Andy Patel, Director House replied the increased funding request is due to an increase in the number of teams participating. He explained the more teams participating increases the number of games played.

Commissioner Andy Patel moved, seconded by Commissioner Ray Patel to approve the expenditure of \$73,175.00 for the Jacksonville Sports Programs. Motion Carried.

D. \$1,500.00 funding request Alzheimer's Arkansas

Jane Svetz related this is a first time event for the Jacksonville area, explaining she loves Jacksonville and works at Arkansas Bank and Trust. She stated Jacksonville is an untapped location for races, saying their goal is to bring in 150 runners at a minimum including serious runners, those who want to have fun, and walkers to make it a family fun event that benefits Alzheimer's Arkansas. She related the event will begin at the Little Rock Air Force Base University Park Center static display and runners will travel down Vandenburg Blvd almost to the Little Rock Air Force Base and then loop back around.

In response to a question from Commissioner Andy Patel regarding the benefit to Jacksonville, Ms. Svetz replied the commission's logo would be placed on the back of the t-shirts and the commission could have a booth at the event. She continued saying they hoped to have runners from all over central Arkansas who will purchase gas, food, and visit local stores. She related when a runner receives a good t-shirt, they tend to wear it, noting she has seen t-shirts with logos on the back worn all over the state. She stated the websites they are currently on promote the race and once they start receiving sponsors, they will place them on the website. She related that "The Leader" newspaper has also completed a short story about the race. She noted the race will be held on July 20th which is not a heavy race day, explaining they will also have some water slides and other similar things to cool people off. She stated funds will go to Alzheimer's Arkansas, explaining they do services such as support and educational groups all around the state. She noted they have a twenty-four hour help line and a lot of needed resources. She related their focus is to educate and provide the caregivers with resources.

Council member Elliott confirmed with City Attorney Friedman that this request was basically to pay for the advertising on the t-shirts.

Ms. Svetz reiterated the commission could have a booth at the event, adding they encourage all of the sponsors to have a booth. She continued saying promotional items could also be added to the goody bags as well.

It was noted the commission could fund this type of request.

Commissioner Jim Hurley moved, seconded by Commissioner David Bush to approve the expenditure of \$1,500.00 to Alzheimer's Arkansas. Motion Carried.

E. \$11,125.00 funding request “Five Points of Fun” Street Fest 2

Dr. Bob Price related this was the same request placed last year with essentially the same budget with an increase for a stage. He stated last year they used the A & P stage, explaining it was unavailable for use this year so they will need to rent a stage.

It was noted that the A & P stage will be used at the Shooting Range for the state shoot that day.

Dr. Price related they had approximately 2,000 people attend the event last year in the heat. He continued saying this year they are holding the event on May 4th. He stated it will essentially be the same event as last year however, this year they will have a carnival that will set up Thursday evening on the Jacksonville Shopping Center parking lot. He noted they will be operating on Thursday, Friday, and Saturday nights. He said if there is good weather, they are looking to increase attendance this year.

Commissioner Jim Hurley moved, seconded by Commissioner Billy Hall for fund the expenditure of \$11,125.00 for the “Five Points of Fund” Street Fest 2. Motion Carried.

F. \$2,380.00 funding request Chamber of Commerce Directory ad

Dr. Price explained it is a full size ad that is all about Jacksonville. He stated the inside cover contains a letter from Mayor Johnson and is circulated throughout central Arkansas and Jacksonville, explaining it is a big promotion of the city and all that goes on within the city.

It was noted the Chamber of Commerce Directory would be mailed to every household in Jacksonville.

In response to a question from Commissioner Andy Patel, Dr. Price replied he created the ad along with the publisher of the Directory and input from numerous other people.

Commissioner Andy Patel moved, seconded by Commissioner David Bush to approve the expenditure of \$2,380.00 for a Chamber of Commerce Directory ad. Motion Carried.

It was noted the ad should include an acknowledgement of funding from the Commission as well as photo credit for the photography used.

Dr. Price related the fountain project funded in 2018 would include a platinum sign stating “funded by the Jacksonville Advertising and Promotion Commission” and would also be illuminated so it can be seen at night.

G. \$3,697.50 ad renewal contract for the Little Rock Air Force Base Guide

Council member/Chairman Ray stated this is a renewal of an ad is placed annually.

Commissioner Andy Patel moved, seconded by Council member Kenny Elliott to approve the expenditure of \$3,697.50 for the ad in the Little Rock Air Force Base Guide. Motion Carried.

H. \$985.00 ad Arkansas Democrat Gazette “Where We Live” Guide To Central Arkansas

Recording Secretary Wilmoth stated she was contacted by the newspaper, explaining the Commission placed an ad with the publication two years ago. She noted the ad did not have the reach of other publications and was not continued. She continued saying it was the Commission’s decision whether to proceed with an ad this year and wanted the Commission to be aware of the opportunity.

Discussion ensued and Recording Secretary Wilmoth stated she did not have a copy of the ad on hand.

Commissioner Hurley commented he did not feel the Commission should place an ad since one has not been placed in a couple of years unless someone wanted to make a motion.

Council member/Chairman Ray offered his opinion that since it was advertising, the Commission should go ahead and spend the money for an ad.

Commissioner Andy Patel stated the Commission needs to have more online versus print advertising.

Recording Secretary Wilmoth noted the publication would be distributed the week of November 12th to residents in the four county metro areas to include Pulaski, Faulkner, Saline and Lonoke counties.

Roger Sundermeier noted the Arkansas Democrat Gazette has added a digital component, explaining digital links could be added to different websites for a broader reach. He stated the digital piece is probably more significant than the printed piece.

Discussion ensued.

Jim Hurley moved, seconded by Council member Kenny Elliott moved to approve the expenditure of \$985.00 for an ad in the Arkansas Democrat Gazette newspaper’s “Where We Live Guide to Central Arkansas. Motion Carried.

Council member/Chairman Ray alluded to an upcoming announcement from the City of Jacksonville that will be good for all citizens and businesses. He stated that as chairman, he recommended the Commissioners stand behind what it coming in the future.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements to include the Easter Egg Hunt and the Underwater Easter Egg Hunt by the Jacksonville Parks Department; along with the Wheelin’ & Healin’ Car Show and the Fun @ Five Points Street Festival events.

Mayor Johnson said he would like for the Municipal League to complete another training session for the public prior to the next Commission meeting.

Dr. Price announced the upcoming town hall meeting of the Millage Extension Committee.

Warren Dupree announced the upcoming Vietnam Veteran's event on April 27th.

In response to a question from Sheryl Boyd, City Attorney Friedman replied that she has spoken with Lanny from the Municipal League and will be working with him to address the contract so both sides feel comfortable with it. She stated regarding the 2018 funds, she did not want to speak for the Commission but feels it can be addressed within the contract. She continued saying hopefully it will be completed by the next meeting.

Commissioner Hurley related at the training meeting, the Chamber contract was discussed a great length. He stated the commissioners were given guidance on what needed to be done, explaining Lanny was going to fax some documents to City Attorney Friedman and work with her to put together something the Commission is comfortable with that has better definition and clarification.

ADJOURNMENT:

With no further business, Council member/Chairman Ray adjourned the meeting at 6:42 p.m.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
June 17, 2019

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, June 17, 2019. Council member/Chairman Reddie Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, David Bush, Jim Hurley, Billy Hall, and Council member Kenny Elliott answered roll call. Council member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (6), Absent (1) Commissioner Andy Patel was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Mayor Robert Johnson, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Chamber of Commerce Board President Terry Weatherford, Chamber of Commerce Director Courtney Dunn, Dr. Bob Price, Warren Dupree, Kate Starnes, DannaKay Duggar, LaConda Watson, Freddie Scott Sr., and Rick Kron with "The Leader" newspaper.

MINUTES:

Commissioner Jim Hurley moved, seconded by Council member Kenny Elliott to approve the minutes from the April 09, 2019 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for May noting assets of \$905,398.00 and liabilities of \$137,034.00. She explained the assets were allocated to cash in the amount of \$644,833.00 and \$254,562.00 in investments. She continued explaining the liability reported is the amount due to Parks and Recreation. She reported revenues of \$274,937.00 and expenditures of \$43,202.00, with revenues exceeding expenditures in the amount of \$231,735.00. She pointed out the amount would be reduced with the liabilities reported thereby reducing the excess revenues to \$94,701.00. She noted there are funds allocated for projects totaling \$555,590.59 that have not been expensed at this time.

She reported April hotel/motel gross receipts of \$206,005.00, noting a 6% decrease regarding the year-to-date comparison and a 15% decrease regarding the current month comparison. She noted prepared food tax gross receipts of \$3,313,986.00, explaining this is a 1% decrease regarding the year-to-date comparison and a 5% decrease for the current month comparison. She reported overall gross receipts of \$3,519,991.00, which is a decrease of 1% regarding year-to-date comparison and a 6% decrease regarding the current month comparison.

Council member Kenny Elliott moved, seconded by Commissioner David Bush to approve the financial report for May as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. \$3,000.00 MHP marketing proposal for Big Bang on the Range

Recording Secretary Wilmoth related this is a \$3,000.00 marketing proposal from Mangan Holcomb Partners (MHP) for Big Bang on the Range.

Commissioner Jim Hurley noted the Commission had already approved over \$10,000.00 for the event questioning if it included marketing. He clarified the \$3,000.00 would be in addition to the \$14,000.00 already approved by the Commission.

Recording Secretary Wilmoth provided a copy of the original funding request which was noted not to include marketing.

Commissioner Hurley stated he read the proposal and found the information a little misleading.

Parks and Recreation Director Kevin House related he received additional information today; explaining MHP will be running 84 radio ads both on The Point 94.1 and 106.7 The Ride. He further clarified that each station will have 84 radio ads run. He related they have already secured one television segment and are working on securing additional segments.

Commissioner Hurley questioned if the account representative was present.

Director House stated she had contacted him about attending but he informed her that would not be necessary.

Commissioner Hurley stated that if approved going forward, the account representative should be present.

In response to a question from Council member Elliott, Director House replied that several emails and phone calls have been exchanged, saying they seem to be very professional.

Commissioner Hurley noted MHP is one of the major agencies in Little Rock who has a lot of contacts that provide added value.

Commissioner Hurley moved, seconded by Council member Elliott to approve the \$3,000.00 marketing proposal from MHP for Big Bang on the Range. Motion Carried.

B. \$15,000.00 Marketing Proposal from MHP for FestiVille.

Director House related this is what the Sells Agency has done for this event in the past. He stated their funding request was for the event itself and the bulk of the marketing was handled by the Sells Agency.

Commissioner Hurley noted \$38,000.00 has been approved for FestiVille this year which would take total funding for this event to \$53,000.00.

Director House said he had been given the information from Recording Secretary Wilmoth as to the amounts spent for marketing each event last year. He stated MHP is planning to run 231 ads on each radio station The Point 94.1 and 106.7 The Ride, and 144 ads on 103.7 The Buzz.

It was noted the proposal includes print marketing as well as a direct mailing.

Commissioner Hurley stated he had heard there might be some discussion regarding merging Five Points and FestiVille.

Director House related there has been some discussion, explaining it would not have worked for 2019 because they start planning FestiVille in October.

Commissioner Hurley asked if there is going to be coordinated efforts with the Chamber of Commerce in 2020.

Director House replied the Chamber of Commerce is helping with FestiVille now. He said it is too early to say they are going to combine and have one event, reiterating there has been some discussion.

It was noted that the original funding request did not include marketing funds.

Commissioner Hurley moved, seconded by Council member Elliott to approve the marketing proposal from MHP in the amount of \$15,000.00 for FestiVille. Motion Carried.

C. Chamber of Commerce Contract

City Attorney Stephanie Friedman stated she had recently met with Lanny from the Municipal League and worked on a contract that addresses economic development under Arkansas Code 14:174:107 which is the amendment from 2017 that kind of reversed the ruling from the North Little Rock case. She continued saying it also covers the advertising and promotions' statute 26:75:606 which allows the Commission to use the funds collected in this manner. The contract covers both statutes and is very clear that the funds are not used to pay for salaries, which is one of the things that the statute expressly prohibits. She said that essentially the Chamber of Commerce would give a monthly report, explaining the statute calls for some qualitative progress to be shown which is listed within the contract. She related that Courtney might be able to give better information because she has done quite a bit of work on this contract as well. She continued saying legally Lanny has stated it has "belts and suspenders" which as an attorney, is the best thing that can be said regarding a contract.

She said Lanny feels it is legally sound and the Commission would be safe to proceed with the contract unless the Commission has certain provisions that it would like to see amended. She related that essentially the bones and outline of the contract, according to Lanny, are legally solid.

Council member Elliott questioned page five, section 5, subsection B which states that “examination of records can only be requested by the Mayor or the Chair of the City Council Finance Committee”, should that not be at the request of the A & P Chairman.

City Attorney Friedman replied the contract could be amended to the A & P Chairman.

Commissioner Hurley questioned under page 2, section 1, and subsection B, if it should read a “maximum” of \$35,000.00 versus a “minimum” of \$35,000.00.

City Attorney Friedman replied if that is the Commission’s intent, it can be amended.

Commissioner Hurley stated it would be his intent. He then questioned the enumeration of progress, questioning what it would look like and how the Chamber of Commerce would go about doing it. He expressed his uncertainty as to how to measure that.

City Attorney Friedman replied it was one of the struggles that was faced when developing the contract, how to quantify something that is more qualitative; explaining the contract can be amended as to how the Commission would like to see it, saying in her mind she is thinking the Chamber of Commerce gives a monthly report documenting how they spent their time and who they talked to regarding job development or economic development as well as advertising, those types of things would satisfy the requirement of showing progress. She reiterated the contract could be amended to something the Commission would like to see. She related they tried to get away from the invoice based approach because there seems to be a lot of issues regarding that approach.

Commissioner Hurley clarified the Commission would not be looking at specific targets like in numbers or anything else.

City Attorney Friedman agreed, saying it was something the Chamber of Commerce could quantify which would be the number of people they discussed job development or those types of things to show progress but as they discussed last week, there weren’t specific numbers, like a targeted goal, for example.

Commissioner Hurley stated that on page three, section A and subsection 5, where it states “to assist in the continuation, operation and promotion of specific tourism events” and then it goes on to list the Christmas Parade, the Little Rock Air Force Base Air Show, city sponsored events held at the Community Center and Shooting Range and the city’s annual FestiVille, noting a lot the events are funded by the Commission. He continued saying he assumed the Chamber of Commerce would come in and want reimbursement for the same event, questioning if that was accurate.

City Attorney Friedman related her understanding they would be offering different services.

Chamber of Commerce Director Courtney Dunn stated she sees her role as offering her ideas and suggestions in the meetings for these events. She related that Air Power Arkansas (APA) holds their meetings at the Chamber of Commerce and she attends and is involved in the planning. She continued saying maybe not for reimbursement for physical things or ads but helping to prepare and put the events on.

Council member Elliott offered that he sees them working with the Parks and Recreation Department, as they have done in the past, to put on FestiVille; adding the Chamber of Commerce has always helped out working a booth and supporting the Parks and Recreation Department.

Director Dunn said the Chamber of Commerce has a good working relationship with the Parks and Recreation Department.

Chamber of Commerce President Terry Weatherford related there are a couple of things the Commission may not be aware of, saying Director Dunn spent a tremendous amount of her time helping with Fun at Five Points and was out there about all day, approximately a 12-14 hour day. He questioned if that was a Chamber of Commerce event, answering "no it was not". He continued saying it might have been listed as a co-sponsored event but Chamber of Commerce resources are being utilized to do these things they are really not getting reimbursed for. He related that Director Dunn's time is something that cannot be measured, explaining they know what she does, that she went to Washington D.C., met with the congressmen where she primarily talked with them regarding the Little Rock Air Force Base because there is a need to keep that ongoing; and then FestiVille and other various events. He said he does not know how many calls she gets when something like FestiVille or Fun at Five Points is going on, or how many calls she gets from people and businesses looking to relocate to Jacksonville. He stated that Mayor Johnson has indicated, that going forward, he wants the Chamber of Commerce and himself to be working closer together, primarily Director Dunn, because she does have economic development credentials and a degree; which is her background and what she has been trained to do. He continued saying the problem is that due to the decline of businesses within the city there is just not enough of a business base right now to support the Chamber of Commerce strictly off of membership dues unless they increase the dues by a tremendous amount; adding if they do that, membership will decrease. He stated to get reimbursed for the time Director Dunn spends on some city events and he would also like it pretty well documented as to how they are going to do that whether it is going to be per quarter, per month, however; that doesn't really matter as they are not broke, adding long term they cannot continue on the present path. He continued saying if business improves with the coming of the high school and the new businesses that Mayor Johnson is trying to bring to town, maybe they can get "off the public trough" if you will, but right now it is not going to work that way.

Commissioner Hurley offered he is good with that, saying last year the Commission went around questioning exactly what the reimbursement would look like; billable hours for the time spent? He added he is aware the Chamber of Commerce is trying to get away from invoicing so are they going to say that Director Dunn worked “x” amount of time which is worth \$1,000.00? He questioned what the Commission would need in order to abide by the terms of the contract.

City Attorney Friedman stated the Chamber of Commerce would give a monthly report documenting what activities they have been involved in and who they have spoken too, which is a part of the contract; explaining it is a “service” contract and not a “goods” contract so the Commission does not have to see everything invoiced, if that makes sense. She continued saying this contract is the agreement so with this \$35,000.00 the Chamber of Commerce is agreeing to fulfill what is set forth within this contract. She stated the Chamber of Commerce is agreeing to participate and plan certain activities, assist with Parks and Recreation activities, and essentially everything listed in section two within the contract. She noted that presently the contract states the payment would be annually however, that can be amended.

In response to a question from Commissioner Hurley, Chamber President Weatherford replied that it was the Commission’s decision however; the Chamber of Commerce would be good with quarterly payments with a quarterly report that lists Director Dunn’s activities.

Council member/Chairman Ray offered that everything discussed is included within the contract; saying two or three meetings have been held to discuss it.

Council member Elliott commented that it is important that we have a healthy community and relationships.

Chamber President Weatherford questioned once the contract was signed, is the Chamber of Commerce going to give a monthly report and then get paid off of the report or is the Commission going to fund it in advance, explaining the Commission is funding Parks and Recreation as far as advertising in advance; further clarifying the Commission does not get the advertising and then pay for it later is what he is saying.

Recording Secretary Wilmoth clarified the Commission allocates funds to Parks and Recreation however, expenditures are paid from the general fund and the Commission reimburses the general fund from the approved and paid expenses. She continued saying she wanted to make sure everyone understands the Commission does not write a check to Parks and Recreation for a bulk amount without documentation of expenditures.

City Attorney Friedman stated that she believes the point was that it is agreed upon in advance so if both parties do not fulfill the terms of this contract, there is no need to renew; saying she is aware that it is a concern. She continued saying this is both parties making a promise to pay and fulfill the obligations within the contract.

Chamber President Weatherford stated there has been difficulty, even though the funds were approved a year ago in how to go about getting it and to get paid to everyone's satisfaction.

Commissioner Hurley offered that "we all did" and that is why there is a new contract and why the Commission met with Lanny and City Attorney Friedman to try and get it resolved to everyone's satisfaction where it was not the last time.

Commissioner Hurley moved, seconded by Council member Elliott to approve the Chamber of Commerce contract in the amount of \$35,000.00 with the following amendments: removing the word "minimum" before the \$35,000.00 and to change the authorized requestor of records from Mayor Johnson and the Chair of the City Council Finance Committee to A & P Commission Chairman and to change the payments from annually to quarterly.

Director Dunn questioned whether the remaining balance from the 2018 contract would be discussed.

City Attorney Friedman related this was also a point of discussion with Lanny and considering there was a contract for \$35,000.00, it was their understanding, since there was no evidence the Chamber of Commerce did not fulfill their side of the obligation that the Commission would also fulfill theirs.

Director Dunn noted the remaining balance is \$18,283.19.

Motion Carried.

Commissioner Hurley moved, seconded by Commissioner David Bush to approve the additional expenditure of \$18,283.19 to the Chamber of Commerce to fulfill the 2018 contract. Motion Carried.

Council member/Chairman Ray asked for a motion to place the Boys and Girls Club contract on the agenda for discussion.

