

Jacksonville Advertising and Promotion Commission



#1 Municipal Drive P. O. Box 126
Jacksonville, Arkansas 72076

Phone: (501) 982-4502 Fax: (501) 982-4621
www.cityofjacksonville.net

CALL TO ORDER:

The Jacksonville A & P Commission met in the Council Chamber of City Hall on February 20, 2006. Chairman Marshall Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Andy Patel, Ray Patel, Jim Hurley, and Mike Houchen 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, Chamber of Commerce Director Bonita Rownd, Parks and Recreation Marketing Director Annabelle Davis, Barbara Haynes, Christine Diffie, Jay and Jessica Hudson.

PRESENTATION OF MINUTES:

Commissioner Hurley moved, seconded by Commissioner R. Patel to approve the minutes of the November 21, 2005 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush began by pointing out the various financial worksheets provided to the Commissions. He focused on the Gross Receipts chart which indicated a spike in revenues around June and July and again in September and October due to the air show. He provided an estimated cash flows report which indicates that revenues and expenditures would break even in June.

Chairman Smith mentioned that \$1,000.00 was budgeted to host the Arkansas Parks, Recreation and Tourism Commission meeting. Annabelle has reported that the dates for the meeting were set for 2006 but she is trying to host the meeting in 2007. This will increase the unbudgeted funds to \$24,428.00.

Commissioner R. Patel moved, seconded by Commissioner A. Patel to approve the financial reports as presented. Motion Carried.

Chairman Smith provided the Commissioners with a listing of the counties in Arkansas that have hotel/motel tax and prepared foods tax.

OLD BUSINESS:

NEW BUSINESS:

A) Progress report by Jack Hill of Tele-Vision

Mr. Hill provided 2 ½ hours of video from the beginning to the end of the Air Show. This video will be used to create the opening essay for the half hour documentary on the Ordinance Plant, “An Arsenal for Democracy”, that will air in conjunction with Memorial Day. He stated that this video would be achieved at the Museum and can be re-edited in multiple ways in the future.

In response to a question from Chairman Smith, Mr. Hill stated that the Arkansas Humanities Counsel awarded a grant in the amount of \$20,720.00. He went on to say that this grant will pay for the half hour documentary production costs. This documentary will be viewed on several television stations and he will try to promote this documentary in print.

Mr. Hill related that the opportunity exists to promote other attractions in the Community through commercials in the Ordinance Plant documentary such as the Air Show, Military Museum, Reed’s Bridge, antique and flea markets. He stated that they have provided this opportunity to others by charging for the air time only. Mr. Hill showed the Commissioners a sample video with examples of the commercials that could be incorporated into the documentary.

Mr. Hill stated that he would need to raise additional funds to purchase air time for the documentary. He asked the Commission for an additional \$3,000.00 to purchase air time from the television stations. He related that Wal-Mart has agreed to be a major sponsor in the amount of \$5,000.00 but that he will have to raise other monies from the Community.

In response to a question from Commissioner Houchen, Mr. Hill stated that a thirty second commercial costs \$3,000.00 and that Jacksonville could potentially have three commercials. He went on to say that the commercials would be run on six television stations for the cost of \$3,000.00.

Mr. Hill stated that he would not be purchasing air time from AETN because they offer a billboard announcement that can be utilized for no additional cost.

Commissioner Hurley stated that he would like to see a listing of the sponsors and the amount of monies pledged before the Commission approves any additional funding.

In response to a question from Commissioner Hurley, Mr. Hill stated that he would need a response within the next two months.

B) \$1,000.00 request to produce three videos through Ron Sherman Productions.

Chamber of Commerce Director Bonita Rownd asked that this item be removed because the Chamber has been successful in raising the funding for these videos.

C) Chamber state wide advertising to promote antique shops and flea markets to entice visitors to the City.

Chamber of Commerce Director Bonita Rownd stated that the United States Commerce Department statistics show that antique shops and flea markets are a \$25 billion dollar industry. She related that there is a publication that distributes 15,000 copies monthly to 350 Arkansas antique shops and flea markets, which includes 180 advertisers.

She pointed out that several shop owners were present and that most of them already advertise in this publication. She would like to see all of the Jacksonville antique and flea market businesses advertised on one page of this publication. She went on to say that an ad has already been designed that would not only promote the antique shops and flea markets but the hotels as well.

