

**Jacksonville Advertising and Promotion Commission**  
**Minutes of Meeting Held**  
**March 31, 2003**

The Jacksonville Advertising and Promotion Commission (Jacksonville A & P Commission) met in the office of the Mayor at 6 pm on March 31, 2003. Present for the meeting were Mayor Tommy Swaim, serving the at large position, Alderman Marshall Smith and Alderman Bob Stroud, serving as members from the City Council, Bart Gray, Jean Rea, and Ray Patel serving as hotel/motel representatives. Also present, serving in elected and appointed City capacities were City Attorney Bob Bamburg and City Finance Director Paul Mushrush. Other visitors noted were Ben Rice.

After the Mayor called the meeting to order, he allowed the hotel/motel representatives take the oath of office. An additional member was to be appointed to the Commission from a business in the tourism industry. The appointed members were asked to draw to determine the initial staggered term that each would serve being a 4 year, 3 year, 2 year, or a 1 year term. Ray Patel drew a 3 year term, Bart Gray drew a 2 year term, and Jean Rea drew a 1 year term. The unnamed representative would be appointed to serve a 4 year term. Marshall Smith was elected to serve as Chairman and Bart Gray was elected to serve as Secretary of the Jacksonville A & P Commission.

The A & P Commission directed that the Commission receive correspondence at P.O. Box 126, #1 Municipal Drive, Jacksonville, AR 72078 and phone communication to 982-4502 and facsimile to 982-4621. Meetings would be scheduled for the 3<sup>rd</sup> Monday of the month beginning at 6:30 PM. Paul was directed to establish a bank account with First Arkansas Bank & Trust (to coincide with other checking accounts of the City). Signature cards were to be prepared for two signatures asking that Marshall Smith, Bart Gray, and Bob Stroud be authorized signers. Paul Mushrush would apply for separate tax I. D. for the Commission.

Other decisions made by the A & P Commissions:

- Collections to begin in May 2003
- 2% discount on tax remissions and payable by the 20<sup>th</sup> of month following collection. Forms with instructions for collections and remissions were to be sent to businesses that would normally collect the tax.
- During the May meeting the agenda for the A & P Commission would be to receive information & brainstorm suggestions on how to promote the City.

Respectfully Submitted

Bart Gray, Secretary

Additions & Amendments

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Approved as Amended \_\_\_\_\_

Date \_\_\_\_\_

**Jacksonville Advertising and Promotion Commission**  
**Minutes of Meeting Held**  
**May 19, 2003**

The Jacksonville Advertising and Promotion Commission (Jacksonville A & P Commission) met in the Council Chambers of City Hall. The meeting was called to order by Chairman Marshall Smith beginning at 6:30PM. Other members present were Mayor Tommy Swaim, Jean Rea, Bart Gray, Jim Hurley, Paul Mushrush, Bobby Bamburg. Members not present were Bob Stroud and Ray Patel. Among others present were Annabelle Davis, Chairman of the chamber's Tourism Committee, and Ben Rice.

\*The minutes of the March 31<sup>st</sup> meeting were presented. On motion by Tommy Swaim, 2<sup>nd</sup> by Jim Hurley, the motion was unanimously passed to accept the minutes as presented.

#### General Information and Discussion

Chairman Smith presented a list of Arkansas Advertising & Promotion CEO's. He had made efforts to invite and hoped that Barry Travis of Little Rock would be able to join our meeting scheduled for June 16, 2003.

Customer Service Seminar was scheduled at the Community Center on June 2, 2003. The Arkansas Hospitality Association offered this at no cost to our community.

By general consent, delivery of information for the commissioners would be by e-mail with regular mail delivery to Jim Hurley.

Paul Mushrush gave report that the Fed Tax I D had been assigned but that no bank accounts had been established but would be when money was received. This would be approximately June 20<sup>th</sup>.

General Discussion on spending of the Advertising and Promotion tax ended with general consent that we would wait until future meetings to discuss disbursements. Paul Mushrush indicated that the commission should prepare for some general administrative operating costs. Some of these were projected to include Audit (first year free then \$1,000 per year), Bank Charges (\$100 for purchase of two party checks) and he would research other investment opportunities and costs.

Tommy Swaim suggested that we create a standard form for our commission to use when receiving requests for use of the funds. Several communities' forms were presented for evaluation.