City Attorney Friedman stated that to be honest, she has not had a lot of time to study this contract as much as she would like; explaining she received the contract from LaConda Watson yesterday and it is essentially a model used by the Chamber of Commerce. She stated they are essentially requesting funds, from her understanding, for tournaments at the Boys and Girls Club which are open to the public. She related that under the new statute 14:147:107 and then under the A & P statute as well in chapter 25 the A & P does have the discretion to fund these types of activities so long as they are open to the public.

Council member/Chairman Ray stated he wants to suspend the rules and place the Boys and Girls Club contract on the agenda for discussion to allow for the Boys and Girls Club director to make a presentation.

Council member Elliott moved, seconded by Commissioner Hurley to place the item of business on the agenda for discussion only. Motion Carried.

LaConda Watson, Boys and Girls Club CEO, thanked the Commission for allowing her to make a presentation. She related they are experiencing an opportunity to expand their reach under their edifice with the Boys and Girls Club not only for the sports tournaments, but to be able to offer community service when looking at health and fitness and wellness throughout the community. When looking at non-duplication of services they do understand they have a great opportunity with the Boys and Girls Club regarding basketball tournaments. She noted that standing to her left is a professional retiree from the National Football League (NFL) who is also looking to provide services for NFL training camps as well as some other activities the Boys and Girls Club does not hold right now. She related it is a membership only type of club but they are open to the suggestions and ideas that were brought before them by Lanny regarding making it open weekends because the tournaments are already open on the weekends; but also being able to provide more services and to have a better reach to the youth as they understand there is an epidemic in our city as well as our country. She continued saying being able to be that positive role model and reinforcement of a safe place for all children. She related the tournaments gives them a reach outside of Jacksonville that they provide throughout the year, explaining they have special clinics in the summertime and a full-fledged basketball season starting in December that is open to all residents in the Arkansas. She stated they are excited about the opportunity, saying not only do they bring that to the table but they also bring their marketing expertise; explaining she has a strong sales background loves the opportunity to go and talk with media outlets. She related she has a great relationship with most of the media outlets, working with television, radio, and print; saying they do a great job of advertising for the Boys and Girls Club. She stated her understanding that under this new agreement that anything that they do, they are going to be tagging and marketing not only the Boys and Girls Club but also the A & P Commission from branding with logos to signage. She explained they have an "in kind" billboard from Lamar located on Hwy 67/167. She stated they have a strong connection when it comes to marketing and advertising and understand what it takes to have that reach and what it takes to bring people into the city. She then introduced Mr. Scott Sr. to speak.

Freddie Scott Sr., Treasurer of the Board of Directors for the Boys and Girls Club, wished all of the men present a happy Father's Day, saying he stands before the Commission as a proud father himself. He states he is excited, explaining his day to day job is caring about the kids across the state, adding he works as an operations manager for the Department of Education. He continued saying for the last year the Boys and Girls Club has become a hub for bringing the community together around what is called "family and community engagement". He stated that every school within the state will have to perform to what is called "every student succeeds act" that replaces the "no child left behind act"; explaining that you cannot have success in education unless you have great economic development. He continued saying that in itself says we have to leverage all assets, all entities, involve one single point of success with the kids; success across the community. He stated t with the A & P Commission he appreciates the other hat that he wears which is going around and providing technical assistance for boards. He stated the Commission taking time to review and have discussion is a huge point, adding he would not expect the Commission to make a decision right now without having a firm opportunity to review.

He continued saying he welcomes any questions the Commission may have and wants to be sure they are legal, and more importantly, because they are providing a kind of service approximately forty times during the course of a year, they can have touch points for these kinds of activities. He said they are excited about being able to make that happen and having a mutual benefit across the board. He reiterated they welcome any questions the Commission may have.

Council member/Chairman Ray thanked them for the presentation.

Commissioner Hurley stated that based on the contract the Commission really has not had the chance to review, this is only just a point of discussion, the Boys and Girls Club is requesting \$85,000.00 from July 1st to December 31st; questioning if that is accurate.

Treasurer Scott Sr. replied that is incorrect, it would be an annual amount.

Commissioner Hurley stated section 1 and subsection point A states July 1st through December 31st of 2023.

Treasurer Scott Sr. clarified the contract was from July 1st to June 30th assuming that it was a fiscal year and renewable annually.

Commissioner Hurley noted the Commission was unable to budget beyond a calendar year.

Council member Elliott offered he is a big supporter of the Boys and Girls Club and acknowledged he hasn't really read the contract however, it appears that it is the same services offered by the Chamber of Commerce and the Boys and Girls Club does not provide the same services as the Chamber of Commerce. He stated it is a big risk as it is presently written, adding it would have to be re-written.

Treasurer Scott Sr. acknowledged it is a good point and it does mirror the Chamber of Commerce's contract but they wanted to be sure that the value add and the differences are spelled out within it. He continued saying during the time to deliberate if the Commission identifies certain areas the Boys and Girls Club needs to clarify, they would be happy to do that. He noted this was designed to move from discussion to a meeting of the minds.

Commissioner Hurley stated he would like for City Attorney Friedman to review the contract and requested she obtain some contracts from other cities that have existing contracts between A & P Commissions and Boys and Girls Clubs. He stated he is not opposed however; he wants the Commission to get it right.

CEO Watson expressed her appreciation for the questions, explaining they are novices when it comes to this. She stated they work "hand in hand" with the Chamber of Commerce also but the thing that is different, that they want to make sure they are talking about, is the children that are physically in the building that they are able to impact the lives of on a daily basis.

She continued saying that not only are they looking at providing tournament services but they are also talking about everything that is under the mission of the Boys and Girls Club, leadership, character, development and things of that nature, not just with the tournaments, but also with STEM and gaming which falls under the athletic umbrella.

Commissioner Hurley offered that as a former Boys and Girls Club board member along with Council member Elliott, he is familiar with what was done at that time. He continued saying Council member /Chairman Ray is a supporter of the Boys and Girls Club and feels they do good work. He stated over the years, the Commission has tried to find ways to help but there were certain rulings that left the Commission unable to continue funding. He reiterated that he is not opposed to doing something but “we have to get this part right first and then drill down the specifics.” He stated that he does not need to be sold on the Boys and Girls Club, adding there are certain things within this contract that he is not sure he is comfortable with.

Treasurer Scott Sr. stated they welcome the opportunity for the Commission to review and identify any areas of concern and to let them know so they can be addressed with City Attorney Friedman.

CEO Watson questioned what the next step would be.

City Attorney Friedman replied that a meeting will be scheduled to go over everything and if some Commissioners were available, and of course invite the media as well, to iron out some of these things it will go a lot faster as opposed to presenting something and realizing that it needs further discussion.

Commissioner Hurley stated his assumption that Recording Secretary Wilmoth will be sending an email regarding this meeting.

It was the consensus that Recording Secretary Wilmoth would send an email regarding the meeting

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements of the Big Bang on the Range and the H2GO Miler Water Fun Run and Walk to benefit Alzheimer’s Arkansas upcoming events.

ADJOURNMENT:

With no further business, Councilman/Chairman Ray adjourned the meeting at 6:50 p.m.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
July 15, 2019

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, July 15, 2019. Council Member/Chairman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance" and welcomed new commissioner Roger Sundermeier.

ROLL CALL:

Commissioners Andy Patel, David Bush, Jim Hurley, Roger Sundermeier, and Council member Kenny Elliott answered roll call. Council member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (6), Absent (1) Commissioner Ray Patel was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Mayor Robert Johnson, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Chamber of Commerce Board President Terry Weatherford, Chamber of Commerce Director Courtney Dunn, Dr. Bob Price, Warren Dupree, DannaKay Duggar, Joan Zumwalt, LaConda Watson, Freddie Scott Sr., Barbara Mellinger, Heather Smith, Sheryl Boyd, and Patrick Thomas.

MINUTES:

Commissioner Jim Hurley moved, seconded by Commissioner Andy Patel to approve the minutes from the June 17, 2019 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for June noting assets of \$860,131.00 which includes \$255,849.00 in investments. She reported liabilities of \$77,712.00, explaining the majority is the amount owed to the Parks Department. She noted revenues of \$358,418.00 and expenditures of \$172,121.00 with revenues exceeding expenditures in the amount of \$186,297.00. She related that she was asked to provide an end of the year estimate providing that the revenues and expenditures came in as budgeted; saying would be \$855,750.00 in revenues and \$772,110.00 in expenditures with a carryover of \$83,640.00. She stated that based on current revenues received she is projecting \$872,000.00 in revenues and \$802,376.00 in expenditures; explaining as revenues increase so does the amount due to the Parks Department for their half of the 2% tax. She stated she is projecting a year-end carryover of \$69,624.00.

She reported May hotel/motel gross receipts of \$291,292.00, which is a 3% decrease regarding the year-to-date comparison and a 7% increase regarding the current month comparison. She noted prepared food tax gross receipts of \$3,490,775.00, explaining this is a 3% decrease regarding the year-to-date comparison and a 3% decrease for the current month comparison.

She reported overall gross receipts of \$3,782,067.00, which is a decrease of 3% regarding year-to-date comparison and a 2% decrease regarding the current month comparison.

Commissioner Andy Patel noted that two certificates of deposit were maturing in September and December questioning the procedure for renewal.

Director Erkel explained she sends out a bid request to all local banks noting the dollar amount and length of time which is usually a year to obtain the best interest rate.

Commissioner Andy Patel stated the rates should be improving, noting that money market rates have improved as should certificates of deposit.

Council member Kenny Elliott moved, seconded by Commissioner Jim Hurley to approve the financial report for June as presented. Motion Carried.

CHAMBER OF COMMERCE REPORT:

Chamber of Commerce CEO Courtney Dunn stated this is her first report since the signing of the contract last month, explaining she will be covering everything for the first six months. She stated the Chamber of Commerce (Chamber) serves as the welcome center for Jacksonville and receives visitors on a regular basis that come in to get maps and the directory. She stated they are also the point of contact for residents needing phone books as they have three different ones. She related that in the last six months the Chamber sent out twenty-four weekly e-blasts, explaining that larger e-blasts are sent out when leading up to larger events that need a little more attention or reminders. She further explained the e-blasts include flyers for upcoming community events, a list of upcoming events, and the link to a full calendar on the Chamber's website. She related they have been working with the Parks Department and JNPSD, explaining each entity has their own login to the calendar to add events. She hoped the calendar would become the go-to point for people looking for upcoming events that are put on by other organizations as well; saying any of the business members or organizations can do that as well. She continued saying the Chamber helps to promote community events using social media outlets such as Facebook, Twitter, and Instagram, working closely with the Parks Department and City Hall to push out information regarding Jacksonville and community events. She related she recently has started working with Director House to send out notifications to area restaurants and hotel owners regarding upcoming sports tournaments so they can be aware with contact information if available. She noted in the spring they hosted the Jacksonville Business Expo and Job Fair which has held at the Community Center, explaining there were several job opportunities, food trucks, and Jacksonville businesses were able to come and promote their businesses. She related the chamber had a big part in the second annual Fun at Five Points' event which included a lot of prep work and a day of activity, explaining they served as the point of contact for vendor registration and event questions. She stated there were a lot of advertising opportunities, noting they were on Good Morning Arkansas, had several radio slots and was in the newspaper for several weeks leading up to the event. She noted the Jacksonville Community Profile and Business Directory was published and mailed to every resident in Jacksonville, explaining the Directory is included in informational packets they mail to people looking to move or host an event in Jacksonville.

She continued saying they worked with First Arkansas Bank and Trust on the Metro Little Rock Guide ad and have also worked with the Arkansas Department of Economic Development Chamber Executives (ADECE) regarding a spotlight article on Jacksonville, noting there is a link to the article located on their website. She stated they had several businesses and two high school trap shooting teams that came from Smackover to attend their trapshooting fundraiser. She said she attended the MAKO conference held in Branson, Missouri, explaining she was awarded a scholarship through the ADECE to attend the conference which included chamber of commerce and economic development training. She continued saying she also attended training at the Arkansas State Chamber regarding requests for information, explaining she wanted to be better prepared to respond and efficiently answer any requests received. She related recent attendance to the Arkansas State Chamber DC fly-in with chambers of commerce from all over Arkansas. She stated she has been training with the Arkansas Site Selection website, saying she has met with Steve and Matt from the ADECE on two different occasions to go over the website which is pretty in depth and will take time to get all of the information on the website that needs to be included regarding available properties. She stated the Chamber hosted, along with the Cabot and Sherwood chambers, a spouse event for the LRAFB that included food, activities and shopping from around the area to things that are available in and around Jacksonville.

Commissioner Andy Patel thanked CEO Dunn for the information provided questioning what she intends to do to make a difference within the community.

CEO Dunn related some of the goals they had before she even started where to better the relationship between the Chamber and the city, adding she thinks they are doing a great job working with City Hall and the Parks Department, as well as other community organizations. She stated communication is a big point, explaining if there is no communication between the entities then no one knows what is going on. She related they do not want to overlap or duplicate events. She stated there are a lot of great people in Jacksonville and a lot of great organizations wanting to do great things; it is just a matter of communication and being open to new ideas.

Commissioner Andy Patel offered that communication and engagement with the community and businesses is the most important key, people need to know that the Chamber exists. He explained that if a business joins the Chamber and sends a yearly check with no additional engagement that they can see, they will lose interest and discontinue their membership.

CEO Dunn stated she recently started a check list for new members that includes things the Chamber will do after a certain number of days. She continued saying they are going to start a "business of the week" feature and do "pop-ins" on existing businesses and business members to spotlight them so Jacksonville does not forget existing businesses.

Commissioner Jim Hurley requested that a printed copy be provided to Recording Secretary Wilmoth to be included in the agenda packet prior to the meeting; explaining it provides him the opportunity to think about it versus being verbally informed.

Commissioner Andy Patel expressed appreciation for the e-mail blasts he is receiving asking her to continue sending them.

OLD BUSINESS:

A. Boys and Girls Club Contract

LaConda Watson, Boys and Girls Club CEO, stated they made a few changes, explaining they changed the word “contract” to “proposal” because they did not want to be presumptuous and say it is a contract at this time. She presented copies of an updated proposal and introduced treasurer Freddie Scott Jr. and secretary Barbara Mellinger. She then stated she wanted to address some of the concerns since there has been time to digest the content and some of the language utilized within the document. She said they wanted to differentiate themselves saying this is an opportunity for them to provide a service not only to Jacksonville, as far as their programs and services they have at the Boys and Girls Club, but to confirm that it is a venue that the community, youth, and families can feel a part of. She stated the recreational feel and experience for the community is so important, saying one of the pillars of the Boys and Girls Club is health and fitness, explaining she feels it is an area for them to ensure they are a part of that effort. She stated on page two, section one under the terms and agreement, she felt there was some misunderstanding and she made a clarification; explaining they originally had a three year clause however, it has been updated to reflect July 01, 2019 through June 30, 2020. She then reiterated that this is a proposal and not a contract. She stated regarding the “minimum ask” it was broken down to a \$45,000.00 request for services to handle the program and activities throughout the year and also adding on what they do for advertising and promotion. She continued saying they are very fortunate in some cases to have an opportunities to receive in-kind support. She provided an example regarding an upcoming fundraiser at Chili’s that will also celebrate the Mayor’s birthday on August 1st. She said this is an example of what they do when they market the city and promote what they do at the Boys and Girls Club (Club) to give an opportunity for everyone to participate; acknowledging that Lamar Advertising Company created the draft that will be displayed in a few days. She related normally they have digital billboard advertising located in the area of Tractor Supply Company on Hwy 67/167. She stated they are also looking into having some physical materials so they can also use billboards located along the freeway. She continued saying Lamar Advertising Company does this as an “in-kind” service however; there are some services they will have to pay for. She stated regarding marketing and advertising, which is one of the examples along with maybe radio and advertisement based on certain events they hold. She stated they had a community event in February where they utilized Lighthouse Charter School’s activity center and Power 92 provided radio promotion for two weeks, explaining it was fifty-five spots for the week and advertising costs can really add up. She continued saying they also work with print advertising as well. She stated they try to have a broad spectrum regarding an audience so they can capture anyone that is willing to come to the city as well as informing the community as to what they have going on. She related they also use social media as a heavy medium to do a lot of communication as they continue to grow their relationship in the athletic and program areas.

Commissioner Andy Patel requested a brief background regarding the establishment of the Club and inquiring if it was a public or private entity and how they operate.

CEO Watson replied that the Jacksonville Boys and Girls Club has been in existence for fifty years however, nationwide boys and girls clubs have been around for over a hundred and twenty-one years. She stated nationwide they service over four million children and in Arkansas they serve 69,000 children. She related they have three hundred and fifty children on the roster however, over the year they average approximately 3,500 children regarding outreach and community. She stated she has been with the Boys and Girls Club for three years and they have doubled their revenue as well as the outreach; explaining they have established relationships throughout the state and in the local communities. She continued saying they hold basketball tournaments and start their practices in December for the season and after school program. She noted that during the summer program they have children from Cabot, Sherwood, and the surrounding areas who attend. She noted there is a membership requirement that is more on the side of safety and does not mean there has to be a fee associated with it. She explained that it was a concern that had been expressed in a previous meeting saying it is a way to show a sense of responsibility and pride. It is also about liability, explaining they have to make sure that from a health and safety perspective there is an understanding in place. She noted the Club services youths from the ages of six to eighteen, explaining they cannot service youths under the age of six because they are not a licensed daycare. She noted there are some state regulations they have to adhere to. She related there are certain periods of time the Club could be open to the public, saying there are some things that can definitely be worked out as far as expressing any concerns or issues on both sides if agreeable, adding that some of that is an area where there is some flexibility. She stated they are a 501c3 private non-profit foundation.

Commissioner Andy Patel questioned how they are funded.

CEO Watson replied that membership is not a revenue generator for them, explaining they have a minimum fee for the after school program which is \$50.00 for the school year. She stated the fee for the summer program is \$200.00 which is averaging \$22.00 per child. She continued saying their revenue is generated through grants, private donations, corporate donations, and all fund raising activities. She related last year they hosted First Lady Susan Hutchinson and that event provided them with a \$15,000.00 profit for the first time on record. She stated this is another example of their reach beyond Jacksonville. She continued saying they have a positive influence, a positive outlook, and a great support system because when they call and ask for support from any entity, more than likely they are going to get some type of support.

In response to a question from Commissioner Andy Patel, she replied the building they are using is owned by the city. She confirmed their organization is not connected to the city or the Parks Department.

Boys and Girls Club Treasurer Freddie Scott Jr. stated he was present to answer any questions the Commission may have, acknowledging they have been present before. He related there have been a few questions that have come up and thanked the Commission for the questions that have been asked. He noted the numbers have been relaxed from where they were previously, acknowledging they were not being realistic. He stated they want to make sure they were mapping an appropriate strategy to what the Commission's desires were from a legal perspective and to bring a value ad. He said when looking at the Boys and Girls Club leadership structure and some of the personnel in place, they have great relationships with other entities from a public relations' perspective that can be leveraged extensively. He offered they are excited as they build a brand of positivity, a brand pertaining to children that experience a holistic approach to life that directly affects what goes on within the city of Jacksonville. He said that time off in the after school scenario is time spent learning, time spent training from a physical standpoint, and time away from potential crime. He stated they feel this is a tremendous benefit where they can leverage their experience and where they can also be a hub for family and community engagement; noting that they work with the State Department of Education to do the very same thing. He related they wanted to be sure the Commission understood they were heard before and they wanted to be sure to address any additional questions the Commission may have.

In response to a question from Commissioner Andy Patel concerning rental payments, Treasurer Scott Jr. replied they are presently in negotiations with the city.

It was noted that a dollar is stated within the lease agreement.

Commissioner Andy Patel questioned whether the Club would be able to provide a copy of their budget for review.

Treasurer Scott Jr. replied affirmatively, saying he can definitely speak as to where they are today and can also provide a cash flow document along with other documents.

Commissioner Andy Patel stated he would like to see those documents.

Treasurer Scott Jr. stated they have to maintain compliance with all federal and state laws and be above board in all that they do so they would be happy to share any documents the Commission would like to see.

Commissioner Sundermeier questioned how the programs interface with the Parks Department, do they overlap, are there opportunities to combine resources, and are they competing with the Parks Department. He further questioned if there is a way to join forces on this.

