

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



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Phone: (501) 982-4502 Fax: (501) 982-4621

Minutes A & P Commission Meeting
February 28, 2005

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 Jean Ray, Ray Patel, Marshall Smith, Bart Gray, Bob Stroud, Mayor Tommy Swaim, and Jim Hurley being present. Others present included Paul Mushrush (Finance Director) and Bobby Bamburg (City Attorney). Other interested citizens in attendance included Annabelle Davis and Jack Hill with Tele Vision for Arkansas and members of the press.

After the meeting was called to order, Chairman Smith skipped to New Business VI. on the Agenda - Tele Vision for Arkansas - allowing Mr. Hill to give a presentation and leave the meeting if he wanted to do so.

VI. New Business:

Presentation by Jack Hill – Tele Vision for Arkansas – He has prepared 51 ½ hour programs for Arkansas television programming (AETN). He is always interested in new stories and he had noticed the article in the paper (August of last year) about the Arkansas Ordinance Plant. He felt that it would be a good story for a program. He has met with Ben Rice about the Museum and has met with the Mayor and it was suggested that he make a presentation to the A & P Commission. He had noticed the current involvement of other historical events in the community such as the Reed's Bridge committee and also that the LRAFB 50th anniversary Open House air show on October 8th. He proposed getting a grant from the Arkansas Humanities Council to produce a program. He would need to get the grant and have the monies matched with sponsors. He suggested using the Museum as the agency to work with in getting the sponsorship funding and using the LRAFB anniversary air show as the lead off segment. The deadline for the Grant is September 15th. Production cost will be a little less than normal because of Central Arkansas Location and it is estimated to be approximately \$20,000. Grants could be up to \$25,000 but would be matched and generally matched by large corporations. Mr. Hill could find the major sponsors to do so. He needs local match or in kind donations of some kind to be counted in match. He would ask for a \$2,000 funding commitment from the A & P for the cost of the air show which would also be part of the match. If the overall project funding did not come from a Grant, the LRAFB open house video production would still be available for use in the Museum or other local public use. Mr. Hill went much further into the process. Mr. Hill was thanked for his presentation and granted leave.

***On a motion by Mayor Tommy Swaim, 2nd by Bob Stroud, to suspend the rules and place an Item on the agenda was unanimously approved as presented.**

In the Budget, a line item for the LRAFB was available. Mayor Tommy Swaim had understood that the budget was approved but that the items would be brought up individually as needed to be used.

***On a motion by Mayor Tommy Swaim, 2nd by Bob Stroud, that we approve \$10,000 for the LRAFB 50th anniversary of the \$11,000 LRAFB budget and only \$5,000 authorized at this time to be presented to the LRAFB Community Council 50th Anniversary Committee was unanimously approved as presented.**

III. Presentation of minutes:

Approval of minutes for December 20, 2004

***On a motion by Bob Stroud, 2nd by Mayor Tommy Swaim, the minutes of the September] 20, 2004 meeting were approved as presented.**

IV. Financial Report-Paul Mushrush

Included Reports in Packet

Balance Sheet December 31, 2004

Budgetary Revenues and Expenditures for Period ended December 31, 2004

A & P Budgetary Revenues & Expenditures for fiscal year 2005

Gross Receipts 2002-2004

Paul suggested caution on undesignated portions of the budget as the revenue trend started lower than projected and may be flat or less for the coming year than originally thought.

***On a motion by Jim Hurley, 2nd by Mayor Tommy Swaim, the financial statements were approved as presented.**

VI. New Business:

Discussion was reopened on Mr. Hill's presentation. (Mr. Hill had left the meeting.) While the overall project would be great, the \$2,000 being requested from the A & P commission would at the worst case be a good investment in filming the air show and would be good video available for public use.

***On a motion by Bob Stroud, 2nd by Ray Patel, the A & P Commission would fund the \$2,000 for the seed money for Mr. Hill to video the 50th LRAFB open house was unanimously approved as presented.**

Other Business

Annabelle Davis announced the governor's conference on Tourism the following week and that \$1,500 was allocated for A & P use but as of this time no one was registered. If no one uses the budgeted item, it would allow \$1,500 for future use.

Annabelle presented a copy of the Arkansas Travel Guide advertisement.

Annabelle gave an update from Bonita that she has received quotes on the planned brochures but is not ready for action at this time.

