

Minutes Jacksonville Advertising and Promotion Commission  
March 15, 2004  
6:30 PM at Jacksonville City Hall

I. Call to Order – Chairman-Marshall Smith and Roll Call – Secretary-Bart Gray

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, Jim Hurley and Mayor Tommy Swaim being present. Member Bob Stroud was out of town and not in attendance. Other ex-officio member's present included Paul Mushrush (Finance Director) and Bobby Bamburg (City Attorney). Other interested citizens included Montine McNulty and Annabelle Davis and members of the press.

II. Presentation of minutes:

Approval of minutes for December 15, 2003

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

III. Financial Report-Paul Mushrush

- Balance Sheet as of February 29, 2004
- Revenue & Expenditure report through end of Feb includes all Hospitality Partners
- Gross Receipts analysis – (noted that receipts were within \$100 of high period of last year)
- Revenues through December 2003 with collections of \$46,545

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

V. Old Business:

Update on Inn America-Concerning delinquent tax status,  
Finance Director-Paul Mushrush

Inn America -Paul reported that he has had to persist in the collection process. They are up to date as of this time.

Oxford Inn – the Oxford Inn has changed it's status to long term Boarding House and has relieved itself of sales tax responsibilities and has relinquished its sales tax certificate.

VI. New Business:

Montine McNulty, Executive Director, Arkansas Hospitality Association- She gave a presentation discussing Tourism, the Arkansas Hospitality Association it's membership dues, advantages for A & P to join, etc. She also acknowledged that the Industry has awarded Annabelle Davis the Silver Cup in recognition of Annabelle's efforts for tourism across the state.

**\* A motion by Mayor Tommy Swaim, 2<sup>nd</sup> by Ray Patel to pay \$165 for Jacksonville Advertising and Promotion Commission to join Arkansas Hospitality Association was unanimously passed.**

VII. Discussion: Co-sponsoring Arkansas Parks and Tourism Commission meeting. On a report by Mayor Tommy Swaim that the City has invited the Arkansas Parks and Tourism Commission to meet in Jacksonville on September 15<sup>th</sup>. It was hoped that the community would host a dinner for the commissioners and that the Jacksonville Advertising & Promotion Commission would participate.

**\*On a Motion by Mayor Tommy Swaim, 2<sup>nd</sup> by Bart Gray, the Jacksonville Advertising & Promotion Commission would Co-Sponsor the meeting and pay \$750 toward the Dinner for the Arkansas Parks and Tourism Commission held at their meeting in Jacksonville September 15, 2004. Motion passed unanimously.**

VIII – Other business

**\* Mr. Ben Rice had invited the A & P Commission to tour the new construction and remodeling facility of the Jacksonville Museum of Military History, located at 100 Veterans Circle, immediately following our meeting. This invitation was changed to a rain check date because the facility was messy and not conducive to tour at this time.**

**\*Chairman Marshall Smith discussed Name Tags for Commissioners. Mayor Tommy Swaim offered that the City would provide same for future meetings.**

VIII. Adjournment-Next Meeting June 21, 2004

Respectfully Submitted:

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\_\_\_\_\_  
\_\_\_\_\_

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

Bart Gray, Secretary

Minutes of the Advertising and Promotion Commission  
Meeting June 21, 2004  
6:30 PM at\*\* Jacksonville Museum of Military History  
100 Veterans Circle

I. Call to Order – Chairman-Marshall Smith & Roll Call – Secretary-Bart Gray

The Jacksonville A & P Commission met informally at the Jacksonville Museum of Military History at 6:30 PM. Mr. Ben Rice showed the commission the progress made in the renovation of the site and shared the proposed displays for each of the rooms. After the tour the Commission moved to the Council Chambers of City Hall. Chairman Marshall Smith called the meeting to order at approximately 7PM. The roll was called with Members Jean Ray, Marshall Smith, Bart Gray, Bob Stroud, Ray Patel, Jim Hurley and Mayor Tommy Swaim being present. Other ex-officio member's present included Paul Mushrush (Finance Director) with Bobby Bamburg being away on vacation.

Other interested citizens included Ben & Susan Rice, Annabelle Davis and members of the press.