CEO Watson replied they are not in competition, saying they have the only youth basketball program in the city. She stated they hold basketball clinics and things of that nature. She related that volleyball is an area they embark on in the summertime. She continued saying they offer a volleyball clinic in the summertime and partner with the Jacksonville High School Lady Titans.

She stated the things they are offering are not duplications of services with the Parks Department however, if there is an opportunity to combine and join forces she is definitely willing to.

Commissioner Sundermeier said this is really speaking to an investment in the local kids questioning if these programs are going to be revenue producers to add to the bottom line of the hotels and restaurants which have seen a three percent decrease. What are these programs going to contribute to increase the bottom line for the Commission to say this is a good investment?

CEO Watson replied that as they develop the athletic program and plan, with the blessing of the Commission regarding the proposal or contract, out the projects and activities and look to build on these tournaments that will help bring more people into the city to eat. She stated she believes it will be an opportunity to bring in more people with greater exposure. She related that she worked with CEO Dunn at a recent trap shoot and feels there was a breakdown in communication when it comes to who is coming into the city, when they are coming in, and how to capitalize on it. She expressed her feeling that there is a huge opportunity for the Club to join forces with the city and the Chamber, saying it is important that there is a seamless communication plan. She continued saying if there is a way they can be "a part of and add to" they definitely have the tools, knowledge, and ability to do it.

Council member Kenny Elliott stated that as much as he loves the Boys and Girls Club, supports it, and has been involved with it for many years, he feels that it is still stretching it to be able to fund it through the A & P Commission. He related regarding the Chamber and the Museum, they are both tourism related but as far as this being a part of what the law is for advertising and promotion, unless the Municipal League said something different in the meeting, to the Commission the Municipal League stated it could be a possibility if there was a tournament where there were out of town people coming into the city to pay for officials but that is about the most the Commission could stretch it.

City Attorney Friedman noted the statute expressly permits the Commission to fund or equip a public recreation facility, asking Ms. Watson to speak on that, questioning if the items she is wanting funded are open to the public and if she considers it a public recreational facility.

CEO Watson replied affirmatively and thinks it is one of the reasons they are present as far as being able to stand confidently in front of the Commission, adding because of the meeting with the Municipal League, they saw an opportunity where they can offer the Club as an open facility with some guidelines as far as safety is concerned. She stated one of the biggest issues she sees within the city, and has discussed a lot with the police chief, is how to get the youth off of the street. She stated some of the youths are not a part of the Club but they want to be able to give them an opportunity to have a place to come to when it is hot, to have fun and to have a safe place to come to just like the other kids who are in the Club.

City Attorney Friedman stated her biggest concern is that there is a membership fee it is really not open to any child that walks in off of the street to get out of the heat, you have to be a member. She then pointed out the statute states the Commission cannot provide funds for general subsidy but the Commission may contract to provide these services.

She stated that in reference to advertising, is that the direction she was headed in reference to the \$10,000.00? Does she want to provide this service to the Commission?

Treasurer Scott Jr. stated those are very good questions, truly if they are just conducting these activities during the same timeframe as the Club activities there would be a conflict; saying there is a finite period of time as true Club activities, after that when they are providing those services it would be truly public and so the tournaments and activities would be associated with activities that would not be Boys and Girls Club related so it would avoid a conflict that would be perceived and that way they could address that concern. He stated they would not necessarily have to be a Club member during that timeframe.

CEO Watson stated as they report their numbers, because they do report their numbers to their national office, one of the things they are asked for is their outreach numbers, because it is more than just about their members in the Club it is also about what they are doing for an outreach service perspective. So outside of Club hours, this is an area of opportunity they see where they can provide this service to the community.

Treasurer Scott Jr. offered that for years his colleagues have gotten on his case for not leveraging his eleven years of professional football experience and reach, so a lot of times when they go on television and radio he is able to do that. He stated they have access to media outlets and are able to reach some other professional athletes adding that outreach goes beyond Jacksonville to others across throughout state. So to address Commission Sundermeier's question regarding reach, they absolutely want to draw from the outside so they can take advantage of revenue opportunities.

Commissioner Hurley commented, as he said at the last meeting, he was on the board at one time with Roger and Kenny, so it is not a matter of whether the Commission supports the Club or thinks that it is not a very worthy organization. He agrees with the points that have been made. He stated he is having a little problem with an unwillingness to support contracts with every entity that needs funding. He continued saying if there is a specific event that is going to be held at your facility and you demonstrate to the Commission how that promotes tourism to Jacksonville then he does not have a problem, if the rest of the Commission is in agreement, with funding the specific event but not to say "here is \$45,000.00 go forth". He stated he has a problem with the Club contract. If they can demonstrate an event that supports tourism, that brings people to Jacksonville, then he can support it.

Treasurer Scott Jr. stated what he is hearing him say is that having an event that promotes Jacksonville but was also in a position to justify reimbursement; they are able to come before the Commission with a report to showcase it.

Commissioner Hurley stated it does not have to be reimbursable, it can be that they have an event scheduled on a particular day and need funding to advertise to Boys and Girls clubs around the state to hold an all-star basketball tournament that has "x" number of teams who expressed an interest or signed up from various cities within the state that are going to come to Jacksonville for the weekend and are going to stay in the hotels, eat in the area restaurants, and hit the various flea markets.

He continued saying they are coming into the city, saying that it is so worthwhile what the Club is doing with young people in the city. He stated that words really cannot encompass that but it is not the purpose of the Commission. He related Commissioners have to be good stewards of the money and tax dollars that are coming in, explaining the purpose is to promote tourism and the city of Jacksonville and that is what the Commission has to do. He stated it is not just that, it is the idea of contracts and proposals, saying he would rather fund specific events and does not care who the entity is and support and fund those rather than signing contracts and sending money out.

Treasurer Scott Jr. said that is fine with them, adding what is implicit in the document that is before the Commission is a listing of activities with a detail, saying there will be a calendar of events that will specify the tournaments along with the plan and strategy to bring those people in. He apologized that it is not captured in the document, adding they will certainly include it in a future document.

Commissioner Hurley said "that is not what this document is", saying the Commission does not need a document this large to decide whether or not the Commission wants to buy a billboard on Hwy 67/167, the Commission wants to know what the plan and strategy is and how they are marketing outside of Jacksonville to bring people into Jacksonville.

Council member Elliott stated there is not a need to list all of the things included within the document, saying those are things the Commission has contracted with the Chamber of Commerce to do.

Treasurer Scott Jr. said they would keep it simple.

CEO Watson stated regarding the part about the Chamber, anytime you are looking to promote the city, it is better to have more people involved, explaining she comes from a sales background and feels there is an opportunity to partner to get "our bang for our buck" to draw more people into the city to show what Jacksonville can offer to the community and statewide. She stated that she is looking at it as an opportunity because they know their skills and what they have been able to do to capitalize on bringing people in and getting their name known, getting their branding out there, and just making sure their parents and youth are being provided for; saying she wants to be able to still have the opportunity because advertising does get expensive.

Council member/Chairman Ray thanked the Club for their presentation, saying he hoped the Commission could fund in the future.

B. Discussion Museum of Military History

Joan Zumwalt, Chairman of the Museum of Military History Board of Directors, stated she is present to prove they are extremely tourism related. She continued saying they have a log they ask people to sign when they come to the Museum and can document at least 4,000 visitors a year. She stated there is a small fee of \$1.00 to \$3.00 depending on age and military that provides them with very little to fund attractions and activities Museum. She noted that a summary of activities has been provided, explaining the Museum holds two fund raisers per year and are heavily connected with LRAFB activities that are hosted off of the base.

She related they have hosted receptions, retirements, wedding receptions, and family events. She continued saying the Welcome Home Vietnam Veterans Day has been heavily supported and attended and they have received several accolades about it. She related they do a lot of works with Arkansas Veterans Administration especially at Christmas time, when they collect basic needs for the patients. She stated recently they have added a flag disposal box which is a very popular convenience. She stated they had a war lecture series and movies they are going to reactivate by request. She offered to answer any questions regarding the Museum the Commission may have, adding that it was a number of years before the Museum was opened. She related that Ben Rice and others were very instrumental in the opening of the Museum. She related the story of a young man who toured the Museum and found, in the Ordnance Plant section, the only picture he had of his mother. She stated from that experience, his family from at least six different parts of the country came to the Museum. She expressed her feeling that the City Attorney would agree the Museum is a tourism attraction.

Commissioner Andy Patel thanked Ms. Zumwalt for her presentation questioning if the Museum was a private entity and how it operates.

Chairman Zumwalt replied they are a 501c3 with a voluntary board interest.

Commissioner Andy Patel questioned if they charge a fee to enter.

Chairman Zumwalt replied they charge a fee if it is a private party or group, reiterating there is minimal charge to enter the Museum.

Commissioner Andy Patel questioned what the bottom line was, saying money collected from the hotels and restaurants was supposed to benefit and promote Jacksonville, questioning if people come to stay and eat. He continued saying with 4,000 visitors which is a 2018 number, has it improved over the last five, ten, or fifteen years.

Chairman Zumwalt replied it has consistently grown and as seasons change attendance varies.

Commissioner Andy Patel stated the document states approximately 80% are visitors from outside of Jacksonville which means that it might be out of Jacksonville somewhere or out of state questioning if they have any information regarding the hotels and restaurants at the Museum.

Chairman Zumwalt said brochures are available.

In response to a follow-up question, she replied they have a sign-in log however; it does not differentiate whether they are military or civilian visitors.

Commissioner Andy Patel questioned if there have been events now or in the past that have brought people in from out of state to stay and benefit Jacksonville.

Chairman Zumwalt stated that is very hard to track and cannot provide a specific number.

Council member Elliott noted the Welcome Home Vietnam Veterans' Day event has a number of out of state visitors.

Mr. Warren Dupree stated that is a specific event where you see a lot of them come in. He also stated there are a lot of events held by the LRAFB and hosted by the Museum which also brings in a lot of out of state guests because they send invites out to family members and officials, explaining the Museum does not have the tracking capability to determine whether they have stayed in town. He continued saying generally they are confident they have at least eaten in town. He said those are specific events where they know people have come from out of state, other times they do not know because family members come in. He offered that he covered the front desk two weeks ago due to having several volunteers on vacation and while he was there he had three people from New Zealand come in who were there with family, so they were either staying with the family or locally somewhere. He stated they see that a lot, noting they have a lot of international visitors who are usually tied to the LRAFB but not always. He stated they do not have a mechanism for tracking where they are staying.

Commissioner Andy Patel stated that 4,000.00 visitors a year averages out to ten to twelve visitors per day.

Mr. Dupree related attendance seems to spike during special events, explaining their heaviest attendance is between May and September which is related to vacationing people and their families.

Commissioner Hurley stated that based on the budgeted revenues and expenditures for 2019 and what has been budgeted; the Commission would have spent \$25,347.00 with the Museum, which he then corrected to \$14,663.00, leaving a balance of \$25,000.00. He noted the Museum is requesting \$40,000.00 but the Commission has already funded some of the events. He continued saying based on the meeting with the Municipal League and the interpretation from the City Attorney and Lanny with the Municipal League and the clarifications, the Commission does not have to fund through the Parks Department anymore for specific events. So funding for an event could be requested and then the Commission could vote prior to the event whether to fund the event.

Council member Elliott clarified it can be placed on the budget without having to go through the Parks Department.

Mr. Dupree remarked that it was the way it used to be done.

Commissioner Hurley stated he is not going back there, saying we are where we are today and have received clarification from the Municipal League and City Attorney Friedman that the Commission can fund things that promote tourism, so we are back to square one where we were before. He continued saying the Commission has always supported the Museum since day one of this Commission when it was drawing \$80,000.00 per year and the Commission has always done what it could, adding he does not see that changing but \$40,000.00 for the remainder of 2019 having already allocated \$14,600.00 and looking at \$25,300.00, not \$40,000.00. He said some of these events such as the flag return and pick-up station is something the Commission may not be able to fund.

He related his understanding the Museum does different functions but some of these things that have not been budgeted for in 2019 should be remitted to the Commission by a separate funding request. He stated with \$72,000.00 remaining in the 2019 budget going forward, that is the way he would like to proceed for 2019 and maybe do something different in 2020 like the Commission used to do. He reiterated he is in favor of funding specific events and not general funds.

Commissioner Andy Patel questioned the length of time the Commission has funded the Museum.

Recording Secretary Wilmoth noted the Commission was established in 2003.

It was the consensus based on that information the funding began in 2004 or 2005.

In a follow-up question from Commissioner Andy Patel, Ms. Zumwalt replied the Museum has always received funding with the exception of two and a half years.

Commissioner Hurley noted the lack of funding for those years was due to pending litigation regarding how the Commission funds.

Council member Elliott noted it was three years ago the Commission had to go to event based funding.

Council member/Chairman Ray thanked Chairman Zumwalt, noting the Museum's request is for \$40,000.00. He confirmed that Commissioner Hurley discussed funding the difference between the requested amount and the amount already allocated to the Museum, which is a difference of \$25,300.00.

Discussion ensued.

City Attorney Friedman stated to clarify is Commissioner Hurley wanting to continue event based funding due to previous litigation or does he not want to enter into a contract.

Commissioner Hurley stated he does not see a contract.

City Attorney Friedman clarified "a proposed agreement" for the \$40,000.00, noting in the past the Commission had to do event based funding but there is an attorney general's opinion that defines a museum as a tourist oriented facility which is expressly covered under the advertising and promotion statute. She stated if that was his concern, she wanted to clarify that legally the Commission can fund tourist oriented facilities.

Chairman Zumwalt stated there are groups they host such as the Boy Scouts, Girl Scouts, church youth groups, and senior citizens who tour the Museum with paying an admission fee, so many times when that happens that can be food service whether it be twenty kids or forty seniors.

Commissioner Hurley moved, seconded by Council member Elliott to expense \$25,000.00 to the Museum of Military History for general operations.

In response to a question from Commissioner Andy Patel, Commissioner Hurley stated that prior to the conflict, the Commission used to give the Museum \$48,000.00 a year and then it was decreased to \$40,000.00 per year; then due to the circumstances the Commission got away from that and was just funding events through the Parks Department. He stated that as far as tourism goes, he would like to see greater numbers and more revenue out of the admission and concessions in whatever way the Museum can draw revenue. He would like to see more cooperation and work with some of the other entities and some crossover. He questioned if the Museum was in the Christmas Parade, and received a negative response, saying that it how you get your name out there. He noted that Rosie the Riveter was in the North Little Rock parade, saying he was there and saw it. He questioned why not here. He expressed his feeling that there are things the Museum can do that would promote their cause within Jacksonville. He expressed his opinion that there are things that can be done and realizes they would cost money so some of that money, the \$25,000.00, is what he is proposing they use to do that, saying there needs to be a presence.

Council member Elliott stated there is no question the Museum is a legitimate advertising and promotion commission expenditure. He continued saying he has no problem funding the Museum. He stated that as much as he would like to fund the Boys and Girls Club, in good conscience that is stretching it unless a way can be found to do it. He continued saying the Museum, within the law, is a legitimate expenditure unless the Commission receives a different interpretation.

Commissioner Andy Patel stated he is not against funding an entity the Commission has been supporting for years but this money is supposed to bring more money here in town regardless whether he likes it or not that is a reality for the Commission. He then said he wanted to hear from fellow commissioners, not for this entity in particular but for any entity, what would they like to see going forward, if they would like to fund here and there that is fine but how that money is bringing the other money and promoting Jacksonville is what the Commission should have an interest in and nothing else.

Commissioner David Bush related he has seen some business off of it, saying he had some people come in who had two hours to kill before attending a funeral that were from Iowa and the Museum is where they spent their two hours. He offered they could not talk about it enough and were “blown away” by it.

Motion Carried.

NEW BUSINESS:

A. “Arkansas Love Where You Live” Publication Presentation

Recording Secretary Wilmoth related she received this advertising opportunity from the Chamber of Commerce for funding consideration.

Ms. Heather Smith, with Arkansas Business Publishing Group, related that for the last fifteen years they have produced the Living in Arkansas magazine for the State Parks Department of Tourism Retirement and Relocation Division. She stated that last year when they started talking about the planning of the upcoming issues of Living in Arkansas, Parks and Tourism decided they wanted to have something a little bit more upscale and to capture people a little bit further down the funnel who are actually looking at retirement and relocation to Arkansas and at that same time Arkansas Economic Development Commission (AEDC) came to them and were wanting a customized leave behind top notch quality piece for them and so it kind of got the wheels turning as to what it would look like. She said ultimately they decided to partner up and work together to have this really nice publication to promote the quality of life in Arkansas. She noted the last time they had done something of this type was the Picture Arkansas publication that was a coffee table publication and was not a hard bound book but was soft bound, very pictorial and photo heavy. She stated essentially this is what this publication will be doing, explaining it is two-parts combining economic development and tourism. She related that a total of 50,000.00 copies will be printed and AEDC will get 20,000 copies and Arkansas Tourism will get 20,000 copies. She stated especially for tourism people, it is capturing people further down the funnel. She continued saying the only difference between Picture Arkansas and this publication, as far as what the publication will look like, is it will be an 8.5 x 11 size with the same type of paper. She related that one picture will wrap from the front cover to the back cover so it is not a typical magazine that has a lot of ads and that kind of thing throughout, it is very picture heavy but both entities really wanted to showcase Arkansas, show quality of life in Arkansas, so they are kind of going away from that advertising. They are really, from an economic perspective wanting to showcase the best and brightest. She stated there is going to be a home section, a people section, a business section, and a future section. She related the home section would be the best fit for Jacksonville because it is going to detail the communities that are interested in attracting retirement and relocating people. She stated that Parks and Tourism has a whole department dedication to recruiting people to come to Arkansas to live so that is kind of what this would fall under. She provided a PowerPoint presentation (on file) detailing the layout of the publication and cost. She related they have four-page sections, two-page sections, and half-page sections for each city that is interested in participating. She stated they are also allowing a county or tourism region to come in and do a combined effort. She related the client would provide the photos and they would assemble the content. She stated the publication would come out in October and would be distributed until they run out, adding they are thinking it will be indefinite but really it will have a two or three year shelf life. She related the ultimate goal of this publication is to showcase the quality of life in Arkansas and to say "why Jacksonville". She stated that within the business section they are allowing businesses to showcase themselves as to why they are the best and brightest and why they are located in Arkansas. She noted there is some flexibility regarding billing since the publication is coming out so late in the year; they can bill some of the cost in October and the remainder in January.

Commissioner Sundermeier questioned if the publication were going to live digitally to where it can be shared socially and have click-throughs to other websites.

Ms. Smith replied there would be a digital component that will be on the Arkansas.com website as well as AEDC's website but they are not sure if there is going to be any marketing of just a digital edition. She continued saying they really wanted this to be something tangible in their hands, expressing her understanding that when AEDC travels to various places to recruit businesses, this publication will be left behind.

Commissioner Sundermeier questioned with static print advertising what is the percentage of adoption rate, saying if someone were to leave this publication at a trade event, what the expectation would be to have someone choose Jacksonville based on that.

Ms. Smith replied that it is very important the photography really shows well, with the publication being photo heavy it is really important the photography be top-notch. She related if the Commission needs help with photography, they have a photography intern through the end of the month. She said if this is a place where the Commission could use some newer photography, she would highly recommend it and it could be included within the advertorial pricing. She said it is going to be harder to measure.

Commissioner Sundermeier stated from a relocation perspective and moving into the area, he is not sure those folks are staying in hotels but they are eating here obviously, does this justify the mission of the Commission where economic development may be a better use of those funds. He offered that it may be a project for the Chamber of Commerce to take on as opposed to the Commission. He suggested that maybe a business such as a bank might want one, the Museum may want to jump on, a community effort of people coming together to share the cost a little bit more, not necessarily the Commission's mission but the town's mission.

Ms. Smith agreed, saying that Jacksonville is unique in the fact that it has the LRAFB questioning how many of them come to the LRAFB for three years, leave and then come back. She stated that from a city perspective you would think there are a lot of them that are buying homes here ultimately and it is helping everyone. She related that personally there are a lot of people that can gain from being included in the publication.

Commissioner Sundermeier offered his opinion that it is not so much a tourism piece as it is a recruitment tool for people moving to the area or economic development.