VII. **Adjournment - Next Meeting April 18, 2005**

Amendments: _____

Approved as Amended - _____

Bart Gray Secretary

A&P Commission Meeting Minutes
June 20, 2005

CALL TO ORDER:

The Jacksonville A & P Commission met in the Council Chamber of City Hall on June 20, 2005. Chairman Marshall Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Ray, Patel, Stroud, Hurley, Gray, and Mayor Swaim being present, Chairman Smith also answered roll call declaring a quorum.

Others present included Finance Director Paul Mushrush, City Attorney Bobby Bamburg, Parks & Recreation Marketing/Public Relations and Information Manager Annabelle Davis, Ben and Susan Rice, Nikki Wilmoth and members of the press.

PRESENTATION OF MINUTES:

Chairman Smith stated that the Agenda incorrectly listed the date of the last A & P Commission meeting as April 18, 2005 instead of February 28, 2005.

Mayor Swaim moved, seconded by Commissioner Stroud to approve the minutes of the February 28, 2005 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush stated that through the first four months of the year (January through April), payments have been made. He stated that the collection rate is good with everyone wanting to take advantage of the discount. He reviewed the budgetary and revenue expenditures report, which indicates current net revenues of \$6,261.00 with expenditures of \$12,865.00. He stated that the Commission was approximately \$1,300.00 to the negative regarding cash flow. He stated that revenues should catch up in July. He pointed out on the graph chart cash flows for the past three years, which show revenues for 2005 in between 2003 and 2004 revenues. He stated that the budget for 2005 was based on 2004 revenues as noted on the chart. The chart indicated a decrease in funds for 2005 based upon factors such as the Library and several other events. He stated that without input from the hotel proprietors, he could not anticipate why the revenues changed. He cautioned that there are funds set aside for undesignated projects and to judiciously use those funds. He stated that if this trend continues, revenues would fall halfway in between 2003 and 2004 revenues.

Chairman Smith asked the hotel commissioners for their input on the change in revenues. Commissioner Patel stated that they have seen a decrease in clientele over the last few months.

Mayor Swaim questioned if the hotels have seen an increase in advanced bookings for the air show to be held in October and Commissioner Patel related that they would not see advanced bookings until three or four months prior to the air show.

Commissioner Stroud moved, seconded by Mayor Swaim to approve the financial report as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

Parks and Recreation Marketing/Public Relations and Information Manager Annabelle Davis started her advertising presentation by explaining that she ran into the Group Travel Leader publications group at the Governor's Conference on tourism. This organization puts out five major travel publications, which targets religious groups, ethnic groups, bankers, and general group travel. She stated that they sent her a packet several months ago and will be featuring the Arkansas Tour Planner in the November 2005 issue. She went on to say that they would be featuring a lot of places to visit in Arkansas. She stated that the Group Travel Leader publication goes to people in the industry who plan travel. They have a circulation of 30,000 people to include member group leaders, NTA member tour operators, bus companies and unaffiliated tour operators, and other members of the group travel industry. She stated that all of these groups come here and the NTA has its' annual conference in Little Rock in the spring. She reiterated that the Group Travel Leader publication goes to the above stated industries and that Arkansas is going to be featured in the November issue as a place to send tour groups, adding that in April 2006 the focus is on museums. She suggested this literature as another advertising opportunity to promote Jacksonville through the tour operators that come through Arkansas. She reminded the Commission that at the Governor's Conference it was pointed out that Jacksonville was not a hub but a spoke. She stated that this was one way to get the spokes rolling but that it was going to take funding. She reviewed the advertising rates for 2005 and 2006, stating that while relatively inexpensive it was still cash. She went on to say that this was just for the Commission's information and that they could discuss the option in August when revenues were in. She continued that if the Commission made the decision to participate, they would need to notify the Group Travel Leader by late September to be included in the November 2005 issue. She stated that it was a good idea to get Jacksonville before group tour operators who might use Jacksonville as an overnight stop rather than going to downtown Little Rock.

In response to the previous inquiry on air show bookings, she was informed that they are just now realizing how much urgency there is in getting the crews and performers hotel accommodations for that weekend. She stated that there is also a Razorback football game in

Little Rock and that it was the last weekend for the State Fair. She went on to say that it would be a huge weekend for Central Arkansas with visitors coming into the area.

She also pointed out that this past weekend, there was a three day Arkansas Taxidermy Association Meeting and they called her to find accommodations because several of the hotels were filled with Taikwondo participants. She continued that she was able to find accommodations in town and that they were very complimentary. She went on to say that they have already called and made bookings for next summer.