II. Presentation of minutes:

Approval of minutes for March 14, 2004

**\*On a motion by Mayor Tommy Swaim, 2<sup>nd</sup> by Jean Ray, the minutes of the March 15, 2004 meeting were approved as presented.**

IV. Financial Report-Paul Mushrush

The financial statements indicated that our budgeted income might be on the low side considering that the first 4 months income for this year was better than anticipated (good news).

**\*On a motion by Bob Stroud, 2<sup>nd</sup> by Jim Hurley, the financial statements were approved as presented.**

V. Old Business:

Chairman Marshall Smith announced that Commissioner Jean Ray had originally drawn a term that expired March 31, 2004 and that the Jacksonville City Council had approved a reappointment of Jean Ray to a 4-year term that expires March 31, 2008.

VI. New Business:

1. \$250.00 to reserve a booth on the Travel Aisle at the Arkansas Hospitality Association Show Oct. 27-28, for Jacksonville Parks & Recreation. The AHA show will be at the Statehouse Convention Center. All kinds of Jacksonville information will be taken, and someone will be in said booth at all times. Several other cities will have booths also.

**\*On a motion by Bart Gray, 2<sup>nd</sup> by Bob Stroud, the Jacksonville A & P Commission approved the payment of \$250 for the City of Jacksonville Booth at the Arkansas Hospitality Association trade show at the Statehouse Convention Center in October was unanimously approved as presented.**

2. The following items were brought to the table by the Chairman in absence of Bonita Rownd with further explanation asked from the Mayor and Annabelle Davis:

a) In conjunction with the opening of the Clinton Library in November, Jacksonville advertising in a brochure arranged by Cranford Johnson, Robinson & Wood. Various size ads from 1/8 page for \$500.00 up to a full page for \$5,000.00. After much discussion

**\* A motion by Bob Stroud with 2<sup>nd</sup> by Mayor Tommy Swaim, the A & P would pay for a ½ page advertisement with a cost not to exceed \$1,500 in the brochure was unanimously approved as presented.**

b) Arkansas Retirement Guide Advertisement – \$2,410.00.

**\*On a motion by Bob Stroud with 2<sup>nd</sup> by Jim Hurley, The A & P would pay \$2,410 for an advertisement in the Arkansas Retirement Guide. The motion was approved with Jim Hurley, Bob Stroud, Mayor Tommy Swaim, Ray Patel, Bart Gray voting in favor and Jean Ray voting in opposition.**

c) More “Just Right” tee shirts are needed, cost \$500.00

\* After discussion that tee shirts might not be the best investment for A & P funds no motion was made.

VII. Adjournment-**Next Meeting September 20, 2004**

**CITY OF JACKSONVILLE, ARKANSAS**  
**Advertising and Promotion Commission**



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

**Minutes of the Advertising and Promotion Commission**  
**September 20, 2004**  
**6:30 PM Jacksonville City Hall**  
**Council Chamber**

**I. & II. Call to Order – Chairman-Marshall Smith & Roll Call by Secretary-Bart Gray**

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, Jim Hurley and Mayor Tommy Swaim being present. Member Ray Patel came in slightly later and Bob Stroud was absent. Other ex-officio member's present included Paul Mushrush (Finance Director) and Bobby Bamburg (City Attorney).

Other interested citizens included Kurt Meyer, Bonita Rownd, Ben Rice, Tommy Dupree, Terry Borreson, and members of the press.

**III. Presentation of minutes:**

Approval of minutes for June 21, 2004

**\*On a motion by Jim Hurley, 2<sup>nd</sup> by Jean Ray, the minutes of the June 21, 2004 meeting were approved as presented/ corrected.**

**IV. Financial Report-Paul Mushrush**

Included with the agenda were a current Balance Sheet for August 31, 2004, Budgetary Revenues and Expenditures for current period with YTD comparisons, and Gross receipts with YTD numbers. Paul reviewed these statements. Also noted here is still a collectible outstanding from Inn America for \$732.72 based on an estimate that the other businesses were collecting approximately 1 ½% more. The property has transferred to new ownership operating under the Best Value name and the new ownership is cooperating fully. There are some other outstanding issues the city has with the previous ownership and is in the process of filing a lawsuit.