Council member Elliott stated, as Commissioner Andy Patel alluded to, the Commission has to concentrate on getting people here to stay in the hotels and to eat in local restaurants.

City Attorney Friedman offered that by statute the Commission's funds are to be used for advertising and promoting the city, saying a lot of the business people up here would like to see revenue come into the hotels and restaurants but actually by statute these funds are to be used to promote the city.

Commissioner Sundermeier offered that we are in an age where the lines are kind of getting blurred so that it is not so much all about tourism, it is about quality of life and if we have 29,000 people in Jacksonville that do not choose Jacksonville every day, we should not expect another 50,000 people outside of the border to want to come in and be a part of this.

He stated it is a two-pronged approach to really balance marketing to our own people who have no clue about what we have in our community as well.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcement of the upcoming Bank to School Splash event.

Mayor Johnson offered that he attended the Big Bang on the Range event, which was his first time to attend, saying it was well attended from people from all over, it was well showcased and he really enjoyed it.

ADJOURNMENT:

With no further business, Councilman/Chairman Ray adjourned the meeting at 7:28 p.m.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Re-scheduled Meeting
August 26, 2019

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, August 26, 2019. Council Member/Chairman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, Jim Hurley, Roger Sundermeier, and Council Member Kenny Elliott answered roll call. Council Member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (5), Absent (2) Commissioners Andy Patel and David Bush were absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Dr. Bob Price, Warren Dupree, LaConda Watson, Freddie Scott Sr., Barbara Mellinger, Patrick Thomas, Billy Hall, and Marshall Ray.

MINUTES:

Commissioner Jim Hurley moved, seconded by Commissioner Roger Sundermeier to approve the minutes from the July 15, 2019 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for July noting assets of \$756,536.00 which includes \$255,849.00 in investments. She noted revenues of \$434,056.00 and expenditures of \$354,182.00 with revenues exceeding expenditures in the amount of \$82,873.00.

She reported June hotel/motel gross receipts of \$281,828.00, which decreased 4% decrease regarding the year-to-date comparison and decreased 8% regarding the current month comparison. She noted prepared food tax gross receipts of \$3,276,852.00, explaining this is a 3% decrease regarding the year-to-date comparison and an 8% decrease for the current month comparison. She reported overall gross receipts of \$3,558,680.00, which is a decrease of 3% regarding year-to-date comparison and an 8% decrease regarding the current month comparison. She explained some of the decrease is due to several hotels and restaurants not turning in reports until August; saying those revenues are not included within this report.

Council member Kenny Elliott moved, seconded by Commissioner Jim Hurley to approve the financial report for July as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. Service Award Presentation to Billy Hall

Council Member/Chairman Ray presented Commissioner Billy Hall with his service plaque, explaining service is voluntary. He noted that Commissioner Hall is presently serving on another commission. He thanked him for his time and service to the A & P Commission.

Commissioner Hall commented he hoped he was able to contribute a little bit; saying former Mayor Fletcher had told him when he was appointed that he wanted someone who could say “no”, saying that is what he has tried to do.

B. \$5,500.00 Funding Request for Dub Myers 7th Annual Golf Tournament

Boys and Girls Club CEO LaConda Watson stated they have already started advertising, explaining the golf tournament is being held on September 13th and there is only two weeks left. She related they have been working on their social media presence as well as some advertising in the local newspaper, explaining they are extending to the Arkansas Democrat Gazette as well as working with some of the various radio stations. She noted an upcoming appearance on September 5th with Cumulus radio on three stations to continue promotion of the event. She stated they are looking for support to run a successful event campaign.

City Attorney Stephanie Friedman questioned if the funding request was strictly for advertising.

CEO Watson replied that it is strictly for advertising and will take care of social media. She explained they are presently looking at a static billboard depending on what is left in the budget. She reiterated advertisements in The Leader and the Democrat Gazette, golf signs and banners, along with radio appearances and advertisements.

City Attorney Freidman questioned, if funding were approved by the Commission, would the Boys and Girls Club place something regarding Jacksonville A & P funding.

CEO Watson said absolutely, explaining they would brand with the A & P Commission regarding everything they do.

Council member/Chairman Ray called for a motion.

CEO Watson stated they do have event flyers on hand if needed.

Commissioner Jim Hurley noted the funding request is for \$5,500.00 however, when he flips the page it states “A & P Commission \$10,000.00”.

CEO Watson explained initially, when looking at their budget, that was their desire when they had marketing and advertising within their budget however, they are only requesting \$5,500.00.

Commissioner Hurley questioned if the \$6,367.00 stated amount is expected revenue and not expenditures.

CEO Watson confirmed it is expected revenue.

Commissioner Hurley questioned if the revenue received would be used for Boys and Girls Club activities.

CEO Watson stated they have various activities including an after school literacy program. She noted they have a feeding and snack program that does not begin until September 16th; explaining in the interim they are offsetting those expenses through their budget that were unplanned.

Commissioner Hurley questioned if they already have eighteen sponsors.

CEO Watson replied negatively, saying they plan to have eighteen sponsors and teams. She noted ten teams have already registered.

Commissioner Hurley noted the submitted information states eighteen teams at \$150.00 each.

CEO Watson stated they budgeted for eighteen teams.

Commissioner Sundermeier noted sponsorships are \$150.00 and teams are \$400.00.

CEO Watson related the practical math they used was eighteen holes and eighteen teams to keep it simple, saying that is their goal.

Commissioner Sundermeier questioned the number of teams who normally play in the tournament.

CEO Watson noted thirteen teams played last year, explaining they saw profit from signs and sponsorships. She further explained they do not make a profit from the teams however; they profit from sponsorships.

Commissioner Sundermeier offered that team funds are used to purchase prizes.

CEO Watson agreed saying those funds are also used for green fees, trophies, food for the event, and rental of the country club.

Commissioner Hurley asked CEO Watson to briefly outline where they have advertised so far.

CEO Watson noted they have advertised with The Leader, the community calendar with Cumulus media radio stations, the Air Force Base, the Chamber of Commerce news blast, and "word of mouth" via phone calls. She continued saying they are working with the Department of Education and Mr. Scott Sr.'s team as well.

Boys and Girls Club Treasurer Freddie Scott Sr. offered one of the reasons they wanted to extend it, because of the interest of the Commission, is to see and realize revenue from outside of Jacksonville; so their effort to externally communicate outside through the Department of Education should cover the state as well. He stated they would love to get eighteen teams and optimize that, adding it would be a push but they are excited about the opportunity.

Commissioner Hurley asked Finance Director Erkel the amount of funds remaining if revenues and expenditures came in as projected.

Finance Director Erkel replied presently there is \$58,640.00.

Council Member Kenny Elliott offered the amount could change if revenues continue to decline.

In response to a question from Council Member/Chairman Ray, CEO Watson replied the logo would be added to the flyer. She then asked for a copy of the approved A & P logo.

Commissioner Sundermeier asked City Attorney Friedman if this would be a challenge or “gray area” for the Commission to fund this request.

City Attorney Friedman replied negatively, explaining it would be similar to the recent sponsorship of the Alzheimer’s 5K Run Walk. She stated that as long as the Commission is getting credit for it and advertising the City of Jacksonville, which is what the Commission was designed to do. She continued saying it is the Commission’s discretion.

Commissioner Sundermeier then asked if the Commission is more about promoting Southern Oaks as an opportunity for people to come to the golf course, join and increase memberships, which will increase revenues for them, or is it about this specific tournament? He continued saying he does not know if funding one tournament might lead to being asked to sponsor every golf tournament. He questioned if this was more about supporting Southern Oaks, explaining he is just trying to get a feel for how this request fits into the Commission’s model.

Commissioner Hurley stated he did not disagree, explaining that if you were to take \$5,500.00 and divide by the number of participants, on a scale standpoint, that is a pretty significant dollar. He continued saying there are already fourteen teams signed up and they are trying to reach an additional four teams and sixteen people.

Commissioner Sundermeier questioned if there was enough time, since the event is on September 13th, to get a return on investment if funded.

CEO Watson stated “yes” saying media is expensive, explaining it is all about marketing, reach, penetrating the audience and making sure they are reaching the targeted audience for this event. She stated that anything they do for the City is always a plus when they are advertising healthy events and fun things to do. She continued saying with the military presence and the fact the golf course on Base is no longer there, that does open them up to generating revenue for the City as well as from the Air Force Base. She stated she is looking at this as a win-win and an opportunity for them to do it in a more positive way.

Commissioner Hurley questioned how she thinks this would generate revenue for the City.

CEO Watson replied that people who are coming into Jacksonville are spending their money and time, noting they are being fed lunch but not dinner. She stated they are still providing a service to the City. She continued saying they are working with the Chamber of Commerce and visiting area businesses to obtain “goodie bag” items which will help those businesses to advertise as well.

Council Member Elliott questioned how many teams are expected from outside of Jacksonville, explaining that is the problem he is having, how many people are being drawn to Jacksonville. He stated that most of the golfers will be from Jacksonville.

Boys and Girls Club Secretary Barbara Mellinger noted by word of mouth, they had two teams register from Little Rock who were originally from Jacksonville. She stated they also have a team from Beebe that has registered. She continued saying if there are teams coming from Little Rock with all of the golf courses they have their coming to support Jacksonville and the Boys and Girls Club that is a plus.

Commissioner Sundermeier questioned who was managing the social media part of the advertising for the event.

CEO Watson replied Lancorp, explaining they are a small company located in Little Rock, having algorithms and methodology to aggressively push advertising within the two-week period prior to the event. She continued saying they are set up on Twitter, Instagram, and Facebook. She stated Lancorp is tasked with helping them to penetrate and flood the social media airwaves.

Commissioner Sundermeier questioned if that was something that could have been done in house, explaining they can pay to boost the posts and buy demographics and lists. He stated that from a Commission standpoint there is \$1,500.00 listed for a media platform, which he understands has a cost and is a lesser amount, which is a little more palatable because it does have a huge reach. He continued saying the majority of social media can be done in house if there is time to do it.

CEO Watson stated she has a challenge with time and resources, explaining she is the media person and the one posting. She continued saying she has learned that sometimes she has to take a backseat to those who have more of an expertise in that area. She related it is an area she wants to learn more about. She stated that a Facebook post will only go so far, questioning how to make it “grow legs” and expand. She offered that they are being aggressive with only two weeks remaining, saying the support of the Commission on something that is a hardship for them is definitely a benefit for them to be successful with the golf tournament. She continued that anything they do to spread the word regarding coming to Jacksonville, whether it reflects in the bank account, and advertises something positive for Jacksonville, saying Jacksonville needs more positive things and opportunities because right now Jacksonville gets skipped over for Sherwood or Cabot. She questioned what is being done to entice people to be here.

Commissioner Sundermeier noted the Arkansas Democrat Gazette e-blast cost is \$3,100.00 per month with a minimum of a three-month agreement.

CEO Watson stated that is not for the Boys and Girls Club, explaining she has already negotiated with them and they are not paying for three months. She related the Arkansas Democrat Gazette understands that this is a special project. She stated that her goal next year is to be in front of it and to have her media plan together now that they know this is an avenue they can go down to have that marketing package and plan. She noted upcoming television appearances scheduled on Channels Eleven, Seven, and Four. She reiterated the upcoming Cumulus radio appearance along with a possible appearance on 103.7 The Buzz.

Commissioner Hurley questioned if it would help to meet her goal as well as the Commission's criteria if the \$1,500.00 radio platform were funded.

CEO Watson replied funding the radio platform would definitely help, saying she would not turn down any means to get advertising out there.

Commissioner Hurley offered that he was unfamiliar with the radio stations listed questioning what is offered by 105.5.

CEO Watson stated that she believes it is one of the sports stations that Lancorp is working with. She continued saying she presently has Cumulus radio, 102.5, Power 92, and 102.1 KOKY with the potential of 103.7 The Buzz.

Commissioner Hurley stated if reading correctly, it states to choose one station however; in parenthesis is says to choose between 105.5 and/or 96.5 so they can split between the two. He asked if that was correct.

CEO Watson replied affirmatively.

Commissioner Hurley questioned what type of station 96.5 is and if it is reaching their potential customer.

CEO Watson stated the station is in the Central Arkansas listening area.

Discussion ensued.

CEO Watson noted that Cumulus radio and 103.7 The Buzz are not charging for advertising the event.

Commissioner Sundermeier offered that he would feel more comfortable committing \$1,500.00 for the radio platform which also has a social media piece that can be shared.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to expense \$1,500.00 for the radio platform advertising of the Dub Myers 7th Annual Golf Tournament.

Council Member/Chairman Ray confirmed the Commission wanted to fund \$1,500.00 and not \$5,500.00 which is the requested amount. He questioned if that amount would be enough to advertise the event, saying he would like to see the entire amount funded as requested.

He explained that Dub Myers was a very responsible person for Jacksonville, saying he supported the community and the high school. He recalled that Mr. Myers provided a van from Gwatney Chevrolet when a bus was not available to transport students to a ballgame. He reiterated that he would prefer the Commission fund the entire amount requested, explaining it is beneficial to the community. He stated Mr. Myers sponsored the entire community, saying he feels the Commission should fund the entire amount requested.

Discussion ensued.

Motion Carried.

C. \$2,930.00 Request for ad in Arkansas Business

Commissioner Sundermeier noted a copy of the ad is included within the packet, saying it will be published in Arkansas Business as part of their tourism edition that is published statewide and digitally. He explaining there will also be a full page of editorial copy for Jacksonville to tell its story from the School District, LRAFB, Boys and Girls Club, Museum of Military History and all of the other entities as well to paint a picture of Jacksonville as a whole. He continued saying from that standpoint, it is probably one of the better pieces the Commission can fund.

In response to a question from Commissioner Hurley, he replied that Arkansas Business would be writing the copy.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to approve the expenditure of \$2,930.00 for an ad in the Arkansas Business tourism edition. Motion Carried.

ANNOUNCEMENTS:

Mr. Warren Dupree announced the 40th Annual Razorback Coin Show to be held on September 20th - 22nd at the Community Center. He encouraged attendance, noting people come from all over the region to attend. He stated they are the longest running customer of the Community Center and have enjoyed the partnership they have.

Council Member/Chairman Ray noted the large attendance at the recent train show.

Mr. Dupree noted the Jacksonville Community Center is the site for collector shows, saying the Community Center hosts the train show, book and paper show, the coin show, the stamp show, the gem and mineral show, and the holiday arts and crafts sale, all in the span of three months.

Council Member/Chairman Ray stated he was approached by some representatives from JNPSD, noting the parking lot is quite a distance from the stadium, that want to obtain golf carts to transport older and handicapped people to and from the stadium. They thought the Commission could help sponsor a couple of golf carts and place the Commission's logo on them. He continued saying they could either be leased or purchased to transfer people back and forth. He said he informed them to bring it to the Commission for discussion.

**A & P Commission
Re-scheduled Meeting
August 26, 2019**

City Attorney Friedman stated that she would discuss it when the item is presented, saying she believed under the current Statute that it is not doable.

ADJOURNMENT:

With no further business, Council Member/Chairman Ray adjourned the meeting at 6:38 p.m.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Re-Scheduled Meeting
September 23, 2019

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, September 23, 2019. Council Member/Chairman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, Andy Patel, David Bush, and Council Member Kenny Elliott answered roll call. Council Member/Chairman Reedie Ray also answered roll call and declared a quorum. Present (5), Absent (2) Commissioners Jim Hurley and Roger Sundermeier were absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Mayor Robert Johnson, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Dr. Bob Price, Warren Dupree, LaConda Watson, Freddie Scott Sr., Patrick Thomas, Meghan Vandergriff, Terry Weatherford, Mark Goodsell, Brian Blevins, Rick Tilley, and Jeff Garner.

MINUTES:

Commissioner Andy Patel moved, seconded by Council Member Kenny Elliott to approve the minutes from the August 28, 2019 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for August noting assets of \$776,027.00 which includes \$255,849.00 in investments. She reported \$37,144.00 in payables, explaining it is mostly an amount due to the City of Jacksonville (City) for the Parks Department. She noted revenues of \$508,343.00 and expenditures of \$404,479.00, with revenues exceeding expenditures in the amount of \$103,864.00. She provided projected revenues for 2019 of \$879,779.00 and expenditures of \$813,555.00 with a remaining balance of \$66,225.00 in unallocated funds.

Commissioner Andy Patel questioned the \$400,949.00 tourism and promotion amount asking if it is the total going to the City.

She explained the amount includes all of the funds expensed for activities and events along with the amount due to the City for the Parks Department.

Commissioner Andy Patel asked if the amount could be separated to show the amount due to the City for the Parks Department.

It was noted that the expenditures were detailed within the budgetary revenues and expenditures report on the next page of the financials.

Commissioner Andy Patel requested that a separate line item be included on the revenues and expenditures page of the report.

Director Erkel explained the budgetary revenues and expenditures report provides an itemized detail and includes a breakdown of the amount from the hotels/motels and the prepared foods due to the City.

Commissioner Andy Patel stated that he was not talking about that and reiterated his request to have the information included within the revenues and expenditures report.

Director Erkel stated that she would try to include it within the revenues and expenditures report.

Council Member/Chairman Ray asked Commissioner Andy Patel to clarify his request, saying the information was included on page four of the report.

Commissioner Andy Patel confirmed the amount reported on the revenues and expenditures report includes everything.

Director Erkel agreed, explaining the statement of revenues and expenditures lists the types of revenues and expenditures and the detail regarding each is provided within the budgetary revenues and expenditures on pages four and five of the financial report.

Discussion continued and she further explained the total includes all of the items listed under special projects within the budgetary and expenditures report.

Commissioner Andy Patel stated that it is not totaling anywhere and that is why he is a little confused regarding that item, saying he does not see the items on pages four and five totaling the amount listed.

Director Erkel stated if he would like for her to do that, she can possibly do it, explaining it would still be listed under tourism and promotion dash City due Parks.

Commissioner Andy Patel said that would work regarding this section, adding the amount listed is a large amount.

She reported July hotel/motel gross receipts of \$265,448.00, which is a 5% decrease regarding the year-to-date comparison and a 13% decrease regarding the current month comparison. She noted prepared food tax gross receipts of \$3,229,093.00, explaining this is a 2% decrease regarding the year-to-date comparison and an 8% decrease for the current month comparison. She reported overall gross receipts of \$3,494,541.00, which is a decrease of 3% regarding year-to-date comparison and an 8% decrease regarding the current month comparison.

In response to a question from Council Member Elliott, Director Erkel replied the projected revenues provided takes into consideration the decline in reported revenues.

In response to a question from Commissioner Andy Patel, Director Erkel replied the difference between the budgeted and projected revenues is approximately \$30,000.00.

Commissioner Andy Patel moved, seconded by Commissioner Ray Patel to approve the financial report for August as presented. Motion Carried.

CHAMBER OF COMMERCE QUARTERLY REPORT:

Chamber of Commerce Board President Terry Weatherford noted that Director Dunn had submitted a written report to the Commission. He related Director Dunn is involved with the High School regarding a new initiative called the Ford NGL which is a change of curriculum for juniors and seniors, saying she is working with Dr. Duffie to try and set up a meeting with all of the area plant managers. He stated she also had some conversations with Dr. Price and the SBA and went to an economic development conference in Ft. Smith in August. He noted her attendance at the LRAFB leadership conference and sponsorship of the third quarter deployed spouses meeting at the LRAFB last month. He stated they are also providing some volunteers, including himself, for FestiVille.

Council Member/Chairman Ray thanked him for the report, explaining the Chamber of Commerce provides a quarterly report to the Commission.

Commissioner Andy Patel offered that Director Dunn is doing a really good job.

Commissioner David Bush moved, seconded by Council Member Elliott to approve the Chamber of Commerce quarterly report as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. Presentation of the Wheelin and Healin Car Show

Mr. Mark Goodsell, owner of Goodsell Truck Accessories, stated he wanted to provide a report regarding the 20th annual car show that was held on April 17th. He said it was amazing and was the largest show they have ever held. He stated he hoped some of the Commissioners were able to attend, noting attendance by Mayor Johnson. He noted attendance by several thousand, explaining the event was held from 8:30 a.m. to 3:30 p.m., saying people were parking everywhere they could find a place to park. He noted the Commission helped with advertising the event, noting they spent \$4,200.00 in advertising and the Commission provided \$2,500.00. He thanked the Commission for the funding. He noted they raised \$5,000.00 for the Jacksonville Animal Shelter Friends of the Animals which is huge, adding they can do so much with those funds. He explained the funds will go to offset vet bills and will keep animals from having to be euthanized. He noted the adoption of ten animals at the event. He related that people came to Jacksonville, ate in the restaurants and purchased gas and other items; adding that hopefully they stayed in some of the hotels. He related it was amazing and the weather was beautiful, explaining they had over two hundred show cars. He noted they were on six radio stations and in three newspapers with a live remote from 94.1 The Point which helped to bring in a good crowd as well. He stated the Arkansas Pontiac Association sponsors the car show, explaining they are already planning the next show to be held on April 25th.