\*A motion was made to have the Jacksonville A & P request form resemble the one that Fort Smith uses. Motion by Tommy Swaim, 2<sup>nd</sup> by Bart Gray, unanimously passed.

General Discussion of current activities and potential motel business from the LRAFB air show indicated that bookings usually occurred from the originating bases. Our local motel's supplies of the Current Brochures on Jacksonville were to be evaluated and supplied if necessary.

The next meeting was scheduled for Monday, June 16, 2003 at 6:30 pm

The meeting was adjourned at 7 pm.

Respectfully Submitted

Bart Gray, Secretary

Additions & Amendments

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May 19th Minutes Approved \_\_\_\_\_

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Date

**Jacksonville Advertising and Promotion Commission**  
**Minutes of the Meeting Held**  
**June 16, 2003**

The Jacksonville A & P Commission met in the Council Chambers of City Hall. The meeting was called to order by the Chairman Marshall Smith beginning at 6:30 PM. The roll was called with Members Mayor Tommy Swaim, Jean Ray, Marshall Smith, Jim Hurley, Bob Stroud, and Bart Gray being present. Member Ray Patel was not in attendance. Other ex-officio member's present included Bobby Bamburg (City Attorney) and Paul Mushrush (Finance Director). Among other interested citizens and invited guest present were Ben Rice, Annabelle Davis, Terry Strahorn – Lodging manager for LRAFB, Barry Travis – CEO Little Rock Convention Bureau, and members of the press.

\*On a motion by Bob Stroud, 2<sup>nd</sup> by Jim Hurley, the minutes of the May 19, 2003 meeting were approved as presented.

II, Old Business as on the agenda:

1. Marshall Smith delivered Brochures *Welcome to Jacksonville* to all area motels and to LRAFB.
2. There was discussion that the Chamber's next brochure should include additional pictures & updates and include information about *Reed's Bridge* and the *Museum*.
3. The suggested Guidelines for Request of Funding & Request for Funding Application were presented. After discussion, the application would be amended to add a note under the History of Group – that for additional comments submit on separate page.

\*On Motion by Bob Stroud, 2<sup>nd</sup> by Jim Hurley, the Guidelines & Form as amended was approved.

III. New Business

1. Bank Account update – The Cranbury Inn had already submitted their May report and had submitted \$489 as the first money for the A & P commission. All other motels were expected to submit their taxes after June 20<sup>th</sup>. Paul Mushrush presented his opinion of one acceptable bank account that would be a Commercial Money Market Checking account with features.
2. Discussion  
Barry Travis CEO of the Little Rock Bureau was introduced. Mary Lou Davenport was not able to attend. Some of the major points of his presentation were.
  - They used the State Law as their By-Laws
  - They chose to meet once a month
  - They give all information to all commissioners
  - The Commission had final word as to staffing and all policies
  - The current budget is \$12 million a year and every penny is itemized

- A round table or informal group of representatives of various state area A & P commissions meet 3 or 4 times a year to discuss common opportunities (we will be added to be included)
- Most of the staffs are called “*Visitors Bureaus*”

#### Questions to Barry

Q. Mayor Tommy Swaim (TS) – did you set up account and hold it?

A. Barry Travis (BT)– We collected 6 months of revenue before we opened office. While our budget is \$12 million our 2% tax on hotels & restaurants in LR brings in 7.3 Million a year.

Q. TS – What is the largest convention you can handle?

A. BT – The largest convention is approximately 10,000 people with 20,000 people in total coming into the area. (BT went through several examples of different conventions and how the numbers would be different and still utilize all of the facilities.)

Q. Marshall Smith (MS) –The Clinton Library Billboards showing the coming opening, is that cost coming out of your budget?

A. BT – No. But we will probably pick up some of the advertising in our future budgets for the Clinton Library, Heifer project and others.