**\*On a motion by Mayor Tommy Swaim, 2<sup>nd</sup> by Jim Hurley, the Advertising & Promotion Commission would enter the lawsuit by the City and Parks and Recreation Commission against the previous ownership of Inn America Motel.**

Paul provided our first audited financial statement and asked the commissioners to review.

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

V. Old Business:

VI. New Business:

1. Request from the Wing Ding Festival Committee of the Chamber of Commerce for \$2,975.00 that includes 4 items, letter enclosed.  
Bonita Rownd or Terry Borreson

**\*On a motion by Mayor Tommy Swaim, 2<sup>nd</sup> by Bart Gray, the A & P would reimburse or pay for the purchase of a wrap around sign advertising the Wing Ding Festival for the 1<sup>st</sup> Saturday in October – Lamar Advertising \$600, reimbursing the expense of a 2<sup>nd</sup> bridge at Dupree Park of \$1100 for material cost, \$675 advertising in the State wide publication Little Rock Family for 1/6 page ad & installing the \$600 cost of electricity for west side of the festival field a total of \$2,975.00 for a one time payment. The motion was approved by a 3 to 2 vote. (MTS, BG, & RP – voting in the affirmative & JR & JH-voting in opposition.)**

Discussion would be that future efforts should be done in advance in lieu of reimbursements for items already done.

2. Request from the Commercial Development Committee of the Chamber of Commerce for \$3,000.00, letter enclosed-Bonita Rownd or Kurt Meyer of the Commercial Development Committee to print brochures.

**\*On a motion by Bart Gray, 2<sup>nd</sup> by Mayor Tommy Swaim, the A & P commission would provide \$3,000 (to be included in the 2005 Budget) for the updating of the commercial development brochure was unanimously approved as presented.**

3. Update of the Jacksonville Museum of Military History and consideration for continued funding for Budget Year 2005-Joan Zumwalt or Ben Rice. –  
No Action taken at this meeting.

**\*On a motion by Bart Gray, 2<sup>nd</sup> by Jean Ray, to suspend the rules and place an item on the agenda was unanimously approved as presented.**

4. Heartland History of LRAFB brought by Tommy Dupree. It was requested that \$900

**\*On a motion by Bart Gray, 2<sup>nd</sup> by Ray Patel, the A & P commission would provide \$900 for Heartland of LRAFB books given to the Arkansas Tourism Commission during the meeting held in Jacksonville was unanimously approved as presented.**

VII. **Adjournment - Next Meeting October 18, 2004 for Discussion of 2005 Budget**

Respectfully submitted

With Corrections

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Secretary  
Bart Gray

Approved \_\_\_\_\_  
Date

**CITY OF JACKSONVILLE, ARKANSAS**  
**Advertising and Promotion Commission**



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

**Minutes of Advertising & Promotion Commission Meeting**  
**December 20, 2004**  
**6:30 PM Jacksonville City Hall**  
**Council Chamber**

**I. & II. Call to Order – Chairman-Marshall Smith & Roll Call – Secretary-Bart Gray**

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, Marshall Smith, Bart Gray, Bob Stroud, Mayor Tommy Swaim, and Jim Hurley being present. Members Jean Ray and Ray Patel were not in attendance. Others present included Paul Mushrush (Finance Director) and Bobby Bamberg (City Attorney).

Other interested citizens included Annabelle Davis, Tommy Dupree, Jack Danielson and members of the press.

**III. Presentation of minutes:**

Approval of minutes for September 20, 2004

**\*On a motion by Jim Hurley, 2<sup>nd</sup> by Bob Stroud, the minutes of the September 20, 2004 meeting were approved as corrected.**

**IV. Financial Report-Paul Mushrush**

Included Reports in Packet and discussed

Balance Sheet November 30, 2004

Budgetary Revenues and Expenditures for Period ended November 30, 2004

Gross Receipts/Revenue Analysis – Year to Date

A & P Hotel Tax Summary

Proposed Fiscal Year Budget 2005

Graph Gross Receipts 2002 – 2004

Fiscal Year Budget 2004

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

Paul Mushrush stated that within the accounting system for the City that he treats 16 corporations for consolidating under same ID but that that A & P being a separate entity he needs to separate it out. The system would allow him to separate it out but he needs some additional software files to do so. It would cost \$400 to \$500 to do so and he would like to initiate before year end.