He said it is a great show for a good cause, saying they will probably have proceeds to benefit the same charity next year because they really need it.

Council Member Elliott offered that he was unable to attend this year however; he heard several comments regarding how good it was.

Council Member Ray commented when he came through the area there was a traffic jam, saying that he “loved it”.

Commissioner Andy Patel thanked him for hosting the event, asking if it was possible to extend the event to two days or overnight to potentially help the hotels and other entities in town.

Mr. Goodsell stated he did not think that was possible, explaining they come to town and bring their cars and live within a hundred mile radius or less. He continued saying he did not know how they could make that work, explaining they bring their cars and are judged and trophies are given out at 3:30 p.m. and then everyone goes home. He stated that it is a one-day event but they are hoping to continue to grow the event, adding the event gets bigger every year.

Council Member Ray questioned if it would be possible to give a prize to the person coming from the farthest distance, explaining it would help to determine how far people are coming from.

Mr. Goodsell related they did not do it this year however; they have done it in the past.

In response to a question from Commissioner Andy Patel, Mr. Goodsell replied the Commission’s banner was on display at the event. He related there was a little bit of delay receiving the information however, they were able to modify the ad in The Leader and the Combat Airlifter to include the Commission’s logo. He related they would be “all over that” next time.

Council Member/Chairman Ray offered that he “channel hops” radio stations and heard the ad on a couple of stations.

Mr. Goodsell noted they received some free advertising, explaining they all went into the stations and provided some “live” discussion of the event.

B. \$12,589.60 funding request eSports Event in partnership with War Memorial Stadium

Mr. Brian Blevins related he is the former owner of The Gamestore on Main Street, explaining he sold the business at the beginning of the year. He offered at the time, it was the largest game store located in Arkansas. He stated on the weekends, he had hundreds to almost thousands of different people to come in to play in tournaments for the games that were going on; explaining most of the time they were in-person games where they play cards. He further explained for those who are unfamiliar, that it is like a chess tournament where everyone sits across from one another and plays, adding there are many different ways to play the game of chess. He stated he is present to seek funding for an eSports event, explaining eSports stands for electronic sports, which is the fastest growing activity in the world right now. He continued saying we live in a society right now where schools and other places have these events set up to reward the kids that are popular, athletic and the other kids that “fit it”.

He stated the kids who do not fit it, the shy ones, the ones that kind of stick to themselves, do not enjoy being in a situation like that. He continued saying the schools provide a bonus for kids that are popular and kids that are not. He offered that eSports is only of the only events that he is aware of, that has a level playing field across the board for everyone; explaining that it does not matter the age, gender, or in most situations if you are handicapable or not. He stated in some situations you do not even have to be in the same room to play, adding the event he is discussing would require participants to meet. He related the funds would go toward an event in conjunction and partnership with War Memorial, explaining they are looking to hold the event in December where they will host a big huge event as a proof of concept bringing in people from all over the State to play in this event. He related it would be War Memorial and Jacksonville hosting the event. He explained the funds he is looking for are for the City's part of the event. He stated when the event is complete with the proof of concept, War Memorial has said they would love to continue to partner with Jacksonville to possibly host and have a venue to continue to have championship level events and use the purchased product during the event to have preliminary events throughout the month in Jacksonville for all of the varied games which would bring different people for different games into the City to stay and play. He continued saying it would bring in families during the bigger events, the huge qualifying semi-final rounds and the finals would be held at War Memorial. He stated all of these people would be here to stay, play and qualify and that money, part of the rake of the entry fees, would go towards the City.

Council Member/Chairman Ray noted that War Memorial is located in Little Rock, questioning how much it would help Jacksonville.

Mr. Blevins responded by saying it opens the gateway to be on the foundation of this series of events that will probably go on, saying it is about to be the next big thing. He stated that Jacksonville gets to be on the ground floor to help support this event and will be the "go to" people to have all of the other events leading up to the finals that will take place at War Memorial.

Mayor Robert Johnson related the first event will not do anything for Jacksonville but it is to see if there is a need in the State, which there will be. He stated he did not understand this, adding he does not understand it all today, but his son plays games and he would want to be in the tournament. He stated that Marquette University was the first division one university to give athletic scholarships to eSports, saying all of the division two and three universities have been doing it for years. He asked the Commissioners to consider the March madness basketball tournament, explaining there will be a huge championship game held at War Memorial however, there will need to be playoffs to get to the championship game. He stated Jacksonville being on the ground floor will allow for hosting of the semifinals prior to the finals. He related there will be an entry fee to participate and there will also be league play which will qualify players for the tournament; saying a lot of that will come to Jacksonville. He stated at these regionals, people will have to travel to Jacksonville to play. He noted in the league, they do not always have to travel however; they will always have to pay so there are entry fees, judges, and referees', saying it is a tough concept for people his age. He stated for someone who is thirty, it is an easy concept; they grew up with it and have done it. He offered it is truly a growing thing, saying AT&T is putting a lot of money toward it. He noted AT&T has the fastest Internet at War Memorial explaining that it is State owned and not city owned.

He related they are going to need places to hold their regional play and Jacksonville will be first on the list to get to do that in the future. He said the first event is not going to do much but Jacksonville can form leagues with what is being purchased, can host events, and people will travel to Jacksonville to play. He offered it is worth the risk to try to get people to come, stay, and eat in Jacksonville; saying it is a big deal.

City Attorney Stephanie Friedman questioned what the funds will be used for.

Mr. Blevins replied the funds will be used to purchase consoles and monitors for the event.

She questioned if they will be kept in Jacksonville

Mr. Blevins responded they would be used at War Memorial but would be transferred over to Jacksonville ownership.

Mayor Johnson stated the Parks Department would own them and could start league play. He offered this is just a starting point, expressing his appreciation to the War Memorial representatives present, saying if the Commission would like to hear from them and their plans, he would be happy to have them to address the Commission. He stated this is something he does not understand but if you ask his son who was born in 1983, he can certainly tell the Commission all about it because he plays all of the games. He related with all of the different games, there is the potential to have up to eight different leagues that will go on for months prior to the finals at War Memorial. He stated it will be an ongoing thing that occurs throughout the week at the Community Center.

Mr. Blevins noted new games come out every year, explaining the games cycle through so there will always be something fresh without the same stagnant games being played where people will not want to come and play.

City Attorney Friedman stated she is understanding the game part and is fine with that aspect, expressing concern that the consoles will be purchased and will go to War Memorial and eventually come to Jacksonville.

Mayor Johnson noted the consoles would be loaned to War Memorial.

City Attorney Friedman said "okay", explaining she was thinking Jacksonville would have the semi-finals and then the consoles would go to War Memorial.

Mayor Johnson confirmed the consoles would come back to Jacksonville. He stated the players would be in the "press box" and the audience would fill up the other two levels and would be watching it on television. They would also be paying for admission, parking, and purchasing concessions at War Memorial which is well and good but what does it do for Jacksonville. He offered since Jacksonville would be hosting the semifinals, the City would be known as the e-Sports city.

Mr. Blevins offered when they advertise these events, they would say "hey check out Jacksonville".

City Attorney Friedman expressed her understanding, saying it was said the funds would be spent for consoles to be held at War Memorial and then Jacksonville would get them.

Mr. Blevins replied the consoles would remain in Jacksonville until the time they are needed for the finals.

Mayor Johnson stated for 340 days the consoles would be in Jacksonville and will be used at the ten to fifteen events held at War Memorial.

Council Member Elliott questioned if it would be a legitimate expense if the City maintains ownership of the equipment.

City Attorney Friedman replied if it is open to the public, which it sounds like it is, and if the City maintains ownership of the equipment.

Mr. Blevins noted there is an entry fee to play.

Mayor Johnson noted there is an entry fee to play flag football.

City Attorney Freidman stated the entry fee does not concern her as long as you do not have to be a member of something and is open to the public.

Commissioner Bush questioned how many people would be playing.

Mayor Johnson stated during the discussion with War Memorial representatives, they are looking at doing Madden sports which might bring 500 people. He stated Jacksonville is looking to have several leagues for different games.

Mr. Blevins related when it moves to Jacksonville, when the proof of concept comes in, this money will go toward purchase of one of the three different types of game systems that are necessary. He stated there will be other systems that will need to be purchased but there will be money from the rake and a proof of concept in order to come back to request funds.

Mayor Johnson stated they may have their own money at that time so they would not have to request additional funds from the Commission, adding it depends on how well they can make it grow. He offered they are taking a chance to be on the cutting edge, saying Arkansas is the only state that is doing it. He noted there could be players playing remotely from Oregon who would have to come to Jacksonville to play in the semifinals and play in the finals at War Memorial. He continued saying there is no telling would could happen and it is not a huge sum of money, adding Jacksonville would still own them and could hold league play and would never lose money. He asked the Commissioners to go down to Martin Street and watch the kids who are playing games on the televisions donated by Mr. Blevins.

Council Member Ray noted that he started his children and now his grandchildren playing electronic games, saying when he was channel-surfing he came across War Games. He offered that he likes the concept but wants the Commissioners to know they are requesting \$12,589.60.

Council Member Elliott related he saw someone on television who won \$5 million dollars playing Fortnite.

Mr. Blevins corrected as \$3 million dollars.

In response to a question from Council Member Elliott, Mr. Blevins replied that he won the amount by playing tournaments, noting \$3 million dollars was just the first place prize. He related he in same tournament there was also a child playing who had a parent that was a sanitation worker who had found a 32" flat screen television and an old PlayStation console. The parent ended up getting the items fixed and saved up funds to purchase a controller for Christmas. He noted Fortnite is a free game that can be downloaded online. He stated the child was playing Fortnite using his neighbors Wi-Fi and ended up getting 68th place at this event. He related the child won enough money at this event to change the life of his family.

Mayor Johnson stated he purchased every system and quit at Super Mario 3 which maxed him out.

Mr. Blevins related he does not brag about what he does for the City and really does not like to discuss it but will say that he plays eSports professionally and is what he does for a living. He stated he sold his store and is doing it now, which has yielded him enough money so he can still help out the City as he sees fit. He continued saying it is the next wave and is real and not a fad. He offered it has been underground for all of these years but now that people are throwing millions of dollars on it, it is going to break the mainstream and Jacksonville needs to be the first to market it or will be left behind. He related previous discussion with Mayor Johnson who had stated the City did not have the funds however, on July 18th, Bentonville announced they wanted to do some eSports and Walmart gave them a \$5 million dollar grant to purchase equipment for their eSports league.

In response to a question from Council Member Elliott, Mr. Blevins replied he would be pushing the event and War Memorial would be hosting it.

It was noted the representatives from War Memorial are from a State agency.

Mayor Johnson related the State agency would be hosting the finals and Jacksonville will be partnering with them.

Mr. Blevins stated he would need to create an entity to have this event if it goes through.

Council Member/Chairman Ray questioned if the Commissioners were ready to vote on this item of business.

Commissioner Andy Patel questioned if the Commission needed to vote on the item of business, saying he does not completely understand what is being discussed.

Mayor Johnson stated the Commission is discussing the expenditure of \$12,589.60 for equipment.

Commissioner Andy Patel stated he was not talking about the money but eSports and doing something somewhere else utilizing taxpayer money and what is being promoted. He questioned how it will benefit Jacksonville.

Mayor Johnson related the first event is just to get it started so Jacksonville will have legitimacy in our league in the tournaments held here. He offered that it will provide a proof of concept which is basically what is being done. He stated that even if the event does not do well, Jacksonville can still have its' own leagues and the equipment can be used here.

Commissioner Andy Patel questioned if the event could be held in Jacksonville.

Mayor Johnson replied the War Memorial event could not be held in Jacksonville, saying Jacksonville will have huge events if this goes well. He offered his opinion that he thinks it will.

Commissioner Andy Patel questioned what is planned, if the event is successful, how it will be organized in Jacksonville.

Mr. Blevins explained if funds are approved and the money comes in, a certain amount of money will come back as the rake (money made) from the event. He stated that money, the systems and everything, to have the Parks Department to create a league (like they do for kickball or volleyball) where players pay an entry fee to play in the league. He continued saying it will be a league just like anything else but whereas look at the system that is being used as the field the game is played on, all of the different games in eSports can be played on that field, so from then on all that will need to be done is to purchase the new games; adding there are new games released every three months to kind of help keep it fresh, that will utilize the same equipment so it is a very small upkeep, it is just a large upfront cost. He stated with every event there are different people that play that genre of game. He related for example, there are people who play Madden sports to begin with, saying Council Member Elliott mentioned Fortnite which is a first person shooter game. He stated there is also Smash Bros which is a fighting game played against people. He related there is also Mortal Combat which is another game played. He continued saying all of the different games have entry fees associated with them and have a rake for the City and all of the events can be run in the store and the City. He related that multiple events can be held; explaining some games can only be played on the Nintendo Switch, while others on the PlayStation 4 and Xbox. He stated all three can be run concurrently with three different entry fees if the City wanted. He noted they offer money to the City and a prize to winner. He continued saying each one will eventually end up yielding a championship that will be held at War Memorial.

In response to a question from Commissioner Andy Patel, Mr. Blevins replied he has held tournaments at his store.

It was noted that this is the first time that it has been offered by the state.

Mr. Blevins offered that it has been underground, noting he has hosted the Arc Fighting Championship events for five years.

He stated there were thousands of people who attended on a three-day weekend. He related the event was held in his store and was not a City or state sponsored event.

Mayor Johnson noted this is a chance to reach other youths in the City who may not play traditional sports. He related his son did not play sports but had every game known to man.

In response to a question from Council Member Elliott, Parks and Recreation Director Kevin House replied that from everything he has read and looked into, eSports is the next big thing. He said he has discussed this with Mayor Johnson, explaining he is from the era to get kids outside, noting they have to change as a Department regarding their outlook on eSports because it is the fastest growing sport in the nation.

Mayor Johnson added that people spend money to do it, play it, and travel to it.

Commissioner Andy Patel commented it is a technology era, it is everywhere.

Council Member Elliott offered he could see the benefit, adding you never know but he could see where it could be because it is in other states, he has heard a lot about it, and it is really growing.

Mayor Johnson stated when universities are giving athletic scholarships for eSports, it is real.

Council Member Elliott noted the City would have ownership.

Commissioner Andy Patel questioned since Mr. Blevins has held several events, why could it not be organized here with some sponsorship there too. He stated he would like the money to stay in Jacksonville.

Mr. Blevins replied this is what the event is all about. He stated, speaking frankly, he has done this for a living for the past twenty-one years running a game store, and is present because he wants Jacksonville to be a part of this. He related if the Commission declines the request, he is going to proceed on his own. He offered he is not trying to sound negative but the money is there. He continued saying he has run the numbers and has had the conversations, he has done all of this and has sought out all of these people without the City's help. He stated he wants Jacksonville to be successful and if anyone knows him at all, that has always been his plan. He continued saying this is the Commission's chance to be part of the next big thing, this is the chance to be part of this; adding he has done nothing but promote the City for the time he has lived in Jacksonville. He stated he has engaged and done everything that has been asked and some things that have not been asked of him. He offered this is Jacksonville's way of getting involved and having a part of this income and stuff that is coming into play.

In response to a question from Commissioner Andy Patel, Mr. Blevins replied the partnership would be between Jacksonville and War Memorial, adding he has not considered talking to anyone else. He said frankly, he really does not need to, adding that it is something he has done on his own and can do again but wants Jacksonville to be a part of it.

Mayor Johnson offered they want it to be open to Jacksonville citizens and not have to be part of a group and would like it to be held at the Community Center. He continued if it can grow like they think it can grow, the restaurants and hotels will be full on playoff weekends. He asked the Commissioners to consider the March madness tournament, saying the women played in one in North Little Rock and it was full. He asked the Commission to consider that type of activity that Jacksonville would be a part of at the start-up.

In response to a question from Commissioner Andy Patel, Mr. Blevins replied they are looking at December for the War Memorial event, saying a date has not been set due to meeting setbacks.

Mayor Johnson noted the Commission would be included in the event advertising.

Mr. Blevins stated league play could begin as early as February 2020. He noted the event will be one day or possibly two days depending on the number of players. He explained if there are more than 500 people, then the event will have to be a two day event for War Memorial. He stated the league play will be held on the day they come to play, explaining it will be held on the day the Parks Department determines for league play.

Mayor Johnson noted the semifinals could take up to three days depending on the number of players.

Mr. Blevins replied this is a local after school event to begin with.

Mayor Johnson stated it would then be built to where Jacksonville is the host and all of the other little places that get done would come here to play and then move onto War Memorial.

Mr. Blevins stated when he owned his store he had people coming from Benton, Bryant, and Alexander to play. He added he also had people coming from as far away as Hot Springs to play. He related there are people who live in Jacksonville who travel to Hot Springs to play. He stated they are trying to keep people in town.

Commissioner Andy Patel questioned how often the event would be held.

Mr. Blevins replied that it has a three month cycle, explaining in February games one and two would begin league play and in March games three and four would begin league play, in April games five and six would begin, and in May games seven and eight would begin. In June the cycle would start over with games one and two. He stated during that timeframe all of the games and qualifiers would be taking place to where the finals would kick off on the weekends. He related there comes a point to where a championship would be played at the same time a new cycle begins in the same week.

In response to a question from Commissioner Andy Patel, Mr. Blevins replied if the Commission does not provide funding, he will still hold the events but they will probably be held at a different location. He stated he will have to figure that out, explaining he has not thought that far because he has been focusing on Jacksonville being involved.

It was noted that the funds will be the City's portion to be involved.

Council Member Elliott noted the Parks Department would have ownership of the equipment and can use it for other eSports activities.

Commissioner Andy Patel stated since this event is away from Jacksonville, he would like to see the second event right away, adding when it is brought to Jacksonville the Commission can do something about that. He continued saying he is in that favor and is not opposing the event that is being proposed now. He stated Mr. Blevins previously said he will move forward if funding is not approved.

Mr. Blevins clarified he wants Jacksonville to be involved, if on the point the Commission does not want to be involved, it is still going to happen; Jacksonville will just not be a part of it.

It was further clarified for Commissioner Andy Patel, that Mr. Blevins would seek sponsorship elsewhere if the Commission does not approve funding.

Council Member Elliott noted that equipment for the Parks Department is a legitimate expense.

Mr. Blevins offered there is two parts of the equipment that needs to happen, he asked the Commission to consider a lock and key approach. He is asking the Commission to purchase the key as it already has the lock and once it is purchased, it opens up for this big event to happen. He continued saying if the Commission decides it does not want to purchase the key, he will purchase the key.

Mayor Johnson related the reason he is at the podium is because he wants the City to be on the ground level. He stated he can see, and it may be a couple of years before the City is hosting events, where there are three hundred people in town spending a couple of nights but we have to start somewhere. He noted the Parks Department will always own it and will always be able to have its own league if nothing else.

Council Member Elliott offered another way of looking at it is the Commission is purchasing the equipment for the Parks Department's use which is a legitimate expenditure of the Commission's funds.

Council Member/Chairman Ray called for a motion.

Council Member Elliott moved, seconded by Commissioner Bush to approve the expenditure of \$12,589.60 for the gaming consoles. Motion Carried with Commissioner Andy Patel abstaining.

At this time, Council Member/Chairman Ray skipped down to item E on the agenda.

E. \$1,000.00 funding request 913th Airlift Group Family Day

Mayor Johnson related a recent meeting with representatives from the 913th Airlift Group, explaining the Air Force reserves are hosting a family day in October on the Base. He stated the event is for all of the reservists throughout the State, saying he will be taken on a C-130 flight.

He thought it would be nice if the City supported them, saying he did not know if it would be t-shirts or what, but they would certainly get the Commission's logo placed on any advertising placed for the event.