Ms. Rownd stated the demographics of the shoppers were men and women 30 to 70 years of age with a sizable disposable income. These shoppers tend to collect one certain item but will also impulse shop.

Ms. Rownd stated that she would like to distribute brochure cards to all of the shops and hotels in Jacksonville. Target Printing has agreed to print 10,000 4 1/4 x 11 brochure cards for \$789.00. She would also like to put this ad in the antiques magazine for seven months at a cost of \$2800.00. She would also like to put up three billboards, one on I-440 close to the Cracker Barrel restaurant, one near the I-30/I-40 split near McCain Mall, and one on Hwy 67-167 southbound around Cabot.

In response to a question from Commissioner Hurley, Ms. Rownd stated that out of the 11 vendors listed, 5 presently advertise in the publication.

Mr. Rownd stated that the cost to purchase a one time ad is \$490.00. If you purchase multiple months, the price decreases to \$402.00 per month.

Commissioner Hurley moved seconded by Commissioner R. Patel, to approve the expenditure of \$2,819.25 for seven months of advertising in the Arkansas Antiques Magazine. Motion Carried.

Adjournment:

Chairman Smith without objection adjourned the meeting at 7:30 p.m.

Next Meeting: April 17, 2006 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Approved/Amended

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 April 17, 2006. Chairman Marshall Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Andy Patel, Ray Patel, Jim Hurley, Mayor Swaim, and Mike Houchen, being present, Chairman Smith also answered roll call declaring a quorum. Commissioner Stroud was absent.

Others present included Finance Director Paul Mushrush, City Attorney Bobby Bamburg, Reporting Secretary Nikki Wilmoth, Parks and Recreation Marketing Director Annabelle Davis, Danna Kay Duggar, Bill Elia, and Jack Hill.

PRESENTATION OF MINUTES:

Mayor Swaim moved, seconded by Commissioner A. Patel to approve the minutes of the February 21, 2006 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush stated that \$13,110.00 has been collected during the past three months. He pointed out the changes made to the budget due to the increase in the billboard rental, the cancellation of the Parks and Tourism Meeting and the Arkansas Antiques Advertising expense.

Commissioner A. Patel moved, seconded by Commissioner Hurley to approve the financial reports as presented. Motion Carried.

OLD BUSINESS:

A) Progress report by Jack Hill of Tele-Vision

Mr. Hill stated that the documentary on the Ordinance Plant will premier statewide on AETN on May 29th at 9:30 p.m. will additional broadcasts on May 31st at 6:00 p.m., June 2nd and June 4th at 12:00 p.m. He will try to line up the commercial television stations during the first three weeks of June.

Mr. Hill stated that his major sponsors were Wal-Mart \$5,000.00, Arkansas Hospital Association \$4,000.00 and the Arkansas Parks and Tourism \$4,000.00. He explained that if granted the \$3,000.00 from the A & P Commission, he would be close to matching the \$20,700.00 grant awarded by the Arkansas Humanities Counsel. The \$3,000.00 would be spent on creating a commercial to promote the Air Show.

In response to a question from Commissioner Houchen, Mr. Hill stated that his estimated expenses were \$20,700.00 in production costs, \$10,000.00 in air time costs, and \$800.00 each for newspaper advertisements in 10 to 12 newspapers.

Mr. Hill plans to create a commercial on the military connection in Jacksonville folding into it the Military Museum and Reed's Bridge. He is in the process of collecting funds for the venture.

In response to a question from Chairman Smith, Mr. Hill stated that he would not be doing a presentation on the flea markets due to a lack of interest.

Mayor Swaim moved, seconded by Commissioner Hurley to approve the \$3,000.00 request from Tele-Vision for air time. Motion Carried.

NEW BUSINESS:

- A) \$200.00 request for 25 box lunches for the Welcome Center Travel Counselors that will tour the Museum

Ms. Duggar began by stating that there are 14 Welcome Centers located around the state where visitors can stop and get tourism information. The Museum has been selected by the Department of Tourism to be on the schedule for visitation by the Welcome Center Travel Counselors. The Museum plans on providing a tour of the museum and a presentation on Reed's Bridge. She stated that it was customary to provide a boxed lunch for the 18 to 24 Counselors that will be in attendance continuing that she would like \$200.00 to provide the lunches.