Q. TS – How do we get tagged to get the over flow or be part of the information to provide lodging for our conventions.

A. BT – You can continue to do what you are doing now with formation of the A & P commission, the brochures etc.

Q. Jim Hurley (JH) – Do you send literature about our hotels to the conventions?

A. BT – We do generally. But, we mostly send them information about what they particularly want.

#### Introduction of Terry Strahorn – Lodging Manager for LRAFB

- Feedback from Military Travelers – We use 8 different hotels in Jacksonville and NLR. We do have conferences that we are not able to handle and we have to turn away.
- Invited owners to base approximately a year ago to show facilities.
- Individual members are paying their own bills and are staying for 90 – 120 days. They come into our doors telling us where they want to go.
- We will take the Brochures to our Right Start programs
- Base Hospitality Web Sites where they tell each other where and where not to stay
- If there funding is through their major command then they have a say where the guests stay and pricing is factor
- We have a 50-unit transient living facilities (TLF) with kitchenettes being built. We use to have 425 units several years ago and now have reduced to 324.

Other discussion from Commissioners

- TS – He has written a letter to the State Parks and Tourism Commission inviting them to have a meeting in our community.

General discussion some without attribute – Many eat out in NLR and LR without questioning tax on food. Jim Hurley has talked with council members about area restaurant tax collected in many cities going not only to A & P but also to their parks programs. He agreed with Bob Stroud about the potential to go ahead and raise the possibility of tax on food to increase the revenues source of the A & P. Jean Ray asked if we could find out from Barry Travis about the % of revenue that comes from hotels/motels and what comes from food. It was clarified that the community center does not have to charge the meeting room tax when it rents its rooms.

The meeting was adjourned.

Respectfully Submitted

Bart Gray, Secretary

Additions & Amendments

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June 16<sup>th</sup> Minutes Approved \_\_\_\_\_

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**Jacksonville Advertising and Promotion Commission**  
**Minutes of the Meeting Held**  
**July 21, 2003**

I. & II. The Jacksonville A & P Commission met in the Council Chambers of City Hall. Chairman Marshall Smith beginning at 6:30 PM called the meeting to order. The roll was called with Members Jean Ray, Marshall Smith, Jim Hurley, Bob Stroud, and Bart Gray being present. Member Mayor Tommy Swaim & Ray Patel were not in attendance. Other ex-officio member's present included Paul Mushrush (Finance Director). Among other interested citizens and invited guest present were Ben Rice, Bill Ealy, Art Brannon, Tommy Dupree, Bonita Rownd, Annabelle Davis, and members of the press.

III. \*On a motion by Bob Stroud, 2<sup>nd</sup> by Jim Hurley, the minutes of the June meeting were approved as corrected. (Annabelle Davis was not in attendance at the June meeting.)

IV. Old Business as on the agenda:

- Estimated Revenue from a 2% prepared food tax in Jacksonville on restaurants and Drinking places was presented. (\$245,257.00)

V. New Business

- Paul presented handouts showing the Gross Receipts/Revenue Analysis on current tax collections.
- Paul presented an estimated gross annual income based on the first months income from Jacksonville and used the Bentonville history trend to develop an estimate. The extrapolated value suggested approximately \$55-60,000 annually. Discussion followed that the Inn America tax collection was not included in the initial information and that Jacksonville Business may not trend exactly similar to Bentonville. We should review these numbers after several months.
- Mr. Ben Rice representing the Little Rock Air Force Base Historical Foundation, Inc. presented a request for funding. The request was for a one-year letter of commitment of \$3,000 per month for the year 2004. The presentation included the intended use of the funds and the proposed budget. With this commitment from the A & P Commission the LRAFB Historical Foundation would be able to obtain financing and begin construction. After much discussion, it was suggested that the request be tabled to a future meeting.

\* A motion by Jean Rea, 2<sup>nd</sup> by Bob Stroud to table the request until our next meeting was approved.

Other discussion from Commissioners

The meeting was adjourned at 7:05 PM.

Respectfully Submitted

Bart Gray, Secretary

Additions & Amendments

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July 21, 2003 Minutes Approved \_\_\_\_\_

# **Jacksonville Advertising and Promotion Commission**

## **Minutes of the Meeting Held**

### **August 18, 2003**

The Jacksonville A & P Commission met in the Council Chambers of City Hall. Chairman Marshall Smith beginning at 6:30 PM called the meeting to order. The roll was called with Members Jean Ray, Marshall Smith, Jim Hurley, Bob Stroud, Ray Patel and Mayor Tommy Swaim being present. Member Bart Gray was not in attendance. Other ex-officio member's present included Paul Mushrush (Finance Director) and Bobby Bamburg (City Attorney). Other interested citizens and invited guest present were Ben Rice, Bill Ely, Art Brannon, Joan Zumwalt, Merlene Eddlemon, and members of the press.