Commissioner Andy Patel moved, seconded by Commissioner Bush to approve the expenditure of \$1,000.00 for the 913th Airlift Group Family Day event. Motion Carried.

D. \$18,700.00 funding request Central Arkansas Sports Complex Economic Study

Mayor Johnson related that he is trying to develop four baseball and ten soccer field on the City owned land on Interstate 440 to host events. He explained the need to complete a feasibility economic impact study so they can begin to put the business plan together for the Governor's review for funding.

Commissioner Andy Patel questioned the timeline for completion.

Mayor Johnson replied he hoped to have a completed study within two to three weeks, explaining they have already started gathering information and putting it together; adding all he needs is the ability to pay them. He said they have been working on it already.

Council Member/Chairman Ray noted many years ago, the City had the University of Little Rock (UALR) to complete a feasibility study, saying they do a good job.

Dr. Bob Price clarified it is the University of Arkansas' Economic Development Institute at UALR that is headed by Dr. Mike Pakko, who is leading the team completing the study. He related he has met with them five times, saying Mayor Johnson is right when he stated they are within two to three weeks from being finished.

It was noted the State will not provide funding without an impact study.

Mayor Johnson stated Jacksonville could not build enough hotels to host a large tournament. He related the real benefit is that during the week it can be used for league play, saying Jacksonville will have the best league fields in Arkansas. He stated they will all be turf fields, so league play on Monday through Thursday will be held there. He continued saying concessions will be sold, and the gate will have an entry fee which will help with money coming into the City.

In response to a question from Commissioner Andy Patel, Mayor Johnson replied the study is not complete but it is being worked on; adding he wants to be able to pay them once it is completed.

Discussion ensued with Commissioner Andy Patel offering his support saying it can benefit Jacksonville and surrounding areas.

Mayor Johnson noted the gate will charge sales tax and the City will get its two percent on the gate fee and the Parks Department will get half of the gate fee.

He continued saying it will be the same with the concessions and everything else, adding the City will get its fair share. He said people will be coming to Jacksonville to stay, explaining with these tournaments the hotels will be full.

Discussion ensued regarding management of the facility with Mayor Johnson saying that CAS will be moving their aluminum bat manufacturing facility to Jacksonville which will bring eighty jobs.

In response to a question from Commissioner Andy Patel, Mayor Johnson replied he hoped to be turning dirt in the spring if not before depending on how quickly the funds can be raised.

Director House noted Jacksonville needs to be first, saying a lot of work has been done on this project but they need the study to continue moving forward.

Discussion ensued.

Council Member Elliott noted this is a very good legitimate Commission expenditure.

Dr. Price offered he has looked at larger consulting firms who could provide this type of study, saying the estimated cost was \$50,000.00-100,000.00 dollars. He stated he went to UALR because he knew they would do it reasonably, explaining he met with Dr. Pakko who knew the City was financially strapped and agreed to complete the study for a reduced cost. He said this is the type of study that can cost three to four times as much.

Council Member Elliott moved, seconded by Commissioner Bush to approve the expenditure of \$18,700.000 for the Central Arkansas Sports Complex Economic Impact Study. Motion Carried.

D. \$15,000.00 funding request Boys and Girls Club “Empowering Bright Futures” event

LaConda Watson, Jacksonville Boys and Girls Club CEO, related the funding request is for the 50th anniversary Boys and Girls Club (Club) serving Jacksonville. She stated they are really excited about it because they have managed to secure someone from the Razorback camp to be a part of this event, saying they have already begun some promotional filming to mark the endeavor as well as securing Secretary Key from the Arkansas Department of Education along with Colonel Floyd from the LRAFB. She related they are engaged with Meghan Holcomb Partners (MHP) marketing firm, explaining they have had some conversations with them regarding how to ensure they have a statewide appeal and to bring in the crowd they would like to see to celebrate the youths of Jacksonville and Central Arkansas. She noted the Club not only represents Jacksonville but has over seventy thousand kids in the State. She offered this is more than a statewide appeal because they are looking at others coming to the State for this event just like they did last year. She stated last year’s event was very successful when they hosted the First Lady Susan Hutchinson. She related their excitement regarding the Razorbacks’ representative and would like some additional support to go out professionally to ensure they are hitting the mark regarding airways, newspapers, and television advertising and ensuring they make their campaign funding goal of \$50,000.00. She offered to answer any questions, saying they are behind the mark.

She offered that MHP is presently working on their logo treatment because they want to make sure it is a good look and is really professional and bringing in the crowd. She noted the event will be held in Jacksonville on December 20th at the Community Center beginning at 6:00 p.m.; saying she has contacted the high schools as well as the junior ROTC. The Natural State Choir, which is a state awarded choir, will be performing as they did last year as well as the Classic Gold Ensemble jazz group. She stated she believes in celebrating the youths as well as highlighting the talent in Jacksonville.

Jacksonville Boys and Girls Club Treasurer Freddie Scott Sr. related that a big facet going forward is to reach out to stakeholders, community leadership, and business owners, to find out what they can provide to help assist the Club to put the appeal out and to share their story. He stated he is aware of one significant story regarding a family member or loved one that was part of the Club, saying they do have those success stories they can relate to. He continued saying they are excited to reach out to the Commission to be a part of this story, which is not just about the Club but the community as well.

City Attorney Friedman clarified the \$15,000.00 requested was going solely for advertising.

CEO Watson replied everything being discussed is solely for advertising and promotion. She noted the Commission's logo would be included on all of the marketing materials.

Council Member Elliott asked City Attorney Friedman if the Commission would need an itemization regarding the expenditures, adding the Commission could not give a flat amount.

City Attorney Friedman agreed.

CEO Watson noted it was included within the submitted proposal; she then touched on each item contained within the proposal.

Treasurer Scott Sr. noted there is a major Razorback event on the Saturday following the event, saying they will be able to leverage their presence on both days.

Council Member Elliott stated it is a great event, expressing uncertainty and reservations regarding the giving of a flat amount.

It was noted the \$15,000.00 would be given to MHP.

CEO Watson stated she used her owned videographer to shoot some of the promo in Fayetteville that will be used.

City Attorney Friedman clarified what Council Member Elliott is trying to say is the Statute expressly states the Commission cannot give a general subsidy, explaining by giving a flat \$15,000.00 it almost gives the appearance that it is a general subsidy.

Discussion ensued.

Council Member/Chairman Ray expressed his support of the Club, saying \$15,000.00 is just a "drop in the bucket" to keep the Club going and a very good investment.

Commissioner Andy Patel noted presently the Commission is \$30,000.00 behind in its budget, questioning with the already funded expenditures what is the Commission expecting. He questioned if the amount is going to be helpful or would justify that the Commission is promoting Jacksonville.

Council Member/Chairman Ray replied “yes” because it is the Jacksonville Boys and Girls Club, noting the City owns the building. He continued saying whatever is done there is going to promote Jacksonville, saying ninety percent of the kids there are from Jacksonville.

Treasurer Scott Sr. stated \$15,000.00 compared to the value associated with the marketing piece, not just what is represented here but also what is not represented, is the fact that the Arkansas Department of Education is supportive of this effort, the military is supportive of this effort, and the Razorback family will be coming down and the potential sponsors are coming to the Jacksonville Community Center. He noted they maxed out at last year’s event and they hope to do the same this year in a bigger way. He stated they wanted to highlight what is going on now and in the last fifty years in Jacksonville.

Commissioner Andy Patel expressed his understanding that A & P Commissions’ are not in the charity business, saying taxpayer money is being used to promote the City. He continued saying there are a lot of entities needing money but that does not mean the funds come through the Commission. He offered his appreciation for what they are doing for Jacksonville but funding needs to be obtained somewhere else. He related if the City is supposed to support them he does not see a problem with that but the Commission’s funds are strictly to promote and help Jacksonville to bring more money into Jacksonville which is his understanding.

Treasurer Scott Sr. questioned if there was something included within the proposal that leads Commissioner Andy Patel to believe they are not promoting Jacksonville.

Commissioner Andy Patel asked what is meant by promoting, answering it is money well spent to make the town better or something that attracts more people, which is what the Commission is looking for.

Treasurer Scott Sr. replied there is a transition going on and in order to bring about the economic development that has already been addressed previously, economic development is strictly tied to businesses saying “yes” to the City. He continued saying correlated to that would be what is happening within the education system so that is one of the reasons they are looking at serving students and not just during recreation but also learning. He stated they are working with the school system and they have a good understanding of the intel level, proficiency level, of each of the children they are serving. He said they know where they are in literacy and math and the children are spending time in programs that can better students when they go back to school. He related ultimately it deals with character as well, explaining in an after school program they are not on the streets getting into trouble. He stated ultimately their hope is that the kids they are serving at the Club will be great for the City, great in character and there are more companies that will want to come to Jacksonville so their kids can attend school here.

Council Member/Chairman Ray stated the Club touches every child in the City, explaining when a tournament is held at the Club, ninety percent of them are going to go to a fast food restaurant and purchase something which is supporting Jacksonville. He related the Club is there to help the local children, adding that his son grew up in the Club.

City Attorney Friedman stated what the Club is doing is fabulous and no one on the Commission is disagreeing with that, the Commission cannot be a general subsidy for the Club. Legally speaking, if funding is needed for advertising, it is the same thing as a 5K coming in to request funding; the Commission can certainly do that if documentation can be provided to show some type of tourist attraction or economic development. She continued as far as their actual mission that is beyond the Commission's scope.

Council Member Elliott offered that he has supported the for years and has been involved in many fund raisers and is all for it but when the Commission is paying to create a logo for the Club that is not for the Commission to do. He continued saying it would be easier to do out of the City's budget instead of the Commission's budget but the creation of a logo for the Club is not for the Commission.

CEO Watson stated one of the things that really disturbs her is that they are supporting Jacksonville. She said she traveled to Fayetteville and won a person over to come to Jacksonville to do an event to promote Jacksonville, saying they have never been to Jacksonville. She stated this is an opportunity for Jacksonville to get some major spotlight.

City Attorney Friedman stated funding for advertising is acceptable however, funding for general subsidy for marketing is legally questionable.

Council Member/Chairman Ray questioned if any part of the request could be funded.

Council Member Elliott reiterated he does not mind the parts that are legitimate expressing concern regarding funding for a logo and that kind of stuff.

Discussion ensued with Council Member Elliott expressing his understanding that funding of a logo and associated items expressly for the Club are not legitimate Commission expenditures.

Commissioner Andy Patel moved, seconded by Council Member Elliott to table this item of business to the next meeting. Motion Carried.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read an announcement regarding the upcoming FestiVille event.

ADJOURNMENT:

With no further business, Councilman/Chairman Ray adjourned the meeting at 7:25 p.m.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Special Meeting
November 05, 2019

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Tuesday, November 05, 2019. Council Member/Chairman Ray called the meeting to order at 5:30 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, David Bush, Jim Hurley, Roger Sundermeier, and Council Member Kenny Elliott answered roll call. Council Member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (6), Absent (1) Commissioner Andy Patel was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Parks and Recreation Assistant Director Marlo Jackson, Parks and Recreation Special Events Coordinator Megan Vandergriff, Dr. Bob Price, Warren Dupree, and Boys and Girls Club CEO LaConda Watson.

MINUTES:

Commissioner Jim Hurley moved, seconded by Council Member Kenny Elliott to approve the minutes from the September 23, 2019 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for September noting assets of \$836,984.00 which includes \$255,849.00 in investments and \$75,236.00 in liabilities. She reported revenues of \$584,168.00 and expenditures of \$496,082.00 with revenues exceeding expenditures in the amount of \$88,086.00. She provided projected budgeted revenues of \$855,750.00 with end-of-year projected revenues of \$872,146.00. She listed budgeted expenditures of \$833,829.00 with end-of-year projected expenditures of \$843,234.00. She stated the total budget should have an excess of revenues in the amount of \$21,921.00 however, the projected end-of-year excess revenue is \$28,912.00.

She reported August hotel/motel gross receipts of \$233,625.00, which is a 4% decrease regarding the year-to-date comparison and a 1% decrease regarding the current month comparison. She noted prepared food tax gross receipts of \$3,238,465.00, remaining even regarding the year-to-date comparison and a 4% decrease for the current month comparison. She reported overall gross receipts of \$3,472,090.00, remaining even regarding year-to-date comparison and a 4% decrease regarding the current month comparison.

Council Member Elliott moved, seconded by Commissioner Hurley to approve the financial report for September as presented. Motion Carried.

OLD BUSINESS:

A. Tabled Item of Business: \$15,000.00 funding request Boys and Girls Club “Empowering Bright Futures” event

Boys and Girls Club CEO LaConda Watson related she was asked to review the design/logo treatment noting the funding requested amount has been reduced from \$15,000.00 to \$10,000.00. She stated they have begun their promotions and are awaiting funding approval from the Commission to include the logo. She then provided a document regarding the program overview (on file with the Recording Secretary). She noted the keynote speaker will be Mrs. Danyelle Musselman, who is the souse of the Razorback’s head basketball coach Eric Musselman; saying they are delighted to have her as the keynote speaker. She noted the other speakers will be Mike Wilson, who has a legacy with the Boys and Girls Club (Club) as well as the community; and Col. Derrick Floyd with the 19th Mission Support Group at the Little Rock Air Force Base. She related the emcee will be Melissa Zygowicz from THV Channel 11 who is a supporter and has broadcast several stories regarding the Club. She stated they are highlighting the talent through the youth in Jacksonville by having Jacksonville High School’s Natural State of Mind choir and jazz band to perform and Simply Delicious will be providing food for the event. She related they have already started their public service announcement and the media release has gone out. She stated December 9th will be their media advisory, explaining they have already secured some of the television stations such as THV Channel 11’s “The Vine” as well as Wake-Up Central. She noted their website is up-to-date now with current event information, saying anything they can do that is flexible with media at the digital setting to add the Commission’s logo they will do, saying she has received the logo and specifications for use. She related the information can be added to radio advertisements.

She stated they are want to include some fun things into the event, noting over the last fifty years they have supported almost 14,000 kids for after school and summer activities. She related they have fed over 30,000 kids. She stated from an outreach perspective, which includes activities outside of Club membership, they have reached 70,000. She provided a sample of a digital sign ad design generated by Lamar Advertising for event marketing. She noted tickets are being sold through Eventbrite, at the Club, and the Chamber of Commerce. She offered to answer any questions the Commissioners may have.

Council Member/Chairman Ray related the request was tabled at the last meeting, explaining the Commission could not come to an agreement regarding funding and it was the hope that the request would be reconsidered after further consideration.

It was clarified the tabled request was in the amount of \$15,000.00 and was modified to \$10,000.00 by the requestor.

Commissioner David Bush moved, seconded by Council Member Elliott to remove the item of business from the table for discussion. Motion Carried.

Commissioner Roger Sundermeier offered this will always be a struggle for him to understand if this is a community outreach piece or a piece that promotes tourism and development. He continued saying he loves the mission of the Club and reaching kids in the community but is it the Commission's mission? He questioned if this type of request should or could be funded through the Parks and Recreation Department; explaining he is trying to get a sense of where this type of request could reside because the true mission of the Commission should be on economic development and tourism. He questioned what kind of tourism is generated from this when someone is going to be fed at the event and then is going back home, saying that is where his disconnect is. He stated it is not that he does not love it and is not saying he will not attend, he is just trying to get a sense of how it fits with the Commission's mission and what the Commission is supposed to be doing with the funds.

Council Member Elliott commented that was similar to the discussion at the last meeting saying he asked several questions and agrees it is a big stretch.

Commissioner Sundermeier stated he could make a case for the media outreach piece. He questioned in reference to the radio ads how would the Commission's support be verbalized.

CEO Watson replied they are in the process of completing the audio of the event, explaining she has a fifteen, thirty, and sixty second audio already recorded from Mrs. Musselman. She explained they went and recorded some television and radio spots, saying those things will be tagged with the information. She stated if approved, the Commission would be the presenting sponsor. As presenting sponsor, the Commission's logo would be on all promotional materials to include the billboard, website, and the Commission's sponsorship would be mentioned in radio and media advertisements. She stated there would also be four tables included with the package, noting event tickets are \$50.00 each. She related there will also be a meet and greet with Mrs. Musselman.

Commissioner Sundermeier questioned where attendees would be coming from and whether they would be staying overnight. He questioned if they are staying overnight, has the Club worked with area hotels regarding discounts and cross-promotions.

CEO Watson replied that she has a six o'clock team meeting to discuss accommodations, explaining it was something they looked at last year and want to work with the Chamber of Commerce to see what hotels and packages can be put together. She noted the event begins at 5:30 p.m. and ends at 8:00 p.m. She related she has people who have pledged to come in from her home state of Alabama and families coming in from Fayetteville. She stated Coach Musselman asked that the event be held on December 20th, explaining the Razorbacks have a game at Simmons Arena on December 21st. She offered she is looking at this as a prime opportunity for people to come and stay as well as sending those packages to Mrs. Musselman and others who may be coming down as a part of their entourage. She stated they will be crafting, with the marketing company, language regarding that, saying there are some sponsorships they have pulled together to present as well.

Commissioner Sundermeier questioned, regarding the television pieces, whether some talking points can be provided to tailor the message and go above and beyond the event to discuss all that Jacksonville has to offer.

CEO Watson stated she wants to show Jacksonville can host an event of this size and have this type of spotlight and exposure. She wants Jacksonville to have that positive image and light. She said she is able to take any talking points needed or to work with the Commission regarding anything that will help to promote Jacksonville.

Commissioner Sundermeier questioned if this will be an ongoing request or if this was unique being that it is the 50th anniversary.

CEO Watson replied \$15,000.00 was requested because this is the 50th anniversary event and a monumental time in the community and in the Club. She stated that maybe for their sixtieth, saying they did okay last year but she felt this event required more than what she could bring by herself. She explained the need to have a team that could have a broader reach than what she could offer. She related the need to have a good professional look that comes along with asking for this type of money, saying she wants to make sure she puts the best foot forward and being excellent at this is what she wants to see.

In response to a question from Commissioner Hurley, CEO Watson replied 315 people attended the event held at the Community Center last year which brought in \$15,000.00. She explained the event was held “bare bones” with a lot of help from the community and staff. She noted that first lady Susan Hutchinson was the speaker last year.

Commissioner Sundermeier stated upon review of the proposal from Mangan Holcomb Partners (MHP) there are several items listed that can be completed internally.

CEO Watson replied there are some things that she is already doing but because of time restraints they have been helping and are co-partnering and are complimenting her efforts regarding things that are going beyond her reach.

In response to a question from Commissioner Hurley, CEO Watson replied the digital board was not under contract. She explained she presented the sample provided to her. She further replied the cost for the ad would be \$350.00 however, she did not know what the daily run cost would be and has not signed any contracts. She related Lamar has been able to provide some cost sharing so the cost to the Club would be approximately fifty percent of what it would normally cost. She noted the digital board was located near Tractor Supply Company in North Little Rock on both sides of the Highway 67/167. She further noted there are no digital boards in Jacksonville however, she is looking at a static board and waiting on pricing material. She said she wants to have a static board beyond this event. She stated she is looking beyond this event as a constant message she can have of consistent service to the community, saying she wants to show and represent this as an ongoing event, activity, or effort beyond the event date.

Commissioner Hurley stated he could see the banquet having a limited draw outside of Jacksonville if figuring the cost based on attendance. He offered that it is internally promoting the Club versus promoting the City.

He said he can almost make a case for billboards and digital advertising, saying marketing is more, it is penetration and top of mind awareness so that when seen it clicks. He noted the request is for \$10,000.00, saying he would like more of a breakdown regarding billboard cost.

CEO Watson stated the billboard was something she received as an addition to what she had already presented within her request. She noted the event is next month and she is short on time and wanting to continue moving forward.

Commissioner Sundermeier stated digital advertising is something that can be done quickly with a flip of a switch, saying if the Club has the opportunity to place digital advertising versus static billboards there are going to be more people looking at it. He related there is a lower cost share secondary to multiple ads on one billboard. He commented he wished Jacksonville had digital billboards, explaining Jacksonville does not have the demographics to support the investment to place them.

Council Member/Chairman Ray thanked CEO Watson for her presentation. He thanked the Commissioners who are watchers of the funds of the Commission, expressing his appreciation. He then called for a motion to fund, deny, or table the request for funding.