In response to a question from Commissioner Hurley, Ms. Duggar stated that she has not contacted anyone for a donation of lunches. Commissioners Hurley and Houchen agreed that either one of their restaurants would be happy to donate boxed lunches to the Museum without an additional cost.

Chairman Smith suggested that Ms. Duggar contact the Commissioners to make further arrangements.

Chairman Smith asked the Commissioners to suspend the rules and place an item on the agenda regarding the Arkansas Association of Convention and Visitors Bureaus membership.

Mayor Swaim moved, seconded by Commissioner Houchen to suspend the rules and place the Arkansas Association of Convention & Visitors Bureaus membership item on the agenda. Motion Carried.

Parks and Recreation Marketing Director Annabelle Davis stated that this group has been in existence for several years but had gone dormant. The group is in the process of rebuilding and specifically caters to the A & P Commissions and convention bureaus. She has attended a couple of meetings and feels that the A & P Commission should become members. The cost for a charter membership is \$500.00 but renewals should be less.

In response to a question from Chairman Smith, Ms. Davis stated that the next meeting was in July where the annual meeting will be finalized for September. She explained that at the September meeting, there will be morning and afternoon sessions specifically targeting A & P Commission items.

Commissioner Houchen moved, seconded by Commissioner A. Patel to approve the expenditure of \$500.00 for a charter membership in the Arkansas Association Convention & Visitors Bureaus. Motion Carried.

Commissioner Houchen stated that he would like to see the statistics that the Museum has on number of visitors etc. Ms. Duggar will present them at the next meeting.

Adjournment:

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

Next Meeting: June 19, 2006 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



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CALL TO ORDER:

The Jacksonville A & P Commission met at the Jacksonville Museum of Military History after receiving a tour of the facilities on June 19, 2006. Chairman Smith called the meeting to order at 7:00 p.m.

ROLL CALL:

Commissioners: Andy Patel, Ray Patel, Jim Hurley, Mayor Swaim, and Robert Stroud being present, Chairman Smith also answered roll call declaring a quorum. Commissioner Mike Houchen was absent.

Others present included Finance Director Paul Mushrush, City Attorney Bobby Bamburg, Reporting Secretary Nikki Wilmoth, Mike Wilson, Ben Rice, Danna Kay Duggar, Bill Elia, Joan Zumwalt and Tommy Dupree.

PRESENTATION OF MINUTES:

Commissioner Stroud moved, seconded by Mayor Swaim to approve the minutes of the April 17, 2006 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush informed the Commission that the gross receipts were up twenty-seven percent from last year, which is approximately \$5,800.00. He stated that revenues for 2006 were in line with the revenues gained in 2004. He pointed out that the appropriated but undesignated funds were \$17,778.75.

Commissioner Stroud pointed out that the Howard Johnson is currently undergoing renovations, which could be a cause for the decline in revenues. Mr. Mushrush informed the Commission that the Howard Johnson revenues have increased from 2005, so the decline is coming from other hotels in the area.

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

OLD BUSINESS:

- A) Statistics on the Museum of Military History

Mr. Bill Elia provided the Commissioners with a handout showing the budget for the Museum. He stated that the Museum has had visitors from every state in the union. He stated that with the monies received from the A & P Commission and from the rental property next door, the Museum needs \$2,200.00 per month to make ends meet. Out of this money, Mr. Rice has stated that the Museum will need \$45,000.00-\$75000.00 to complete the renovations.

In response to a question from Commissioner Stroud, Mr. Rice stated that the Highway Department has approved north and south bound highway signs.

Ms. Duggar stated that the Museum is expecting a tour group of about 200 from England who saw the documentary on the Ordnance Plant. She gave the Commission a breakdown of the visitor composition: 1192 from Jacksonville, 1061 from Arkansas, 544 from out of state, and visitors from eight other countries.

Ms. Duggar pointed out that a black heritage display would improve the number of visitors to the Museum.

NEW BUSINESS:

A) Request to fund a tourism master plan study

Mr. Tommy Dupree addressed the Committee stating that the City needed a marketing plan to address and identify what the City has regarding tourism and where the City would like to go in the future to attract more tourists. This marketing plan would also address the allocation and expenditures of A & P Commission revenues.

In response to a question from Chairman Smith, Mr. Dupree stated that the master plan would be on CD for anyone who wanted a copy.