\*On a motion by Bob Stroud, 2<sup>nd</sup> by Jim Hurley, the minutes of the July meeting were approved as presented.

Old Business as on the agenda:

Paul Mushrush gave an update on the status of Inn America. He stated that he had contacted Mr. Peck at Inn America and provided him with the standard packet given to all hotel/motel owners when the A&P tax was passed by ordinance. Due to Mr. Peck's schedule, there was not an opportunity to discuss with him what his projections for the past three months would have been. He will begin collecting the appropriate tax beginning in August.

Paul Mushrush presented the monthly financial statement to the Commission. The new financial statement covered the year to date revenues and expenditures through June 30, 2003. He stated that the format for the financial statement was open to discussion and could readily change depending on the wishes of the commission. Commissioner Stroud questioned the lack of revenue from several hotels on the net revenue summary report. Paul stated that the driving feature of revenue collection was the discount date, which is the 20<sup>th</sup> of the month. Generally when meetings are held before that date, there will be minimal revenues reported for the period.

Chairman Smith noted that the current summer months are the peak periods for hotel/motel revenues. Commissioner Rea agreed and upon inquiry stated that the end of the year revenues could be half of what we are currently collecting. Commissioner Patel agreed to that assessment.

\*On a motion by Mayor Swaim, 2<sup>nd</sup> by Bob Stroud, the financial report was approved.

New Business not as an agenda item:

Chairman Smith presented a request from Annabelle Davis requesting sponsorship of a booth at the Arkansas Hospitality Association Trade Show. Traditionally the booth has been covered by City funds to promote Jacksonville. He explained that a promotional issue such as this would be an appropriate A&P Commission expense. He requested that the Commission approve an appropriation of \$250.00 in support of the October Trade Show in Little Rock.

\*On a motion by Mayor Swaim, 2<sup>nd</sup> by Bob Stroud, the funding for the Arkansas Hospitality Association Trade Show booth was included as new business and funded for \$250.00. The motion passed.

New Business

Chairman Smith requested the tabled item regarding funding the Jacksonville Museum of Military History be placed under discussion.

\*On a motion by Bob Stroud, 2<sup>nd</sup> by Ray Patel, the tabled item regarding funding of the Jacksonville Museum of Military History was taken off the table and placed under current discussion. The motion passed.

Mr. Ben Rice provided a recap of the activities of the Museum and refreshed the Commission on the funding request. Funding is needed to build a 9,100 square foot building addition and to remodel the existing building. The request is for a commitment for funding to begin in January 2004. This commitment from the Commission would aid in obtaining bank loans to begin construction.

Mr. Rice indicated that they currently have an acceptable bid of \$180,000 for the construction of the addition and an acceptable bid of \$80,000 for the remodeling. There is also the need to have the electrical, air conditioning and parking lot completed for the addition. These additional needs (approximately \$70,000) are anticipated coming from other private donations. If the commission were to provide a letter of commitment, loans could be secured and construction could start shortly there after. Anticipated construction time is 90 days. He also noted that it was important to have construction completed before the opening of the new Clinton Library in Little Rock. The tourism impact from that opening would create a natural pool of visitors for our Museum.

In addition, he stated that the heirs of the estate of Lloyd Acklin donated a collection of military items that were thought to be quite useful and valuable and included a signed Christmas card from Adolph Hitler. Also, at an estate sale of World War II memorabilia, the Museum acquired an additional \$2,200 of memorabilia. He also favorably compared the contents of our future Museum to numerous museums the members visited.

Additional discussion was provided by Mr. Rice concerning benefits the Museum would provide the community as well as input from the commissioners, including an offer from Commissioner Stroud of the loan of a pre-war German Luger.

Commissioner Rea felt that the commitment of \$2,500 would fit more closely with the funding abilities of the Commission rather than the original \$3,000 monthly request. Mayor Swaim asked Mr. Rice that if the Commission revenue flow could not meet that commitment at that same level past the first year, does he have a backup plan for meeting the Museum financial commitments. His reply was that they plan to use grant writers to obtain additional funding.