Commissioner Sundermeier suggested funding the media outreach portion of the request, saying it is the tangible stuff the Commission knows is going to be relevant and will get the most notice. He stated he could very easily make a motion for it.

Commissioner Hurley commented he could support it for the media. He then stated when the Commission had an agency, the feedback received from the community was negative secondary to the cost; noting the Commission no longer has an agency of record and this is agency work and there is a need for it.

Commissioner Hurley moved, seconded by Commissioner Roger Sundermeier to approve the expenditure of \$5,000.00 for media outreach for the “Empowering Bright Futures” event. Motion Carried.

NEW BUSINESS:

A. \$2,578.54 funding request Shop Small Saturday/Shop Small Christmas Crawl

It was noted that Chamber of Commerce Director Courtney Dunn had a scheduling conflict regarding a ribbon cutting event.

Commissioner Sundermeier stated he has spoken with Director Dunn, relating the request is for non-date specific material that can be reused. He explained this is a program started by American Express where they send a very small toolkit with a few fliers and other marketing materials. He related if you are not present at those locations, you really do not know what it going on.

He stated the request is for a banner for Firestone, newspaper ads, yard signs, social media, and the additional cost to print additional fliers. He related the top two items on the request are non-date specific and could be reused, noting the event is always held on the Saturday following Thanksgiving. He stated that several businesses have participated in the past including First Arkansas Bank and Trust, Double "R" Florist, and The Hook at some point; people utilize it, buy in, and shop there. He stated from a business perspective, people coming in, eating at area restaurants, and shopping in our stores fits.

Council Member/Chairman Ray stated he would like for the Commission to approve the request.

Commissioner Hurley questioned if this was not covered under the \$35,000.00 contract.

Council Member/Chairman Ray replied that it was not.

City Attorney Friedman stated she wished she had the document in front of her, saying there was a full list of things the funds could be used for. She continued saying the Commission's funds can certainly be used to support this however, she was also under the impression that was what the original contract was for. She added to clarify the original contract does not limit the amount of funds the Commission can give to the Chamber of Commerce however; it is under the Commission's discretion. She related the Commission can choose to give additional funds and is not saying the Commission cannot fund the request.

Commissioner Sundermeier suggested funding the two items that have a multiple year investment. He stated in reference to the two Leader ads they may be able to obtain some in kind sponsorship from Mr. Feldman which would decrease the request by half. He stated if the Commission was to fund the banner and yard signs that would be approximately \$800.00.

Commissioner Sundermeier moved to expense funds for the Firestone banner, yard signs, and printing costs in the amount of \$874.54; seconded by Council Member Elliott. Motion Carried.

B. Discussion 2020 Budget

Council Member/Chairman Ray related the Commission is a month behind regarding approval of the 2020 budget and the figures are needed for inclusion in the City's budget. He then asked Recording Secretary Wilmoth to review the budget.

Recording Secretary Wilmoth noted in 2019 the Commission approved budgeted revenues of \$855,750.00, noting a slight increase in 2020 to \$874,600.00.

Commissioner Hurley noted in 2019 the Commission approved \$59,000.00 in hotel/motel revenue and \$810,000.00 for prepared foods. He questioned with hotels being down 4% year-to-date and the same with prepared foods why projected revenues are being increased for 2020.

Finance Director Erkel replied there is usually an increase in the prepared foods at the end of the year which is not seen in the hotel/motel revenues which is why she reduced the hotel/motel revenues for 2020. She explained that she is not foreseeing the Commission reaching the projected hotel/motel revenues. She stated she believes that prepared food tax revenues will exceed the projected amount. She noted the normal budgeted increase would be around two percent, explaining she only budgeted for a one percent increase.

Recording Secretary Wilmoth noted the Administrative/Operational Expenditures remain the same with the exception of the Supplies and Materials line item which has been increased from \$200.00 to \$3,000.00. She explained the increase was due to the need to revise and reprint the Shooting Range brochures with the current rates which are distributed to the Welcome Centers as well as looking at a revision of the Visitors Guide. She also noted a slight increase in the Website Maintenance explaining the increase is to cover the cost of the uniform resource locators (URLs).

Commissioner Sundermeier questioned what the take away rate is on the brochures, how many are picked up versus being discarded.

Recording Secretary Wilmoth replied that she did not have an answer, saying she receives requests from the Welcome Center for additional brochures. She stated she could not recall receiving any statistical information regarding that. She then asked if there were any line items the Commissioners wished to address further or adjust.

With no response she continued onto the Special Projects section.

Recording Secretary Wilmoth noted the first line item was one that has not been in the budget previously, explaining she placed it in the budget as a placeholder for \$15,000.00 for Media Publications/External Advertising. She related that Commissioner Andy Patel has expressed the need for external advertising regarding television or radio advertising. She noted this line item would also be used for any print ads the Commission approves, explaining the Commission approved approximately \$9,000.00 in 2019 for print media which is included within the line item.

Commissioner Hurley questioned if the Supplies and Materials line item could be reduced by \$2,800.00 and to instead increase the Advertising Medial Publications/External Advertising line item by rounding the amount up to \$3,000.00.

Discussion ensued and it was the consensus of those present to make the suggested adjustment.

Recording Secretary Wilmoth asked the Commission's preference regarding whether to address each funding request individually or as a grouping from each entity.

Commissioner Hurley stated there are too many items to address as a group, saying he would like to proceed individually.

Recording Secretary Wilmoth reported the first request was for Big Bang on the Range funded in 2019 for \$14,000.00, noting the 2020 request is for \$19,500.00.

Parks and Recreation Special Events Coordinator Megan Vandergriff stated that instead of submitting a separate request for marketing the event, marketing was included within this request.

Recording Secretary Wilmoth noted that a \$3,000.00 marketing proposal from MHP was approved in 2019 for this event.

Commissioner Hurley reiterated the need for an advertising agency.

Council Member Elliott confirmed previously there was a secondary request for marketing of the event however; marketing has been included in the received request.

Commissioner Hurley stated he would rather they return with a secondary request for marketing.

Commissioner Hurley moved to approve the expenditure of \$15,000.00 for Big Bang on the Range and return to present a marketing plan to the Commission at a later date.

Discussion ensued as to whether to vote by line item or to cast one vote for the entire budget.

It was the consensus to vote on each line item.

Council Member Elliott seconded the motion. Motion Carried.

Recording Secretary Wilmoth noted the FestiVille funding request for 2020 includes marketing of the event. She related the 2019 approved was \$38,000.00 however; the Commission also approved an additional \$15,000.00 for marketing. She noted the 2020 funding request was for \$60,000.00, explaining the Chairman made a preliminary adjustment of \$7,000.00 to reduce to \$53,000.00 to bring the request in line with what was approved in 2019.

Council Member Elliott confirmed the Commission's approval of \$38,000.00 plus an additional \$15,000.00 for marketing, questioning what the additional amount was for.

Recording Secretary Wilmoth related they want to have fireworks on both days of the event which will be an additional cost.

Commissioner Sundermeier questioned the value of FestiVille and the amount of people coming in from outside the City. He questioned if the cost of FestiVille has gone by the wayside when looking at other events and festivals and should all of the energies and money be moved into the Five Points events and doing multiples throughout the course of the year to bring people downtown.

Mrs. Vandergriff replied this year FestiVille attendance was 33,000. It would not be possible to bring 33,000 people downtown citing the lack of parking and space. She stated FestiVille is growing, noting the year before there was 20,000 people. She related the weather was a big part in helping with FestiVille being so successful this year; adding it continues to grow with fireworks and more events there is no other place that will sustain that many people.

She stated it brings in tons of people, explaining she has several vendors on her list who decided to go to Sherwood this year and have already sent in money to attend FestiVille next year; explaining vendors are coming from out of town and people are coming to see those vendors. She related that it needs to left as FestiVille if they are going to do it.

Dr. Bob Price related the issue of bringing everything downtown has come up multiple times, saying he and Director House have discussed it at length and it is obvious with the number of people, downtown cannot handle the parking. He stated with the 2,000 to 3,000 people attending Five Points, there is difficulty finding a place to park.

Commissioner Sundermeier stated he is not trying to tear anything down; he is trying to understand.

Mrs. Vandergriff stated she would rather the questions be asked, noting they recently received the Festival of the Year award. She reiterated FestiVille continues to grow and will continue to bring more people in from out of town because everyone in town is coming.

Commissioner Hurley stated the additional funding is for additional fireworks asking what else it would be funding.

Mrs. Vandergriff related if the entertainment district gets approved they intend to use some of the funds toward that to purchase a tent and cups. She continued saying there are a lot things that go into it that are going to cost them a little extra money.

Commissioner Hurley questioned “a little bit is not \$22,000.00 is it”?

Mrs. Vandergriff stated the request includes marketing as well along with fireworks and the entertainment district.

Commissioner Hurley noted \$5,800.00 “may or may not” be necessary.

Mrs. Vandergriff offered that it is looking like it may be approved but it is a “may or may not” situation.

Discussion ensued.

Commissioner Hurley moved, seconded by Commissioner David Bush to approve the expenditure of \$40,000.00 for FestiVille. Motion Carried.

Recording Secretary Wilmoth related the next funding request is for the Christmas Parade funded in 2019 for \$1,000.00, noting the 2020 request is for \$1,500.00.

Council Member Elliott moved, seconded by Commissioner Sundermeier to approve the expenditure of \$1,500.00 for the Christmas Parade. Motion Carried.

Recording Secretary Wilmoth noted the next funding request was for a new event called the Cupid Shuffle 5K in the amount of \$3,550.00 with a suggested reduction from Chairman to \$2,550.00.

Commissioner Hurley questioned why t-shirts are being purchased from Cabot T-Shirts when the money is coming out of Jacksonville.

Mrs. Vandergriff stated sometimes when they go to the t-shirt companies especially around FestiVille time or for larger events the vendors are so booked up they would not be able to get to their order until after the event so they have to utilize another vendor.

Commissioner Hurley asked if they knew when FestiVille would be held next year.

Mrs. Vandergriff answered affirmatively.

Commissioner Hurley questioned why it cannot be booked in advance and someone else not get the booking instead.

Mrs. Vandergriff stated they try to but sometimes it is difficult because they have to get the orders in and know what sizes to order, saying all of their volunteers get t-shirts as well as the staff.

Parks and Recreation Assistant Director Marlo Jackson stated it often comes down to the price of the shirts saying they are saving more money by going a couple of extra miles.

Commissioner Sundermeier stated from a budgetary standpoint they are being good stewards of the money but from the Commission's perspective it looks like we do not care about Jacksonville because the Commission is sponsoring an event but they are shopping in Cabot.

Council Member Elliott stated they just needed to utilize a Jacksonville vendor whenever possible.

Assistant Director Jackson stated with only one vendor in town it is difficult to get the customer service or the prices needed, adding it is hard to stick with one vendor.

Commissioner Hurley pointed out every event request lists Cabot T-Shirts with the exception of one request.

Assistant Director Jackson related in previous years they have utilized one vendor who at times has been unable to meet their deadlines and has increased their prices.

Mrs. Vandergriff stated sometimes they will go and are informed that their deadline will be met and then they un-prioritized what is needed and deadlines are not met, saying by that point they are uncertain how to proceed and do not have the t-shirts when needed.

Commissioner Sundermeier asked if they had considered making them participating sponsor by placing their logo on the t-shirts and reducing the cost. He questioned if there was a way to work with them so they see the value in prioritizing their orders, explaining their brand would receive more exposure at a community event.

Mrs. Vandergriff related there were a couple of years where Graffiti Graffix would set up a booth at FestVille for free and stamp shirts on site. She stated when they reached out to them again, they did not want to do it or they were not making any money off of it. She related she would not be opposed to meeting with them again to try and figure out a partnership. She related things have fallen by the wayside enough times to where they had to look elsewhere, saying they are not reliable.

Commissioner Hurley stated he would like for her to meet with them to see if something could be worked out, explaining the money is generated by the tax primarily paid by the people of Jacksonville and he would like to see the money spent in Jacksonville if the opportunity to do so is there. He continued saying he does not want to spend \$35.00 for a \$3.00 t-shirt but he would rather the money be spent in Jacksonville if the opportunity is there. He offered that a little work needs to be done, explaining they could provide a list of events to them and ask what rates they could provide. At that point it would be up to them to establish if they could honor it and what the price would be.

City Attorney Friedman stated it would give them the first right of refusal.

Assistant Director Jackson noted they met with them three times in one year, adding they have continued to try.

Commissioner Hurley commended their efforts asking if Mrs. Vandergriff had met with them. He wondered if there is an issue that they are unaware of or if that is just the way they do business. He stated he would like to pursue that avenue prior to taking every t-shirt order with the exception of one event to Cabot T-Shirts, saying he has a little issue with that. He continued saying if they are not going to make the deadlines and are not going to work with them then that is business.

Commissioner Hurley questioned how many runners are expected.

Mrs. Vandergriff related the one in Conway occurs on Thanksgiving morning and has four to five hundred runners.

City Attorney Friedman questioned if they would be providing medals, explaining she is a runner and if there is a medal she will be there.

Mrs. Vandergriff said they would be providing medals.

Commissioner Hurley asked for her best guess as to how many runners would show up for this event.

Mrs. Vandergriff replied she would expect one to two hundred runners if they start advertising soon and place the event on the running websites.

Discussion ensued.

City Attorney Friedman confirmed the race will be held in February, offering there are not a lot of winter races expected.

Mrs. Vandergriff related they used to have a 5K during FestiVille, acknowledging that weekend alone there are five or six different races scheduled in Central Arkansas. She stated February is better because there are more open weekends.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to approve the expenditure of \$3,000.00 for the Cupid Shuffle 5K. Motion Carried.

Recording Secretary Wilmoth noted the next funding request was in the amount of \$2,000.00 for the Farmer's Market which has not been previously funded by the Commission.

Commissioner Hurley offered he drove by on a Thursday evening and saw two or three food trucks and several people at the Farmer's Market.

Mrs. Vandergriff related they have Market Madness once a month which is free for vendors to set up. She stated that way they can experience it without cost and if they like it, they can purchase a permit. She noted the event features food trucks and live music for any vendor that wants to set up.

Commissioner Hurley questioned how the event was advertised.

Mrs. Vandergriff replied this year it was solely social media on the Jacksonville Farmer's Market Facebook page.

Commissioner Hurley confirmed the Farmer's Market request includes this event.

Mrs. Vandergriff replied the event does not cost them anything. She stated the food truck and vendor set up is free and the only thing they would like to do would be to pay a little extra to have different bands set up.

Commissioner Hurley stated he was very pleasantly surprised when he came down the road between 6:45 p.m. and 7:00 p.m. and saw a number of cars and people inside the pavilion and three food trucks at that time, saying he thinks the event has potential.

Mrs. Vandergriff said they are proud of it, pointing out it has definitely been a learning process and they are going to have to change a few of their days because they are trying to do Saturdays at the Farmer's Market. She related there are twenty-two markets held on Saturdays in this area. She stated learning from the vendors and Market Madness days have been helpful, saying she thinks it will be really good next year.

Council Member Elliott moved, seconded by Commissioner Sundermeier to approve the expenditure of \$2,000.00 for the Famer's Market. Motion Carried.

Recording Secretary Wilmoth reported the next funding request was for the Community Center's 25th Anniversary for \$2,800.00, explaining Chairman has suggested an \$800.00 reduction to \$2,000.00.

Council Member/Chairman Ray noted the Community Center has been a success all over the State and a lot of the communities have built their community centers based on Jacksonville's.

Council Member Elliott noted the Community Center was renamed to the Tommy Swaim Community Center, saying he has never seen it being referred to by that name. He related when you see something in Sherwood it is always the Bill Harmon Community Center, offering with this 25th anniversary it needs to be recognized and the Honorable Tommy Swaim needs to be a part of it.

Mrs. Vandergriff replied “absolutely”.

Commissioner Sundermeier moved, seconded by Council Member Elliott to approve the expenditure of \$2,500.00 for the Community Center’s 25th Anniversary. Motion Carried.

Council Member Elliott commended the job they do at the Community Center, saying they do a super job.

Recording Secretary Wilmoth noted the next funding request is for Splash Zone’s 15th Anniversary for \$1,800.00 with a suggested \$500.00 reduction to \$1,300.00.

Council Member/Chairman Ray stated Splash Zone is very popular all over the State and in the community, noting they are full all of the time and have to turn people away.

Commissioner Sundermeier questioned the number of t-shirts that will be given away.

Assistant Director Jackson replied they would probably just have t-shirts for staff.

Discussion ensued regarding cost versus number of staff.

Commissioner Hurley moved, seconded by Commissioner Sundermeier to approve the expenditure of \$1,500.00 for Splash Zone’s 15th Anniversary. Motion Carried.

Recording Secretary Wilmoth related the next funding request is for a new event the Titans Obstacle Run for \$2,550.00.

Mrs. Vandergriff related Springdale holds an event and a lot of kids to show up to participate. She stated it is not really a race but a fun run but the kids will navigate obstacles and run through the mud to kind of wrap up the end of the summer. She stated they had a back to school splash event that was not working very well so they thought they would have an event where the kids can wrap up the summer and get a little muddy one last time before the start of school.

Commissioner Sundermeier applauded what they are doing saying he appreciates that they are thinking of different events to bring to the Commission.

Commissioner Hurley moved, seconded by Commissioner Sundermeier to approve the expenditure of \$2,500.00 for the Titans Obstacle Run. Motion Carried.

Recording Secretary Wilmoth noted the next request is for Truck or Treat for \$4,000.00 not previously funded by the Commission. She noted a suggested reduction of \$3000.00 to \$1,000.00.

Mrs. Vandergriff related this is the third year they have held this event, explaining the first year it was held for someone who was ill at the Community Center. She stated the second year they did not know they were going to have it but they did and this year they had so many people they are considering this their second largest event. She related they will need parking staff next year and more games and candy. She stated they require trunks to bring their own candy however, when they run out of candy they want to leave which is a hazard because there are too many kids walking around and if they leave kids are going to unsafe places. She offered they are providing candy when they run out.

Commissioner Sundermeier questioned if FestiVille and Trunk or Treat could somehow merge into one event so it is a big event with a fireworks show because no one is doing it on that level and more people will be coming into the community because it is so different.

Mrs. Vandergriff replied "absolutely, budget permitting" noting candy costs a lot.

Commissioner Sundermeier suggested morphing FestiVille and Trunk or Treat into one monster event. He questioned how much candy was given by the community, saying he knew First Arkansas Bank and Trust provided some.

Mrs. Vandergriff replied approximately \$800.00 worth of candy was provided and a little more was provided the previous year. She related they reach out to vendors like Bargain Hunters who sometimes receive candy.

Discussion ensued.

Commissioner Hurley moved, seconded by Commissioner Bush to fund the expenditure of \$3,000.00 for Trunk or Treat. Motion Carried.

Recording Secretary Wilmoth noted the next funding request is from the Museum of Military History (Museum) for Heritage Day. She related funding in 2019 of \$1,200.00, noting the 2020 request is for \$1,500.00.

Commissioner Hurley noted there are only three funding requests for the Museum.

Council Member Elliott offered they received funding through events however, this year the Commission has resumed helping with operations.

Recording Secretary Wilmoth stated that due to the \$40,000.00 Operations Assistance request, the Museum does not have as many event requests for 2020.

Discussion ensued.

Commissioner Hurley moved, seconded by Commissioner Bush to approve the expenditure of \$1,500.00 for Heritage Day. Motion Carried.

Recording Secretary Wilmoth noted the next funding request was for the Museum for the Welcome Home Vietnam Veterans' event. She related funding was approved in 2019 for \$3,600.00 and the 2020 request is for \$3,100.00.

Commissioner Hurley moved, seconded by Commissioner Bush to approve the expenditure of \$3,100.00 for the Welcome Home Vietnam Veterans' event. Motion Carried.

Recording Secretary Wilmoth related the next funding request was for Operations Assistance for the Museum which received funding in 2019 for \$25,000.00 noting it was the difference between the requested amount and events already funded by the Commission. She stated the 2020 request was for \$40,000.00.

Commissioner Sundermeier clarified this request covers events throughout the year that would have totaled this amount in past years.