Commissioner Stroud stated that he was not opposed to the idea but wanted to see a presentation so that additional questions could be addressed.

Paul Mushrush clarified that the first step would be to send out a request for professional qualifications, which enumerates what the tasks are and what you would like for them to do. The second step is to evaluate the solicitors' qualifications and decide on a price.

In response to a question from Commissioner Hurley, Mr. Mushrush stated that the solicitors could submit a price quote under separate cover.

In response to a question from Chairman Smith, Mr. Mushrush stated that he felt the Commission should ascertain guidelines as a collective venture with the Museum and Reed's Bridge.

Chairman Smith stated that if the item were approved, he would get a subcommittee of four or five people to get some ideas on paper.

Commissioner Stroud moved, seconded by Commissioner A. Patel to approve the expenditure of up to \$10,000.00 in the 2007 budget for a master plan study. Motion Carried.

Chairman Smith asked for a Commissioner to serve on the subcommittee along with him. Chairman Stroud offered to serve on the subcommittee.

Adjournment:

Chairman Smith without objection adjourned the meeting at 7:45 p.m.

Next Meeting: August 21, 2006 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Date Approved

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CALL TO ORDER:

The Jacksonville A & P Commission met in the council chambers of City Hall on August 21, 2006. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Andy Patel, Mike Houchen, Ray Patel, Jim Hurley, and Robert Stroud being present, Chairman Smith also answered roll call declaring a quorum. Mayor Tommy Swaim was absent.

Others present included Finance Manager Cheryl Erkel, City Attorney Bobby Bamberg, Reporting Secretary Nikki Wilmoth, Parks and Recreation Marketing Director Annabelle Davis, Museum Director Danna Kay Duggar, and Tommy Dupree.

PRESENTATION OF MINUTES:

Commissioner Stroud moved, seconded by Commissioner Hurley to approve the minutes of the June 19, 2006 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Manager Cheryl Erkel pointed out that revenues have increased fifteen percent from this time last year.

She also noted that the publication costs for the Master Tourism RFP is approximately \$90.00 to \$100.00.

In response to a question from Commissioner Stroud, Ms. Erkel clarified that there is a projected 46.41 percent of revenues to collect in 2006.

Commissioner Stroud moved, seconded by Commissioner Hurley to approve the financial reports as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

- A) \$325.00 payment request for 13 copies of the book titled "The Division" that were distributed to the tourism group, who met at the Jacksonville Museum of Military History in May, to be paid to Tim Burford.

Mr. Tommy Dupree related that he was asked to give a presentation regarding the Little Rock Campaign of 1863 featuring Reed's Bridge to a group who manages the State Tourism Information Centers.

The Jacksonville Museum of Military History decided to give each tourism group member the book "The Division" as a guide to help promote Jacksonville.

Mr. Burford originally had two editions of the book printed that sold out years ago. These books were second editions that Mr. Burford had left over.

In response to a question from Chairman Smith, Mr. Dupree stated that this book covers the Little Rock Campaign through the fall of Little Rock. Mr. Dupree continued that Reed's Bridge is the main battle of the Little Rock Campaign.

Mr. Dupree related that he was informed that the brochures on the Civil War battle sites are popular with tourists.

Further discussion ensued regarding the procedure for requesting funds from the Commission before the purchase. Commissioner Hurley pointed out that the Commission has a form that should be filled out for expenditure requests.

Commissioner Stroud moved, seconded by Commissioner A. Patel to approve the expenditure of \$325.00 for 13 copies of the book "The Division" to be paid to Tim Burford. Motion Passed 3-2 with Commissioners Jim Hurley and Mike Houchen voting against the expenditure.

- B) Discuss the Requests for Proposals from the Tourism Master Plan Study

Chairman Smith stated that he asked Bonita Rownd, Annabelle Davis, Bob Stroud, Paul Mushrush and Tommy Dupree to serve on a Criteria Committee that he chaired. He continued that the Committee has met twice and made some corrections to the proposal, which has gone out to bid. He noted that responses were due by September 01, 2006 to the purchasing department.

Chairman Smith related that Paul Mushrush recommended that this expenditure be moved from the 2007 budget to the 2006 budget due to having \$17000.00 in unspent funds.

Upon further discussion, it was decided that the budget would remain unchanged at this time.

Chairman Smith pointed out to the Commission the subsection titled “retail activities” that could possibly entail a food tax.