**\*On a motion by Bob Stroud 2<sup>nd</sup> by Mayor Tommy Swaim, Paul Mushrush was authorized to spend up to but not more than \$550 out of the unspent budgeted funds for 2004 to create the new company.**

V. Old Business:

Chairman Smith noted the letters of Request from Ben Rice and the L.R.A.F.B. Historical Foundation Inc. asking for continuance of the \$2,500 a month contribution from the A & P was vital for the completion of the Museum project. Chairman Smith also noted the information provided by Annabelle Davis of the Annual track records of Bookings for the Community Center.

VI. New Business:

A & P Budget Considerations for 2005

The new revised proposed budget was included at the meeting reflecting the Budget 2004 with estimated actual 2004 with a general proposed 2005 budget. This proposed 2005 budget is attached to these minutes for reference in the following discussion.

First item of discussion centered on proposed History of LRAFB books proposed at \$10,000. After discussion of this and of other items that were included for LRAFB, **\*On a motion by Mayor Tommy Swaim, 2<sup>nd</sup> by Bob Stroud, to spend \$5,000 for 50 books in lieu of \$10,000 originally proposed. After much discussion on this issue and other LRAFB anniversary items it was discussed that the totals were closer to \$11,000. It was by common consent to vote on each line item. The motion was brought to a vote and was unanimously approved as presented.**

Additional discussion centered on the LRAFB 50<sup>th</sup> Anniversary Celebration and particularly the 2004 budgeted \$5,000 that had not been spent. and therefore would expire.

**\*On a motion by Bart Gray, 2<sup>nd</sup> by Jim Hurley, that \$10,000 is budgeted for 2005 for the 50<sup>th</sup> Anniversary Celebration which could be used for direct support of the 50<sup>th</sup> Anniversary committee and their plans or for other promotion of Jacksonville in its support of the LRAFB 50<sup>th</sup> Anniversary Celebration was unanimously approved as presented.**

Additional discussion continued on other of the proposed line items of the included proposed budget included discussion on Wing Ding festival and expenses for the last year. Further discussion of the budgeting process in general areas alluded to including general line items at this time for the 2005 budget but without direct approval of the who or specifics of what until someone proposes it to the commission and it is approved by the commission. General discussion was to suggest that Paul consolidate or reduce the number of line items in the budget into what we have already decided on to spend and generalize some of the other areas and leave some as to be special yet to be designated projects. It was then decided to go down the list line by line on the proposed 2005 budget and include

Supplies and materials -\$250,

Audit Expense - \$300,

Postage -\$250,

HOATA - \$1,895

Chamber promote Jacksonville - *\$5,000 not to be included as line item*

Heifer International Global Village - \$1,500

Arkansas Business Focus - *\$3,360 not to be included as line item*

City Billboard - \$4,200

Arkansas Hospitality Show Booth - \$250

Wing Ding Advertising Improvements - *\$2,500 not to be included as line item*

Event Advertising - *\$675 not to be included as line item*

Promotional items giveaway - *\$2,850 not to be included as line item*

History of LRAFB Books -\$5,000 (change from original)

Chamber Commercial Dev. Brochure - \$3,000

Sweet Land of Liberty -\$5,000

LRAFB Historical Foundation - \$30,000

LRAFB Anniversary, Open House, and visiting Generals (3 items combined) - \$11,000 (changed from \$5,000 and 2 \$500 next line items added to be a total)

Cities Visitors Guests \$1,000

Arkansas Travel Commission membership - \$165

Arkansas Tourism Foundation - \$100

Governor's conference on Tourism - \$1,500

*(Five items not line items but rolled into the total balance of Other Special Projects to balance budget)*

Special Projects to balance budget - \$13,240

Paul will present a corrected budget reflecting the changes as discussed.

**\*On a motion by Bart Gray, 2<sup>nd</sup> by Bob Stroud, the changes to the proposed budget were unanimously approved as amended.**

Discussion followed on the number and timing of the meetings and it was decided to meet in two months.

**VII. Adjournment - Next Meeting February 28, 2005**

Amendments: \_\_\_\_\_ -

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

Bart Gray Secretary