Commissioner Hurley replied affirmatively saying it keeps them from coming before the Commission every time they want to show a film or have an event. Instead of funding each individual event it is a lump sum provided for the Museum to use as they see fit.

He noted the projected 2019 expenditures are projected to be \$109,000.00 and the 2020 expenditures are projected to be \$119,000.00 questioning where the additional \$16,000.00 is coming from.

Mr. Warren Dupree replied it is additional spending on exhibits and advertising which are items that were cut from their budget when the Museum lost operational support in 2015. He noted \$120,000.00 is about where their budget was four and a half years ago.

Commissioner Hurley noted an increase in attendance. He then stated he contacted the Museum a couple of months ago regarding free attendance at area museums throughout Arkansas which he thought was great exposure with no cost to the Museum and it would have exposed people to Jacksonville and no one knew about it.

Mr. Dupree related they were not part of that particular circle.

Commissioner Hurley questioned if the Museum should be a part of that particular circle.

Mr. Dupree replied they are working on it, explaining there were two Museum organizations they were a part of that had to be cut from the budget. He noted they cut the budget to the "bare bones" about four years ago and a lot of what they were thinking regarding outreach and advertising went away. He stated their concentration was to keep the doors open.

Council Member Elliott moved to approve the expenditure of \$40,000.00 for the Museum for Operations Assistance, saying to him it is the most legitimate expense for Commission to fund.

Commissioner Bush seconded the motion. Motion Carried with Commissioner Sundermeier abstaining due to being on the Museum's Board.

Recording Secretary Wilmoth related the next item is the Chamber of Commerce's contract for \$35,000.00.

Discussion ensued regarding the expiration date of the contract and it was noted the contract was entered into mid-year and there was a question regarding the effective dates of the contract.

It was the consensus of those present to proceed onto the next request while the contract was located and reviewed.

Recording Secretary Wilmoth reported the next line item was for the Little Rock Air Force Base Air Show/Open House for \$4,000.00. She noted the Commission funded the Air Force Ball in 2019 for the same amount.

Council Member Elliott moved, seconded by Commissioner Hurley to approve the expenditure of \$4,000.00 for the Little Rock Air Force Base Air Show/Open House. Motion Carried.

Recording Secretary Wilmoth related the next funding request was for the Wheeling and Healing Car Show for \$3,000.00. She noted the Commission funded the event in 2019 for \$2,500.00.

Commissioner Hurley moved, seconded by Commissioner Bush to approve the expenditure of \$3,000.00 for the Wheeling and Healing Car Show. Motion Carried.

Commissioner Hurley stated he would like to readdress a previous line item under the Administrative/Operational Expenditures for the recording secretary. He stated Nikki does a whole lot of work for the Commission that people are unaware of. He then made the following motion:

Commissioner Hurley moved, seconded by Council Member Elliott to approve the additional expenditure of \$1,000.00 for the recording secretary. Motion Carried.

Council Member/Chairman Ray related Dr. Price received an email regarding the submission of funding requests however, he was out of town and unable to meet the deadline for submission. He informed the Commission that Dr. Price gave him a copy of his requests and he informed him that he would present them at the meeting.

Commissioner Bush moved, seconded by Commissioner Hurley to suspend the rules and place three funding requests from Dr. Price on the agenda. Motion Carried.

Recording Secretary Wilmoth noted the first request was for \$5,000.00 for Main Street Arkansas membership which has not been previously funded by the Commission.

Council Member Elliott asked City Attorney Friedman if this would be a legitimate expenditure for the Commission.

Dr. Bob Price related it is a membership that allows the City to do a lot more to ensure investment in the City. He offered it started off several years ago when forming the downtown program, saying they had Main Street Arkansas to come and speak to the Steering Committee. He stated the benefit is that once you are a member, noting there are approximately fifty cities in Arkansas who are members, is that it provides an opportunity to get free consulting for businesses and also provides an opportunity to apply for other grants that they have. He continued saying that a grant cannot be applied for without membership. He stated the grants can be used for the development of downtown areas which is the whole idea that they are designed to do.

Council Member Elliott offered he thinks it is very good however, expressed uncertainty regarding funding through the Commission versus the City's budget.

Dr. Price noted he has tried to get funding through the City's budget for two years without success.

City Attorney Friedman stated if the argument could be made that it is supporting Jacksonville, the Commission has a pretty broad discretion which has been discussed in several meetings, saying the Commission has the discretion to approve this request if they so choose.

Commissioner Hurley commented it is a pretty low investment for a potentially greater return questioning if this was an annual fee.

Dr. Price replied it is a one-time fee.

Council Member Elliott moved, seconded by Commissioner Hurley to approve the expenditure of \$5,000.00 for a Main Street Arkansas membership. Motion Carried.

Recording Secretary Wilmoth stated the next request was for \$12,920.00 for the Fun at Five Points' event that has been previously funded by the Commission.

Commissioner Hurley questioned if the \$4,600.00 sound stage rental line item was included in the \$12,920.00 request.

Dr. Price replied he did not include it in the budget, explaining it is in the total budget to do it but he is not requesting it from the Commission. He related they are hoping to raise the funds from vendors to pay for the expense.

Commissioner Hurley questioned if the City's stage was not functional.

Dr. Price stated last year they could not use it because it was being used at the Shooting Range for another event so they went ahead and rented one, saying it is an expensive item. He noted if they rent a stage, the lighting and sound system will be included. He said if they use the Commission's stage they would still have to rent a sound system.

Commissioner Hurley offered it would still be more cost effective than renting a stage. He suggested that the check on the City's stage availability prior to renting one.

Dr. Price agreed.

Recording Secretary Wilmoth noted the Commission funded the event in 2019 for \$11,125.00.

Dr. Price noted the event has grown a little bit each year and has been a major hit, saying last year they had well over 2,000.00 people with a lot of attendance from people outside of the City. He stated they have added a few things to it this year.

Commissioner Sundermeier questioned what the 150th railroad celebration funding required was.

Dr. Price replied during the process of putting together the request Mayor Johnson approached him and said Council Member Mashburn and the Historical Board wanted to have a 150th year anniversary celebration of the railroad coming to Jacksonville. He continued saying they thought it would be a good idea if they could combine it with the Fun at Five Points' event. He offered that he has spoken with Council Member Mashburn and she is going to join their planning group. He noted they are pressed for space however, they think it can be placed on some space located behind the Chamber of Commerce on the paved area. He stated it is an attempt to merge the celebration with the Fun at Five Points' event along with the cheese dip contest. He said Council Member Mashburn will have to request funds for the celebration, saying there is no additional cost for the cheese dip contest which will be chaired and managed by Mike with CM Smoke.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to approve the expenditure of \$10,000.00 for the Fun at Five Points' event. Motion Carried.

Recording Secretary Wilmoth related the last request was for \$11,950.00 for the 2020 U.S. Census promotion.

Dr. Price offered this is a really important issue and determines the amount of Federal funds the City receives for funded programs. He stated for example if there is a 300 miscount of people that equates to \$10 million dollar reduction over a ten-year period for nutrition programs, food programs at the schools, road building, and a list of approximately fifty-five other types of programs. He related he has tried three different sources of money to try to fund this campaign, to try to get people aware of it so they actually mark their census. He stated they have started it but cannot continue with volunteers without any support. He related he wrote a grant three months ago for the same amount of money that he is requesting from the Commission. He noted that Jacksonville did not fall into the highest priority funding for the grant people, saying they did not review anything that was not listed in their highest priorities. He noted it has a tremendous impact on the City and the ability to promote the City.

Commissioner Hurley stated City Attorney Friedman may have to provide some insight however, he did not see this request as being fundable by the Commission.

Council Member Elliott agreed, saying it is very important to the City and he can see it funded out of the City's budget.

City Attorney Friedman stated if it can be justified as advertising and promoting Jacksonville, the Commission has the discretion however, she tends to agree with Commissioner Hurley.

Dr. Price stated it is not a direct promotion of Jacksonville but the ability to promote Jacksonville, if the City loses \$50 million dollars in funded programs that affects the promotion of Jacksonville.

Commissioner Sundermeier stated he just wrote a note to Council Member Elliott which he read “this really only matters to our residents however, if everyone completes it do the businesses come and in turn leads to more A & P revenue”. He offered that he is conflicted, saying he does not think it falls in line with the mission however; it does potentially lead to more revenue which leads to more discretionary funds to promote Jacksonville.

Dr. Price noted large industries look at Census data prior to relocating to a community.

City Attorney Friedman pointed out that unfortunately the Statute does not say the Commission gets to fund things that will generate revenue but it does state the Commission gets to fund things that advertise and promote. She reiterated if the Commission determines it is advertising and promoting, the Commission has the discretion and the courts give the Commission difference to do it.

Council Member Elliott stated he wished the Commission could and knows it is important but he feels it is a stretch to fund.

Council Member/Chairman Ray related they are trying to get everyone in the community to sign up because somewhere within the next ten years it is going to the good for the City. He stated every little bit helps with the amount of Federal funds received.

Dr. Price noted that up until this year the Census Bureau had many grants for cities to do this very same thing but the current administration at the Federal level eliminated \$3 billion dollars from the Census budget and the first item cut was the grants.

Discussion ensued.

Commissioner Hurley moved, seconded by Commissioner Sundermeier to table this request to allow for City Attorney Friedman to research case law. Motion Carried.

City Attorney Friedman noted the Chamber of Commerce contract execution dates are January 1st through December 31st.

Council Member Elliott moved, seconded by Commissioner Sundermeier to extend the \$35,000.00 Chamber of Commerce contract for an additional year. Motion Carried.

Recording Secretary Wilmoth pointed out the projected amounts listed in the budget for the one percent revenue for the Parks Department, which are \$28,550.00 of hotel/motel revenue and \$407,500.00 of prepared food tax revenue. She also noted a \$600.00 line item in the budget for the Governor’s Conference on Tourism to be held in Ft. Smith.

Commissioner Hurley moved, seconded by Commissioner Bush to approve the 2020 budget as amended. Motion Carried.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read an announcement of the upcoming Holiday Craft and Gift Sale to be held on November 22nd and 23rd.

ADJOURNMENT:

With no further business, Council Member/Chairman Ray adjourned the meeting at 7:40 p.m.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
November 18, 2019

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, November 18, 2019. Council Member/Chairman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, Andy Patel, David Bush, Jim Hurley, Roger Sundermeier, and Council Member Kenny Elliott answered roll call. Council Member/Chairman Reedie Ray also answered roll call and declared a quorum. Present (7), Absent (0)

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Chamber of Commerce Director Courtney Dunn, and Warren Dupree.

MINUTES:

Commissioner Jim Hurley moved, seconded by Commissioner Roger Sundermeier to approve the minutes from the November 05, 2019 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for October noting assets of \$738,735.00 which includes \$257,374.00 in investments and \$30,603.00 in liabilities. She reported revenues of \$646,958.00 and expenditures of \$612,490.00 with revenues exceeding expenditures by \$34,469.00. She related that \$855,750.00 was budgeted for revenues and is projected year-end revenues of \$866,414.00. She noted budgeted expenditures of \$833,829.00 with year-end projected expenditures of \$840,491.00. She noted an undesignated budgeted amount of \$21,921.00 however, projected a year-end undesignated amount of \$25,923.00.

She reported September hotel/motel gross receipts of \$219,772.00, which is a 4% decrease regarding the year-to-date comparison and a 1% increase regarding current month comparison. She noted prepared food tax gross receipts of \$2,923,879.00, which is a 1% increase regarding the year-to-date comparison and a 9% decrease for the current month comparison. She reported there were several businesses that were behind in their remittances that are in the process of getting current. She reported overall gross receipts of \$3,143,651.00, remaining even regarding year-to-date comparison with an 8% decrease regarding the current month comparison.

In response to a question from Commissioner Andy Patel regarding the decrease in food tax revenues, Director Erkel replied that for some reason there were a few businesses that were late in remitting payment which is reflected in this report, saying she could not cite a specific reason as to why they were late.

Council Member Kenny Elliott moved, seconded by Commissioner Andy Patel to approve the financial report for October as presented. Motion Carried.

OLD BUSINESS:

A. Tabled Item of Business: \$11,950.00 funding request for U.S. Census promotion

Council Member/Chairman Ray called for a motion to remove the item of business from the table for discussion and then asked City Attorney Friedman if she was able to locate any additional information regarding the funding of this request.

City Attorney Stephanie Friedman related there is good and bad news, noting there is no case law regarding this. She continued saying the ultimate test is if it encourages and promotes tourism which is up to the Commission to determine. She stated the courts have given leeway to the commissions on this issue, if a court can uphold this somehow promotes and encourages tourism then the Commission should be fine.

Council Member/Chairman Ray offered that the Census would affect the amount of funds received from grants and programs provided by the government that the City applies for.

Commissioner Andy Patel expressed his understanding that funds would be more for economic development rather than advertising and promotion.

Council Member/Chairman Ray agreed saying funds would be given to the City and not the Commission. He stated the request is for funds to ensure that everyone is accounted for within the Census, saying they have already started and have had the Chicago office of the U.S. Census Bureau in town twice. He then went into a brief description of the area he is covering which was undercounted in the last Census.

Commissioner Andy Patel asked if it should be the City's responsibility to promote the Census and not the Commission.

Discussion ensued.

Council Member/Chairman Ray again called for a motion to remove the item of business from the table.

He then declared the item of business dead due to the lack of a motion.

NEW BUSINESS:

A. \$3,895.00 funding request for ad in the Metro Little Rock Guide 2020 Edition

Chamber of Commerce Director Courtney Dunn stated Jacksonville needs to be represented within this publication as it was in 2019; saying it is an important newcomer's guide the Commission should fund.

In response to a question from Commissioner Andy Patel, Director Dunn replied the 2019 ad was placed by the Chamber of Commerce and First Arkansas Bank and Trust. She explained she was approached a little late in the year and there was no time available to address the Commission before the submission deadline. She noted there was no ad placed in the publication in 2018.

In response to a question from Commissioner Hurley, Director Dunn replied it was her understanding the contract in place between the Commission and the Chamber of Commerce was a "service" contract. She continued saying as part of the contract she would be the person to go between the Commission and the publication to help work up the ad and get new photos, saying she has already contacted them regarding issues with the outdated information contained within the editorial section which has already been changed.

Commissioner David Bush questioned the disbursement rate of the publication.

Director Dunn replied she did not have that number, saying the publication is on display for a year.

In response to a question from Commissioner Andy Patel, Director Dunn replied the publication is promoted as a newcomer's guide that is provided to potential new residents of Jacksonville which in turn would promote businesses' to move to Jacksonville with their families. She stated it is important to promote what Jacksonville has to offer just as the surrounding cities have done within this publication and to do it better.

Commissioner Roger Sundermeier explained regarding this publication, if the City does not participate then the City does not control the narrative. He continued saying Arkansas Business Publishing Group would then write their own copy and basically make the story up for Jacksonville to fit in the time and space allotted. If the Commission purchases an ad, the size of the ad directly correlates to the size of the editorial space allotted to write the story. He related the purchase of an ad in 2019 allowed for more editorial space and control of the content and photos displayed. He stated the full page ad allowed for more content which is more in line with the surrounding cities; adding his recommendation to purchase a full page ad where the Commission can control the messaging as opposed to letting the publication tell Jacksonville's story.

It was noted that the contract was a service contract.

Commissioner Hurley moved, seconded by Commissioner Andy Patel to expend \$3,895.00 for a full page ad in the Metro Little Rock Guide 2020 Edition. Motion Carried.

Council Member/Chairman Ray related there was a funding request at each Commissioner's place, explaining that Dr. Price had emailed him on Friday evening saying that the A & P Stage was already in use on the day of the Five Points event.

He continued saying the Five Points event was moved to a different day as to not conflict with the Arkansas Game and Fish event however; they moved the date of their event also. He stated the request is for stage rental for the event to be held in April. He then called for a motion to suspend the rules and place the item of business on the agenda.

In response to a question from Commissioner Sundermeier, Director Kevin House explained the stage is only used for City events because it is so labor intensive to set up and take down. He noted part of the agreement with AYSSP was that they would have use of the stage for regionals and state tournaments. He stated there are six weeks within the year when the stage is not available for use.

Commissioner David Bush moved, seconded by Commissioner Hurley to suspend the rules and place the item of business on the agenda. Motion Carried.

It was noted that attendance was approximately 2,000 people.

Commissioner Sundermeier provided a brief description of the event for Commissioner Andy Patel saying that this event will not bring a lot of people into the hotels but it is more about the quality of life. He offered the event still needs more time to grow and develop, saying the cheese dip contest may help.

It was noted this will be the third year for the event.

Commissioner Andy Patel offered there is the potential for lots of rain in April, questioning if the Commission would get a refund if the event was not held due to weather.

Discussion ensued.

Council Member Elliott noted that Dr. Price was not in attendance but had stated in the previous meeting that he hoped to raise the funds from vendors to cover the cost of a stage.

Commissioner Sundermeier offered the stage would have to be paid for upfront however; it is conceivable the Commission could be reimbursed for the expense.

Council Member/Chairman Ray explained that Dr. Price placed the request for funding so he could confirm rental for the type of stage they are wanting which is a "plug-in" stage.

Commissioner Sundermeier noted the artists who played on the stage last year liked it for the ease of use. He questioned if the Commission could fund the upfront cost of the stage rental and be reimbursed by funds received from the stage sponsor.

Director Dunn offered last year they were in a difficult situation because of the stage, explaining she did not go out asking for funds but it was a very stressful time as they had to have a stage.

In response to a question from Commissioner Andy Patel, Director Dunn replied she helps with the event. She stated the people that ran the stage last year were great and contacted the dance teams and bands and had all of the music ahead of time which took stress away from other event volunteers who were busy with other things. She related they played music the entire time so they did not have to hire a disc jockey for the event.

Commissioner Andy Patel confirmed this was a City event, questioning why the Commission was receiving this request when the Commission already gives 50% of revenues to the Parks Department.

Commissioner Sundermeier stated he did not believe this was a Parks and Recreation event but was Dr. Price's Downtown Partnership Initiative thing that he kind of created and spear-headed. He related that just because Dr. Price is lead, the Commission is drawing the parallel that it is a City event. He continued saying Dr. Price is "taking off the City hat and putting on the community activist hat" and does not believe the request is from the City.

Commissioner Andy Patel stated that is why he asked the question, saying if it is a City event it does not matter who the representative is it is still a City event.

Council Member/Chairman Ray said this is a City event and the Commission is part of the City, adding the Commission was created to promote the City and is promoting the City by participating in downtown.

Commissioner Andy Patel clarified that the Parks and Recreation Department is part of the City. He stated that Dr. Price needs to be bringing his request under the organization he is representing instead of under the City of Jacksonville. He explained his thinking that everything is coming under City of Jacksonville which is taking leverage and the Commission is okay to fund under City of Jacksonville. He questioned why the usage of the City of Jacksonville name on requests.

Director House explained the percentage of funds allocated to the Parks and Recreation Department is used to supplement their budget. He continued saying this event is no different than events funded for the Parks Department, explaining they still come before the Commission to request funds because they are unbudgeted events. He stated if the Commission did not support FestiVille, then the Parks Department would not hold the event.

Recording Secretary Wilmoth pointed out that Dr. Price incorrectly put in the funding request under City of Jacksonville and it should have been requested under the Downtown Revitalization Group in partnership with the Chamber of Commerce. She explained he has gotten to where he remits all requests using City of Jacksonville-Mayor's Office which leads to confusion.

Commissioner Hurley moved, seconded by Commissioner Bush to expend \$4,575.00 for Five Points' event stage rental. Motion Carried.

City Attorney Friedman offered there was no issue regarding this request because it was pretty straight forward however, this is the first time she has seen the request and as the Commission's attorney would like to see requests prior to a meeting.

Council Member Elliott stated he did not think the Commission should be considering requests that are not included on the agenda unless there is an emergency. He continued saying, it has been said on many occasions that requests should be remitted timely prior to a meeting.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements of the upcoming Holiday Craft and Gift Sale and the 62nd Annual Christmas Parade.

Director Dunn added that the Historical District will host a shopping event with Santa pictures at the Chopsticks Event Center and the Chamber of Commerce tree lighting ceremony with children singing and food trucks will be before the parade.

ADJOURNMENT:

With no further business, Councilman/Chairman Ray adjourned the meeting at 6:35 p.m.