C) Request for a contribution to the November 4th & 5th LRAFB Air Show

Parks and Recreation Marketing Director Annabelle Davis stated that through the Community Council, a subcommittee has been formed to raise funds for the Air Show. The budget for the Air Show is only a fourth of what it was last year, which is considerably less. She continued that in an effort to raise funds for the Air Show and to give some exposure to the area businesses and individuals who help support the Air Show through in kind, sponsorships, or cash donations; the logos of these businesses will be printed on the posters that will be on display six weeks prior to the Air Show. There will be over 7500 posters distributed statewide.

She related that there are a couple of industries in North Little Rock who are going to “purchase” an Air Show act. During the week of the Air Show, these industries will be able to have the Air Show act come to their place of business and have a promotional event with autographs etc. to promote their industries.

The Heart of Arkansas has already donated \$5,000.00 to be allocated to the advertising and promotions portion of the Air Show.

Some of the expenses that are not covered by the Air Show budget are lunches for the paratroopers from Pope Air Force Base and food for the hospitality tent.

The Jacksonville Chamber of Commerce has voted to donate \$2500.00 to the Air Show. The North Little Rock A & P Commission is funding the Friday night reception.

It was noted that there wouldn't be another Air Show for two years.

Commissioner Houchen stated that he would like to see a donation of \$5,000.00 because the Air Show is the premier attraction and it attracts more people to Jacksonville.

In response to a question from Commissioner Stroud, Chairman Smith reported that the Commission donated \$10,000.00 to the Air Show last year.

Commissioner Stroud stated that he would be willing to approve \$2,500.00 but not \$5,000.00, as it would deplete the Commission's unbudgeted funds.

Chairman Smith related that Annabelle had an item to add to the agenda regarding a publication with an order deadline of next week.

Commissioner Stroud moved, seconded by Commissioner Hurley to suspend the rules and place the item on the agenda. Motion Carried.

D) \$1,700.00 request for a ¼ page ad with picture in the Arkansas Tour Guide

Annabelle stated that the Arkansas Tour Guide is published by the State Parks and Tourism. She pointed out several locations in the Arkansas Tour Guide where Jacksonville could be listed. She suggested that the Commission approve the purchase of a ¼ page ad with picture, which would give Jacksonville greater recognition along with a couple of sentences in appropriate places throughout the Tour Guide. She felt that with the circulation of this publication in all of the vacation packages and everywhere that Parks and Tourism advertises, it would be essential in building Jacksonville's tourism.

In response to a question from Chairman Smith, Annabelle stated that the picture should either be of the Military Museum or Splash Zone because both are family oriented.

Further discussion ensued regarding the existing advertising and the overall results seen by the ads already in circulation.

Commissioner Hurley moved, seconded by Commissioner R. Patel to approve the expenditure of \$1,700.00 for a ¼ page ad with picture in the Arkansas Tour Guide. Motion Carried.

Commissioner Stroud moved, seconded by Commissioner Hurley to approve the expenditure of \$2,500.00 for the LRAFB Air Show. Motion Carried.

Adjournment:

Chairman Smith without objection adjourned the meeting at 7:24 p.m.

Next Meeting: September 18, 2006 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



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Jacksonville, Arkansas 72076
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www.cityofjacksonville.net

CALL TO ORDER:

The Jacksonville A & P Commission met in the council chambers of City Hall on October 16, 2006. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Andy Patel, Mike Houchen, Ray Patel, Jim Hurley, Robert Stroud and Mayor Tommy Swaim being present, Chairman Smith also answered roll call declaring a quorum.

Others present included Finance Director Paul Mushrush, Finance Manager Cheryl Erkel, City Attorney Bobby Bamburg, Reporting Secretary Nikki Wilmoth, Parks and Recreation Marketing Director Annabelle Davis, Museum Director Danna Kay Duggar, Jack Thomason, Angie Mitchell, and Tommy Dupree.

PRESENTATION OF MINUTES:

Commissioner Stroud moved, seconded by Commissioner Hurley to approve the minutes of the August 21, 2006 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush advised the Commissioners that the audited financial report numbers have not changed. He also noted that Cheryl Erkel completed the financials and the MD&A this year and did an excellent job. He pointed out that revenues were \$6,000.00 above expenditures, which is to be expected at this time of the year. He projected a \$20,000.00 increase in the fund balance if this continues and previous history is followed.