Chairman Smith stated that most of the commissioners have seen a copy of this paper and that it looked to be approximately 40 pages in length. He asked for clarification on the circulation figure of 30,000. Ms. Davis responded that the circulation was 30,000 nationwide but they have it broken down into regions. She reiterated that the target audience is tour operators. He then asked if the Commission had previously advertised in this publication to which she responded negatively. She went on to say that it was a coincidence that Arkansas was featured in November. She felt that it was something to think about and appropriate for the Commission to do but realized that funding would be an issue. He pointed out that a full-page ad for 2005 was approximately \$3,800.00 and goes close to \$4,000.00 in 2006. He also pointed out that a 1/6-page ad would cost approximately \$1,085.00. He then asked what the desires of the Commissioners were-whether to study the literature and respond in August or to relate any other ideas at this point.

Commissioner Hurley asked if the publication was broken out regionally and if so would there be a cheaper publication for the Southwest region. Ms. Davis clarified that they have their circulation broken out regionally to show how many people in the area are subscribers but that they do not regionalize their publication. She went on to say that in our region, there are only 2,400 subscribers, which includes Arkansas, Oklahoma, Louisiana, and Texas.

Chairman Smith asked if the topic should be brought back up in August. Commissioner Hurley responded that it was a good forum for what the Commission is trying to accomplish. Chairman Smith stated that this would be included on the agenda for August.

B) Request for a \$200.00 installation fee for four signs, two located on Hwy 67/167 Exit 9 and two on Hwy 440 Exit 12.

C) Request for a \$500.00 annual maintenance fee for four signs, two located on Hwy 67/167 and two on Hwy 440 Exit 12.

D) Request if any cost is incurred for the City to place directional signs on both side of Main Street at Veterans Circle and to allow the Museum to utilize the billboard adjacent to Dupree Park.

Mr. Ben Rice addressed the Commission stating that he was happy with what they were receiving from the A & P Commission but thought that they would ask for just a little bit

more. He went on to say that in order to get signs on the freeway, he would have to fill out an application. He pointed out that Annabelle was able to give him directions needed to get the process underway. He stated that they have applied for a freeway sign on either side of the exit on Main Street, which would be two signs. He also stated that they applied for two signs on Rixey Road at the 440 Exit. He clarified that they have applied for a total of four signs. He went on to say that if you multiple that out; the application fees have been paid but the installation fees for four signs at \$50.00 each equals \$200.00 plus the annual maintenance fee for four signs at \$125.00 would be \$500.00. He stated that they are looking at approximately \$700.00 in expenses. He stated that he did not know if they would have the opportunity to pay the expense because they did not know if the application would be approved. He went on to say that the Main Street application had the best chance of being approved because there is a shorter distance from the exit to the Museum. He stated that the other application had a five-mile distance from the Museum.

Mr. Rice stated that he had visited with Mayor Swaim regarding usage of the billboard across from Dupree Park. Mayor Swaim informed him that there was a \$600.00 cost to get a sleeve put over the billboard along with four other organizations that currently use that sign for advertising, which would result in a sharing issue. He got the impression from Mayor Swaim that he would need to visit with the other four organizations to determine if they could work out some type of time sharing for the billboard.

Mr. Rice stated that the Museum has been experiencing individual visitors who have heard about the Museum locally but that this type of advertising would catch visitors who aren't local and were passing through. He went on to say that they have had visitors from seventeen states but he feels that with the increase in signage; the number of visitors could double.

Mr. Rice stated that he would like to get something worked out on the billboard sign, the sooner the better, and if they needed to pay the \$600.00 cost for the sleeve then they could do that.

Commissioner Stroud asked Mr. Rice when they would have the new building ready. He stated that they presently have one third to one fourth of the display space that they will eventually have. He went on to say that they were to pour the concrete this Friday, but have been promised that before, and the steel is due to arrive the following Monday. He surmised that they would be ready in October. He went on to say that they have been promised August 01, 2005 but doubted that it would happen. He stated that it would take a couple of months to get things ready to show but are willing to work hard to get things ready by October 01, 2005.

Commissioner Hurley asked for a ballpark figure on the number of people who had visited the Museum since it opened. Mr. Rice stated that in order to meet their budget, they would need fifty visitors per day and they were not quite to that point. He went on to say that they have been advertising for an employee and have determined that they need someone with marketing skills. He stated that they have received several applications in the last week and hopefully will have enough applications to get a qualified applicant. He added that ideally

they would find someone around twenty years old or with twenty years of military experience.