Other discussion ensued between the Commissioners and Mr. Rice concerning revenue flows and the Museum's projected budget including the methods used in projected revenue estimates.

\*Mayor Swaim, 2<sup>nd</sup> by Bob Stroud, motioned that the Commission commit to funding \$2,500 per month to the Museum beginning in January 2004 from January through December 2004 revenues. Payments will be made to the Museum on or about the 25<sup>th</sup> of each month beginning in January. The motion passed unanimously.

A lengthy discussion lead by Commissioner Hurley ensued regarding the status of taxes to be collected by the Oxford Inn, the fact that they advertise weekly rentals, and the options of how we are to ensure they are collecting the tax correctly. There is concern that they actually have short-term rentals (less than 30 days). An answer was promised by next month's meeting.

Commissioner Hurley inquired about the liability for prior months collections of taxes by Inn America. City Attorney Bamburg stated that the Ordinance was properly published to notify the public. He gave the Commission the option of giving them a waiver on prior months collections or to require them to pay based on the requirements of the published Ordinance. Additional discussion ensued concerning what appropriate action should be taken.

\*On motion by Bob Stroud, 2<sup>nd</sup> by Jim Hurley, City Attorney Bamburg was instructed to contact Mr. Peck at Inn America and inform him that he would be required to pay those taxes that should have been collected from the date the Ordinance took effect. In addition, the repayment of the delinquent taxes should be paid to the Commission within three month of the date of notice. The motion passed.

The meeting was adjourned at approximately 7:55 PM.

Respectfully Submitted

Paul Mushrush, Acting Secretary

Additions

Amendments

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August 18, 2003 Minutes Approved \_\_\_\_\_

**Jacksonville Advertising and Promotion Commission**  
**Minutes of the Meeting Held**  
**September 15, 2003**

The Jacksonville A & P Commission met in the Council Chambers of City Hall. Chairman Marshall Smith called the meeting to order at 6:30 PM. The roll was called with Members Jean Ray, Marshall Smith, Bart Gray, Bob Stroud, Ray Patel and Mayor Tommy Swaim being present. Member Jim Hurley was not in attendance. Other ex-officio member's present included Paul Mushrush (Finance Director) and Bobby Bamburg (City Attorney). Other interested citizens included members of the press.

\*On a motion by Bob Stroud, 2<sup>nd</sup> Mayor Tommy Swaim, the minutes of the August meeting were approved as presented.

**Financial Report – Paul Mushrush**

As of this meeting there were only 3 payments received for the previous month. The hotel tax summary spreadsheet was presented.

\*On motion by Mayor Tommy Swaim, 2<sup>nd</sup> by Bob Stroud, the financial summary was accepted as presented.

**Old Business to be discussed:**

**Update on Inn America & Update on Oxford Inn**

City Attorney Bobby Bamburg presented copies of letters from the City of Attorney and reviewed actions taken to notify the motels. Mr. Kirkpatrick had sent a letter and Bobby and Marshall had talked with Mr. Kirkpatrick. As of this meeting no other written response had been received to the City Attorney's letters to the parties. There was general discussion about what a monthly rate and agreement should include as far as charges and collection of taxes.

**New Business:**

Bob Stroud asked what the monthly cost of the city sign. Mayor Tommy Swaim indicated that the cost was \$350. It was discussed that it would be proper for the A & P commission to undertake the costs of the signs for the City.

\* A motion by Bob Stroud for the A & P commission to pay for the sign 2<sup>nd</sup> by Mayor Tommy Swaim. Discussion followed indicating that indeed this would be an allowable cost of the A & P commission but that perhaps we should consider budgeting for one or more signs in the upcoming budget year. The motion was withdrawn with understanding that consideration for signage would be included in the discussion for budget year 2004.

The meeting was adjourned at 6:50 PM.

Respectfully Submitted

Bart Gray, Secretary

Additions & Amendments

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September 16, 2003 Minutes Approved \_\_\_\_\_

# **Jacksonville Advertising and Promotion Commission**

## **Minutes of the Meeting Held**

### **October 20<sup>th</sup>, 2003**

The Jacksonville A & P Commission met in the Council Chambers of City Hall. Chairman Marshall Smith called the meeting to order at 6:31 PM. The roll was called with Members Jean Rea, Marshall Smith, Bob Stroud, Ray Patel, Jim Hurley and Mayor Tommy Swaim being present. Member Bart Gray arrived late. Other ex-officio member's present included Paul Mushrush (Finance Director) and Bobby Bamburg (City Attorney). Other interested citizens included Ben Rice, Angie Mitchell, Annabelle Davie and members of the press.