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

OLD BUSINESS:

- A) RFP recommendation of Thomason & Associates:

Paul Mushrush stated that the proposal is divided into two phases. The first phase will be to conduct an in depth assessment of the City's position at this time concerning opportunities, resources, constraints, etc to increase the visitors' spending and length of stay in the City.

Thomason & Associates would also recommend to the Commission developmental opportunities in the context of the Central Arkansas market. Specifically, Thomason & Associates would study the Central Arkansas market and find out what role the City of Jacksonville holds in the market, and how to gain a larger share of the market.

The second phase of this study, takes all the information that has been accumulated and provides a detailed outline for future growth.

Paul Mushrush pointed out that the first phase of the study will cost \$9750.00 and the second phase will cost \$3,000.00. He advised the Commissioners that Thomason & Associates completed the Reed's Bridge study, which he has read and published for a number of individuals. Thomason &

Associates has partnered with another organization (Cottle & Associates), which has a better economic impact grasp to complete this study.

In response to a question from Commissioner A. Patel, Paul Mushrush stated that if approved in this meeting, phase one would be completed by December.

Mayor Swaim moved seconded by Commissioner Stroud, to hire Thomason & Associates with funds to be drawn out of the 2006 budget up to \$10,000.00. Motion Carried.

NEW BUSINESS:

A) Discussion of the A & P Budget for 2007

Chairman Smith advised the Commissioners that the 2007 budget is presently over-budgeted by \$95,000.00. He pointed out that under the administrative and operations expenditures, the only change was a new line item called Operating Expense in the amount of \$2000.00. This line item has been included for incidental expenditures that might arise during the year.

Parks and Recreation Marketing Director Annabelle Davis stated that the Chamber Tourism Commission would like to have a City billboard on the north side of town so that tourists coming from either direction into Jacksonville will have the opportunity to see the advertised special events.

Mayor Swaim stated that the proposed amount would need to be doubled to purchase another billboard because the current billboard is smaller and therefore has a reduced monthly expense.

Angie Mitchell informed the Commission that she has increased her request for funding for the Jacksonville Patriotic Spectacular because of increased expenses and the need for choir risers. She reminded the Commission that admission is free to the public.

After listening to the proposals from Annabelle Davis, Tommy Dupree, and Angie Mitchell, the Commission after further discussion made the following budget cuts:

City Billboard- 67/167 decreased from \$9,120.00 to \$4,560.00

Heartland Books decreased from \$6,000.00 to \$3,000.00

Sweet Land of Liberty-Jacksonville Patriotic Spectacular decreased from \$20,500.00 to \$10,000.00

The following proposed budgeted line items were removed from the budget:

Arkansas Antiques in the amount of \$2,850.00

Wing Ding advertising billboard in the amount of \$3,000.00

Splash Zone advertising billboard in the amount of \$1,800.00

LRAFB Visiting Generals/Commanders/VIP's line item in the amount of \$500.00

Promotional items line item in the amount of \$2,850.00

Group Travel Leaders Publication in the amount of \$1,695.00

Host Arkansas Parks, Recreation & Tourism Commission Meeting line item in the amount of \$1,000.00

Mobile Stage line item in the amount of \$75,000.00

City Visitors/Guests Media Reception in the amount of \$1,000.00

Further discussion ensued regarding the feasibility of purchasing or building a City billboard on the north side of town and the additional costs involved.

Adjournment:

Chairman Smith without objection adjourned the meeting at 8:06 p.m.

Next Meeting: November 20, 2006 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



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CALL TO ORDER:

The Jacksonville A & P Commission met in the council chambers of City Hall on November 20, 2006. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Mike Houchen, Jim Hurley, and Mayor Tommy Swaim being present, Chairman Smith also answered roll call declaring a quorum.

Commissioners Andy Patel and Ray Patel were absent. Commissioner Robert Stroud arrived at 6:45 p.m.

Others present included City Attorney Bobby Bamburg, Reporting Secretary Nikki Wilmoth, Finance Director Paul Mushrush, Finance Manager Cheryl Erkel, Parks and Recreation Marketing Director Annabelle Davis, Museum Director Danna Kay Duggar, Tommy Dupree, Jack Hill, and Rick Krohn.