Chairman Smith asked Mr. Rice to remind the Commission of the cost to get into the Museum. He stated that it was \$3.00 for adults, \$2.00 for military and seniors, and \$1.00 for students. He went on to say that they have had visitors stop in and leave after seeing the price. He stated that he is not personally pleased with what has happened so far and would like to see improvement, but added that hopefully when they hire the right person and get the highway signs up, things will get a lot better.

Commissioner Stroud stated that he was pleased with what the Museum has accomplished so far and that he was pleasantly surprised with everything that was in the Museum. He stated that he would like to see some tanks and planes on display outside. Mr. Rice stated that they have a tank and a helicopter in storage.

Mr. Rice stated that any help would be appreciated, adding that Mayor Swaim has been very helpful. He stated that it would be helpful if they could get permission to use the billboard and signage for Main Street. Mayor Swaim stated that it would depend on the kind of sign that was needed on Main Street. He clarified that all they needed was a sign that stated Museum and a directional arrow. Mayor Swaim stated that the sign shop could make those signs and he would check on it.

Commissioner Stroud stated that it was interesting that they could put up a sign for \$50.00 and the sign would not go bad in a year, but they charge \$125.00 to maintain the sign. He asked if that seemed a little odd. He went on to say that it should be the reverse. Chairman Smith stated that in four to five years, the \$125.00 fee might seem reasonable but not starting out. Commissioner Ray stated that all the signs have a maintenance fee and that the Museum got off cheap because the hotel had a \$250.00 fee. She stated that the Museum must have received a discount. She went on to say that the signs really work because driving down the interstate you see all of these signs and it is worth the investment.

Mr. Rice stated that he would appreciate any help for the freeway signs and if he could get the green light on the \$600.00 for the sleeve for the City billboard. He stated that they would like to have it in the summer. Mayor Swaim asked Annabelle what the price is for a billboard sleeve. She could not remember but Mayor Swaim recalled that the last one was \$600.00.

Commissioner Hurley stated that directional signs do work and are very effective noting that the Rixey Road sign is a good distance away from the Museum. He asked Mr. Rice if they would be directing traffic to get off at Rixey to come up through the backside of town to the Museum. He stated that it was his experience that if you are not close to the exit, you will irritate people because you have pulled them off the highway and had them drive across town. He went on to say that he felt that it was of great value to have a directional sign at Main but not at Rixey.

Commissioner Ray made a motion, seconded by Commissioner Hurley to approve the \$100.00 expenditure for two signs to be located on Hwy 67/167 Exit 9(Main Street). Motion Carried.

Commissioner Ray made a motion, seconded by Commissioner Patel to approve the \$250.00 expenditure for the annual maintenance fee for two signs to be located on Hwy 67/167 Exit 9 (Main Street). Motion Carried.

In response to a question by Mayor Swaim, Chairman Smith stated that the maintenance fee is an annual expenditure. Mr. Mushrush made the suggestion to remit a lump sum payment to the Museum yearly. Commissioner Hurley asked if this fee would have to be approved yearly because he felt that at some point the Museum should be able to fund it. Chairman Smith stated that they would need to look at this yearly.

Chairman Smith stated that the City would put up the directional signs per Mayor Swaim. Commissioner Hurley stated that the Highway Department puts up directional signs further up the road. He stated that there was a three-mile requirement from the exit, adding that if it has turns then they would put up little directional signs. Chairman Smith asked Mr. Rice to check on that option.

In reference to the usage of the billboard adjacent to Dupree Park, Commissioner Gray stated that he did not feel that the A & P Commission had the authority to give permission to utilize the billboard. He stated that this is a courtesy that Mayor Swaim has offered, adding that the sign is possibly leased to the City and not the A& P Commission. He stated that he may be wrong but felt that the only authority that the Commission had was to encourage Mr. Rice to work it out.

Mr. Rice thanked the Commission for their hard work.

D) Outsourcing of Meeting Minutes

Commissioner Gray stated that he has had the privilege of working on several committees within the City and this Commission for the last several years. He went on to say that he has had the privilege of preparing minutes. He related that he was a bottom line guy with few revisions but has seen better jobs and would prefer to be relieved of this responsibility because he felt that a better job could be done for the Community. He understands that the funding is limited but that for prosperity the records should be prepared professionally.