\*On a motion by Bob Stroud, 2<sup>nd</sup> Mayor Tommy Swaim, the minutes of the September 15<sup>th</sup> meeting were approved as presented.

#### I. Financial Report – Paul Mushrush

- There was a decline in 3 out of 5 reports received for September
- Estimates from DF & A probably included gross from Oxford and Sands
- 60 K for '04 may be high
- Pending collection of data from hotels for a 16 month history will hopefully provide a projection by the next meeting.
- Budget cost should include supplies, postage, name plates,
- Audit for '04 will cost \$1,000 will be an expense in '05

A motion by Bob Stoud 2<sup>nd</sup> by Mayor Tommy Swaim to approve financial report was passed.

#### II. Old Business to be discussed:

1. Update on Inn America – Audit on Wednesday (Oct 22.) by Paul Mushrush
2. Update on Oxford Inn - Mr. Bamburg had received letter from Mr. Knollmeyer attorney for Oxford Inn that they would be reviewing their accounts to remit proper tax. By common agreement Paul was to look at the Oxford Inn and if he didn't think it looked proper that he would ask Bobby to prepare proper response.

#### III. New Business:

Funding request for Sweet Land of Liberty – Angie Mitchell –

The city had given no funds the first year and the city provided \$900 for the 2<sup>nd</sup> year, which was used mainly for publicity. The total cost of 2003 was approximately \$9,000 with money coming from donations from local businesses and interested groups and from city with \$74.00 left in the account.

General discussion - Angie was commended by several of the commissioners and general discussion was that the A & P commission would not be able to come up with a substantial commitment at this time but was generally inclined to support this event in some amount as we get into our budget process. Angie indicated that January would be time for the need for the 1<sup>st</sup> part of the funding to assist in developing poster, advertising placement, etc.

Monthly funding, \$350.00 for 12x24 Billboard, 67/167 Redmond Rd.

Lease contract from Lamar Advertising Co. for City of Jacksonville renewed every 6 months. Jean indicated that we should be looking into additional spots for signage. Bart indicated that bill boards are not easy to come by but that perhaps there could be some

sites be suitable for new boards with a commercial company maintaining the signs and renting out the other side to help maintain the signs. Bart agreed with Marshall to look for locations.

Participation Opportunities. Information available at meeting.

Jacksonville Chamber of Commerce & Jacksonville Parks & Recreation list – represented by Annabelle Davis. Annabelle gave an overview of the shopping list (attached) with explanations of opportunities for Chambers and communities to promote their communities and events in a regular promotion budget.

Adjournment – **Next meeting November 17th 2003**

The meeting was adjourned.

Respectfully Submitted

Bart Gray, Secretary

Additions & Amendments

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October 20, 2003 Minutes Approved \_\_\_\_\_

# CITY OF JACKSONVILLE, ARKANSAS

## Advertising and Promotion Commission



#1 Municipal Drive, Jacksonville, AR 72076  
Phone: (501) 982-4502 Fax: (501) 982-4621

### Agenda December 15, 2003 6:30 PM at Jacksonville City Hall

#### I. Call to Order – Chairman

#### II. Roll Call – Secretary

The Jacksonville A & P Commission met in the Council Chambers of City Hall. Chairman Marshall Smith called the meeting to order at 6:30 PM. The roll was called with Members Jean Ray, Marshall Smith, Bart Gray, Ray Patel, and Mayor Tommy Swaim being present. Member Bob Stroud and Jim Hurley were not in attendance. Other ex-officio member's present included Paul Mushrush (Finance Director) and Bobby Bamberg (City Attorney). Other interested citizens included Bonita Rownd, Annabelle Davis, Ben Rice, Jack Danielson and members of the press.

#### III. Presentation of minutes:

Approval of minutes for October 20, 2003

**\*On a motion by Mayor Swaim, 2<sup>nd</sup> Jean Ray, the minutes of the October 20<sup>th</sup> meeting were approved as presented.**

#### IV. Financial Report – Paul Mushrush

Several financial statements presented.