Chairman Smith congratulated Commissioner Gray on a job well done and stated that he understood. He went on to say that he has discussed this issue with Mr. Mushrush, who may have an alternate solution.

Mr. Mushrush addressed the Commission stating that he has an employee who has handled the minutes for other organizations that he serves on. He went on to say that this employee prepared the minutes that Commissioner Gray wrote with regard to formatting and the

technical side and does a very good job. He continued that she would be handy to deliver information back and forth and is willing to do the job.

Chairman Smith questioned what the cost would be for her services. He stated that there was some technical issues because she is a City employee, but feels that \$50.00 a quarter would work if she were amenable.

Chairman Smith noted that this was one possible solution; she could either attend the meetings or not and just have a recorder playing. He asked if there were any regulations that would prohibit her from taking the minutes. Mayor Swaim stated that he would not have a problem with her typing the minutes. Mr. Mushrush stated that she would be typing the minutes on her own time. Chairman Smith then asked if the Commission had someone else in mind and received no response.

Commissioner Stroud made a motion, seconded by Commissioner Gray to approve the hiring of Nikki Wilmoth for \$50.00 per quarter to type the meeting minutes. Motion Carried.

Adjournment: Chairman Smith without objection adjourned the meeting at 7:10 p.m.

Next Meeting: August 15, 2005

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



#1 Municipal Drive
Jacksonville, Arkansas 72076
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CALL TO ORDER:

The Jacksonville A & P Commission met in the Council Chamber of City Hall on August 15, 2005. Chairman Marshall Smith called the meeting to order at 6:33 p.m.

ROLL CALL:

Commissioners: Ray, Stroud, Hurley, Gray, and Mayor Swaim being present, Chairman Smith also answered roll call declaring a quorum. Present (6) Absent (1) Commissioner Patel was absent.

Others present included Finance Director Paul Mushrush, City Attorney Bobby Bamburg, Parks and Recreation Marketing Director Annabelle Davis, Andy Patel, and Reporting Secretary Nikki Wilmoth.

PRESENTATION OF MINUTES:

Chairman Smith made note that a signature was not included on the minutes and stated that Nikki Wilmoth would sign off on the minutes as recording secretary.

Commissioner Stroud moved, seconded by Mayor Swaim to approve the minutes of the June 20, 2005 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush stated that by next month, the revenues and expenditures would be in balance. He added that the Commission has managed to accomplish all of the items that were budgeted and were right in line with the Jacksonville Military Museum. He went on to say that there was an item budgeted for the last two years that has not been acted on, the Arkansas Travel Counsel Membership for \$165.00.

Parks and Recreation Marketing Director Annabelle Davis stated that it was one of the associations of the Hospitality Association that most of the cities belong too. In response to a question from Chairman Smith, Ms. Davis stated that all of the A & P Commissions in the State are members. Chairman Smith requested that Ms. Davis to procure an invoice for Mr. Mushrush. Mr. Mushrush also requested an invoice from the Arkansas Tourism Foundation for the annual membership.

Mr. Mushrush made note that the Governor's Conference funds were redirected to Television Arkansas. He also pointed out the increase in the gross receipts but could not pinpoint the reason for the increase.

Commissioner Ray moved, seconded by Commissioner Gray to approve the financial report as presented. Motion Carried.

OLD BUSINESS:

Chairman Smith made note that the museum directional signs item has been addressed, adding that the Group Travel Magazine advertising should be readdressed.

Chairman Smith moved, seconded by Mayor Swaim to suspend the rules and place the Group Travel Magazine advertising item on the agenda. Motion Carried.

Ms. Davis began by reminding the Commissioners that the Group Travel Magazine is scheduled to have a November issue focusing on traveling in Arkansas and an issue focusing on museums in the April issue.

She suggested another option of purchasing an ad in the Arkansas Group Travel Planner and Meetings Directory for the same budgeted amount of \$1500.00, pointing out that the ad would run for two years 2006-2007 instead of two issues in the Group Travel Magazine. She felt that the Commission would get more for the money and that the Arkansas Group Travel Planner catered to group travels who would contact the State Parks Department and tourism agencies.

In response to a question from Chairman Smith, Ms. Davis clarified that a half page ad would be \$1500.00.

Ms. Davis felt that the Commission could develop an ad that would attract groups to stay in Jacksonville instead of going downtown.

Commissioner Hurley moved, seconded by Commissioner Stroud to reallocate the Governor's Conference on Tourism funds in the amount of \$1500.00 for a half page ad in the Arkansas Group Tour & Meeting Planners Directory in the amount of \$1575.00.

Commissioner Stroud clarified with Mr. Mushrush that monies remain from the 2004 budget. Mr. Mushrush stated that enough monies remain to meet all of the 2005 budgetary expenditures; the Commission maintains a fund balance to meet cash flow obligations and revenue shortfalls.

Mr. Mushrush noted that the decision was made to take the Governor's Conference on Tourism funds and use them for Television Arkansas. He went on to say that since the budget was not amended, he took approximately \$2,000 out of the \$13,000 uncommitted portion of the budget and moved it to the allocated portion of the budget. He stated that the budget would be amended at the end of the year.

Motion Carried.

NEW BUSINESS:

A) Presentation on Financial Statements for 2004

Mr. Mushrush stated that he implemented the GASB Statement 34, which is a governmental standards balance sheet presentation that uses a net asset presentation. He pointed out that at the end of 2004; the revenues exceeded the expenditures by \$28,811.00. He continued to highlight figures that are included in the report and summarized by stating that McAlister and Associates audited all of the information included in the report.

Commissioner Stroud moved, seconded by Commissioner Hurley to approve the financial report to include the payment of \$300.00 for the auditor's fee. Motion Carried.

B) Jacksonville Parks and Recreation request for \$800.00 wrap

Item removed from agenda per Ms. Davis.

C) Arkansas Hospitality Association Trade Show booth sponsorship

Ms. Davis stated that the booth rate has increased from \$250.00 to \$575.00. She felt that the exposure was worth the additional cost to attend.

Commissioner Gray stated that the focus of this convention mainly catered to those in the hospitality industry and the exposure would help bring good business opportunities into Jacksonville.

Commissioner Gray moved, seconded by Commissioner Hurley to make payment up to \$575.00 for booth rental to the Arkansas Hospitality Trade Show. Commissioner Stroud opposed. Motion Carried.

D) Letter of Resignation Commissioner Jean Ray

Chairman Smith stated that Commissioner Ray is resigning and would like to recommend her boss Andy Patel to replace her. Mr. Patel owns four hotels in Jacksonville and resides at the Comfort Inn.

Mayor Swaim moved, seconded by Commissioner Stroud to reluctantly accept the resignation of Commissioner Ray. Motion Carried.

Mayor Swaim moved, seconded by Commissioner Stroud to recommend Andy Patel to serve the remainder of Commissioner Ray's term expiring March 31, 2008. Motion Carried.

On a question by Commissioner Hurley, Mayor Swaim stated that he has received one phone call and been sent a tape by Television Arkansas. Mayor Swaim stated that the first filming was scheduled during the Air Show in October. Discussion ensued on whether or not to contact Television Arkansas for a progress report. Chairman Smith stated that he would contact Television Arkansas for a progress report.

Adjournment: Chairman Smith without objection adjourned the meeting at 7:12 p.m.

Next Meeting: October 17, 2005

Nikki Wilmoth, Reporting Secretary

Approved/Amended

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CALL TO ORDER:

The Jacksonville A & P Commission met in the Council Chamber of City Hall on October 17, 2005. Chairman Marshall Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: A. Patel, R. Patel, Gray, Hurley, Stroud and Mayor Swaim being present, Chairman Smith also answered roll call declaring a quorum.

Others present included Finance Director Paul Mushrush, City Attorney Bobby Bamburg, Reporting Secretary Nikki Wilmoth, Museum Chairman Joan Zumwalt, Tommy Dupree, Angie Mitchell, Chamber of Commerce Director Bonita Rownd, Museum Director Danna Kay Duggar and Rick Krone from the Leader Newspaper.

Letter of Resignation for Secretary Gray:

Commissioner Smith read the resignation letter submitted by Secretary Gray. Secretary Gray stated that he has sold the Jacksonville Inn to a group that will make the hotel competitive with other hotels in the area. He expressed his appreciation to the A & P Commission and the Museum for enhancing the Community and bringing in visitors. He thanked the Commission for allowing him to serve.

Mayor Swaim moved, seconded by Commissioner Stroud to regrettfully accept the resignation of Secretary Gray effective at the end of the meeting. Motion Carried.