1. Jan 1, 03 - Nov. 30, 03 showing balance \$35,993.82 Pending Inn America October not received with a discrepancy of \$17 for discount taken not earned.
2. Historical data analyzed from Jan 02 through Oct 03 with projected Revenue for 2004 \$59,000 with expenditures anticipated of \$500 for supplies, materials and postage.
3. Projected Balance sheet for Dec 31, 2003 of \$44,644
4. Based on projections we have approximately \$28,000 remaining for 2004

**\*On a motion by Jean Ray, 2<sup>nd</sup> Mayor Swaim, the financial statements were approved as presented.**

#### V. Old Business to be discussed:

1. Update on Inn America – City Attorney Bobby Bamberg – Inn America is short with October payment but was conversation in early Dec that they would be forth coming.
2. Update on Oxford Inn -City Attorney Bobby Bamberg – Oxford Inn is up to date with exception of a report of No Report. With this they will be in compliance. No audit of Oxford Inn was performed as it was not deemed necessary.

VI. New Business:

1. Setting budgetary revenue estimates for 2004. - With Paul's estimate we have agreed to use the \$59,000 as the anticipated revenue for 2004.
2. Establishing budgetary expenditures for 2004. –
  - Chairman Smith indicated that according to our State laws that we should enter into a written agreement for exchange of services with the Jacksonville Museum of Military History. City Attorney Bobby Bamburg will prepare agreement to provide \$2,500 per month for the next year based on approval of A & P with signatures of Chairman Smith and Secretary Gray to sign on behalf of the A & P Commission.

**\*On a motion by Mayor Swaim, 2<sup>nd</sup> by Ray Patel the preceding motion was made and approved.**

- Discussion on the City's Bill Board and Mayor Swaim proposed that the City will pay for it during the 2004 budget and maybe next year the A & P could budget it for 2005.
- Tourism Committee Chamber of Commerce (Annabelle Davis) –Heart of Arkansas Travel Guide advertisement at \$2,495 which will include 10,000 individual hand out brochures for the city.

**\*A motion by Mayor Swaim, 2<sup>nd</sup> by Ray Patel to budget \$2,500 for Advertisement was made and approved.**

- New city Logo & Slogan (Bonita Rownd - E. O. Chamber of Commerce) – Entergy has paid professional fees to assist in the design. Kick off at annual banquet and program to include Bill Board design, Lapel buttons, License Plate, Arkansas Flag and Banner for City light pole banners, T-shirts etc.

**\*A motion by Bart Gray, 2<sup>nd</sup> by Mayor Swaim to budget \$6,500 for Jacksonville Campaign was made and approved.**

- Sweet Land of Liberty – discussed at prior meetings –

**\*A motion by Jean Ray, 2<sup>nd</sup> by Mayor Swaim to budget \$5,000 for matching funds to promote Jacksonville in advertising and other general purposes for the Sweet Land of Liberty July 4<sup>th</sup> Celebration was made and approved.**

- Little Rock Air Force Base Open House discussion and then to the 50<sup>th</sup> Anniversary

**\*A motion by Bart Gray, 2<sup>nd</sup> by Ray Patel to budget \$5,000 for Seed money for the 50<sup>th</sup> Anniversary of LRAFB celebration was made and approved.**

Cash flow discussion ensued. Mr. Rice presented additional budget considerations for the museum. With \$500 for postage & supplies and the \$30,000 for the Museum, the remaining amount was \$28,500. With the current evenings approved request equaling \$19,000 and because other needs would be presented during future meetings the general discussion was that we would reserve the unbudgeted amount as Miscellaneous for other special projects would appear in the budget. Some of these requests may include funding for City decorations, meetings to host State Parks and Tourism officials.

**\*A motion by Bart Gray, 2<sup>nd</sup> by Mayor Swaim to budget the remaining uncommitted balances for Special projects.**

**\*A motion by Bart Gray, 2<sup>nd</sup> by Mayor Swaim to meet on February 16<sup>th</sup> instead of the 3<sup>rd</sup> Monday in January as originally scheduled was made and approved.**

Respectfully Submitted

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Approved as amended \_\_\_\_\_

Bart Gray, Secretary