PRESENTATION OF MINUTES:

Commissioner Stroud moved, seconded by Commissioner Hurley to approve the minutes of the August 15th A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush stated that revenues and expenditures were in the black instead of the red as of last month in the amount of \$7,200.00. He pointed out several differences between the 2004 and 2005 gross revenues receipts chart citing the recent hurricanes that have added to the revenues for 2005.

Mayor Swaim moved, seconded by Commissioner Stroud to approve the financial report as presented. Motion Carried.

Finance Director Paul Mushrush asked for permission to sign requisitions for expenditures, which are delineated within the budget in order to expedite payments more efficiently.

Commissioner Stroud moved, seconded by Commission R. Patel to allow Finance Director Paul Mushrush to sign requisitions as delineated within the budget. Motion Carried.

OLD BUSINESS:

PROGRESS REPORT ON TELEVISION:

Chairman Smith provided the Commission with a copy of the letter from Jack Hill, which states that he has completed 2.5 hours of taping the Air Show. The grant application is still pending with no completion date given on the letter. If the grant application is not approved, the Museum will still be given the tape of the Air Show.

NEW BUSINESS:

- A) Increased funding for the Museum of Military History from \$2,500 per month to \$3,500 per month.

Museum Chairman Joan Zumwalt stated that the Museum has displays ranging from the Civil War to the 308th Missile Wing and the Ordinance Plant. A professional consultant was hired in the beginning to be sure that the displays would qualify under museum standards. She stated that the Museum has an attendance book that shows upwards of 1700 attendees in the last five months. Unfortunately, this figure does not include the tour bus and group attendees that have visited.

Ms. Zumwalt stated that she was concerned about the 9100 square foot addition to the building, which is the basis for the requested increase, explaining that the addition will increase the utility and maintenance costs. She went on to say that the new addition would house the history of the LRAFB and the National Guard.

Commissioner Stroud stated that the 308th Missile Wing recently held a reunion that raised \$2,200 for the Museum. Ms. Zumwalt stated that the monies raised would be reserved for the 308th Missile Wing display.

Chairman Smith stated that he scheduled the meeting in November to formulate the 2006 budget. He stated that this request would increase the Museum funding from \$30,000 to \$42,000 per year, which is an increase of \$12,000.

Commissioner Stroud stated that he would like to forego voting on this item until next month. He went on to say that he does not want to increase the funding without increasing the revenues.

Chairman Smith stated that this matter would be placed on hold until next month's meeting when the projected revenues have been established.

- B) Update and possible increased funding for the Sweet Land of Liberty 4TH of July Celebration.

Ms. Angie Mitchell began her presentation by stating that attendance had doubled from the previous year. She has been borrowing a stage from the First Baptist Church, which has riser steps that can hold stools or chairs. She would like to purchase a stage similar to the First Baptist Church's stage with the exception of wood flooring instead of carpeted flooring. She explained that carpet holds moisture and the wood flooring would be painted and sealed.

In response to a question from Commissioner Stroud, Ms. Mitchell stated that the stage would be used at other City events such as City Fest, Community Center, and the Jacksonville High School and could possibly be stored at Mr. Penn's home.

Commissioner Stroud stated that the existing stage would need lots of work within the next few years.

Ms. Mitchell stated that the stage was made of 12-gauge steel that is sturdy and easy to fold for storage. The cost would be \$6,000 for the stage and \$6,000 for the risers for seating which would make a 24'x16" stage.

Chamber of Commerce Director Bonita Rownd stated that she and Ms. Mitchell have the same budget need for a new stage. The Wing Ding festival currently uses a flat bed truck trailer as a second stage, which needs a cover and is too tall and narrow. The purchase of a new stage would allow for increased utilization for dance groups and musicians and would be easier to cover.

C) Update and possible increased funding for the A & P budget suggestions and Chamber.

Ms. Rownd began by stating that the Commission has in past years purchased an ad in the Heart of Arkansas brochure. The format for the brochure is changing to a tabbed brochure that has many different pieces that can be sent to inquiring businesses. The advertising cost has increased to \$5,000.00 this year due to the change in formatting.

Ms. Rownd stated the increased need for a master plan to show where the Community is heading and to evaluate what is expected of the tourism dollars.

In response to a question from Chairman Smith, Ms. Rownd stated that the master tourism plan was a one time study fee. Mr. Dupree stated that that the gentleman who completed the Reed's Bridge study gave an estimate of \$8,000 to \$10,000 to complete a master tourism plan. This study would pull together all the tourism resources available within the City as a cohesive plan and would be a good instrument to obtain grants.

Chairman Smith stated that he would ask Annabelle to send an email with the parameters on what is included in the Heart of Arkansas packet.

In response to a question from Commissioner Stroud, Chairman Smith stated that the hotel tax could be increased from two cents to three cents. After further discussion, it was decided that this would not be a good idea.

Mayor Swaim asked for a clarification on when the replacement would go before Council for approval. It was decided that the individual would be named at the November 21, 2005 meeting and go before Council on December 01, 2005.

Chairman Smith asked for names to replace Secretary Bart Gray. The following names were submitted: Gary Patel from Value Inn, James Kirkpatrick from the Oxford Inn, and Jean Rea.

In response to a question from Commissioner Hurley, Chairman Smith stated that the Commission would continue to utilize the Request for Funding Form that was approved by the Commission last year.

Chairman Smith asked that everyone requesting funding pick up a copy of the form from Finance Director Paul Mushrush and complete it for presentation at the next meeting.

Adjournment: Chairman Smith without objection adjourned the meeting at 7:28 p.m.

Next Meeting: November 21, 2005

Nikki Wilmoth, Reporting Secretary

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



#1 Municipal Drive
Jacksonville, Arkansas 72076
Phone: (501) 982-4502 Fax: (501) 982-4621
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CALL TO ORDER:

The Jacksonville A & P Commission met in the Council Chamber of City Hall on November 21, 2005. Chairman Marshall Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: A. Patel, R. Patel, Hurley, Stroud and Mayor Swaim being present, Chairman Smith also answered roll call declaring a quorum.

Others present included Finance Director Paul Mushrush, Reporting Secretary Nikki Wilmoth, Museum Director Danna Kay Duggar, Art Brannen, Annabelle Davis, Vince Maes, Marleen Eddlemon, Mr. and Mrs. Ben Rice, Bill Elia and Mark Magee with the Patriot Newspaper.

PRESENTATION OF MINUTES:

Commissioner Stroud moved, seconded by Commissioner Hurley to approve the minutes of the October 17, 2005 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Mayor Swaim moved, seconded by Commissioner Stroud to approve the financial report as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A) Appointment of a new secretary

Commissioner Stroud nominated Commissioner A. Patel to fill the vacant position. There were no other nominations.

Commissioner Stroud moved, seconded by Commissioner R. Patel to appoint Commissioner A. Patel as secretary of the A & P Commission. Motion Carried.

B) Appointment of a new A & P Commissioner to serve the remainder of Mr. Bart Gray's term expiring 03/31/2009, said individual will be recommended to the Jacksonville City Council December 1, 2005 for approval.

Mayor Swaim nominated Mike Houchen with Sonic to serve the remainder of Mr. Bart Gray's term. There were no other nominations.

Mayor Swaim moved, seconded by Commissioner Stroud to approve the appointment of Mike Houchen to serve the remainder of Mr. Bart Gray's term expiring 03/31/2009. Motion Carried.

C) Discussion of the 2006 A & P Budget

The Commission approved the following expenditures for 2006:

Operating Expenses:	\$1,000.00
Heart of Arkansas Packets:	\$5,000.00
City Billboard on 67/167:	\$4,200.00
Arkansas Hospitality Trade Show Booth:	\$ 575.00
Arkansas Group Tour & Meeting Planners Directory:	\$1,575.00
Group Travel Leaders Publication:	\$1,695.00
Sweet Land of Liberty: Jacksonville Patriotic Spectacular:	\$5,000.00
LRAFB Historical Foundation: Jacksonville Museum	\$36,000.00
Arkansas Travel Council Membership:	\$165.00
Arkansas Tourism Foundation-Arm of Parks & Tourism:	\$100.00
Host Arkansas Parks, Recreation & Tourism Commission Mtg:	\$1,000.00

Subsequently, the Arkansas Parks, Recreation & Tourism Commission chose another site for the meeting, which leaves \$24,428.00 for unbudgeted projects.

Finance Director Paul Mushrush will provide a revised copy of the budget as discussed.

Commissioner Stroud moved, seconded by Commissioner R. Patel to approve the 2006 A & P Budget as amended. Motion Carried.

ADJOURNMENT: Chairman Smith without objection adjourned the meeting at 7:52 p.m.

Next Meeting: February 20, 2006

NOTE: Due to tape malfunction, the above minutes are based on handwritten notes only.

Nikki Wilmoth, Reporting Secretary