PRESENTATION OF MINUTES:

Mayor Swaim moved, seconded by Commissioner Hurley to approve the minutes of the October 16, 2006 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush stated that the current revenues and expenditures report reflects an increase of \$8,700.00 through the month of September.

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

OLD BUSINESS:

NEW BUSINESS:

- A) Approval of the A & P Budget for 2007

Mayor Swaim researched sign costs in the area and related that the sign built by the hospital had cost approximately \$30,000.00. Lamar Advertising gave price quotations ranging from \$450.00 to \$700.00, depending on the size and location of the sign.

Mayor Swaim moved seconded by Commissioner Hurley, to approve the A & P Budget for 2007 as presented. Motion Carried.

- B) Approval of a resolution to adopt the City's investment policy

Finance Director Paul Mushrush stated that earlier in the year, he wrote an investment policy based on state law for the City. He continued that the function of the policy was to clarify in writing the City's responsibilities, goals, and intentions.

He related that in his unofficial position of accountant, his goal was to maximize the rate of return and to keep all monies invested. If the resolution is approved and with the Commission's approval, he would make some secure investments of monies that will not be needed for current cash flow purposes.

Chairman Smith related that the City has been making sound financial investments for years, but the State is requiring written documentation.

Mr. Mushrush stated that there were a number of investment options available, but the City chooses not to take market risks in some investment areas. He continued that the City has a few investments that are subject to market risk, but the City does not mature the investments until the maturity date and therefore eliminates market risk. The City has a policy of investing on the conservative side.

Mayor Swaim clarified that the market risk Mr. Mushrush spoke of, was not related to the stock market.

Mr. Mushrush related that by State law, the City was not allowed to invest in equities however; the City can invest in such things as federal home loan mortgage notes. He continued that if the City were to enter into such that there are market up and downs depending on the interest rates. The City usually does not invest in this type of investment unless the note is held to maturity or there is the opportunity to realize a gain. He stated his intent to invest the monies in collateralized certificates of deposit.

In response to a question from Commissioner Hurley, Mr. Mushrush stated that the Commission has excess funds that were not going to be used in the near term, which are then used to purchase certificates of deposits or treasuries. Staggered investments allow for a consistent cash flow over time. He continued that the funds used are monies that have been received but have not been spent in prior periods.

In response to a question from Chairman Smith, Mr. Mushrush related that there was \$107,583.84.

In response to a question from Commissioner Hurley, Mr. Mushrush stated that the funds could be co-mingled with another governmental agency to provide a better rate of return. He informed the Commission that his intent is to utilize a certificate of deposit pool, which will be competitively bid throughout the United States and managed through First Arkansas Bank. He then explained that First Arkansas Bank would be responsible for getting the bids and the City would get a higher rate of return that would be FDIC insured.

Commissioner Houchen moved, seconded by Commissioner Hurley to read and approve the resolution adopting the City's investment policy. Motion Carried.

C) Progress Report from Jack Hill with Tele Vision for Arkansas

Mr. Hill gave the Commission a video of the Ordinance Plant documentary that contained all of the commercials shown on several television stations including AETN. He also provided a print out of all the newspaper articles that pertained to the making and advertising of the Ordinance Plant documentary.

He informed the Commission that Cindy at the LRAFB is making copies of the video available to the Jr. ROTC units throughout the State.

He thanked the Commission for their support and funding of this project.

Parks and Recreation Marketing Director Annabelle Davis updated the Commission on the Air Show advertising and attendance. Air Show posters were distributed throughout the State and 75,000

brochures were handed out at the Air Show with the Jacksonville Just Right and the Jacksonville Chamber of Commerce logos printed on them. The Air Show enjoyed a record attendance with 161,000 attending on Saturday and another 90,000 on Sunday.

The Air Power Arkansas Committee, which is part of the Community Council, raised \$49,800.00 in cash and another \$79,000.00 in in-kind contributions for a total community impact of \$130,000.00. All of the contributions were considered gifts to the Air Force and the proper forms were filled out for legal purposes.

Adjournment:

Chairman Smith without objection adjourned the meeting at 6:55 p.m.

Next Meeting: December 18, 2006 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Date Approved

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 chambers of City Hall on December 18, 2006. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Andy Patel, Mike Houchen, Robert Stroud, and Mayor Tommy Swaim being present, Chairman Smith also answered roll call declaring a quorum.

Commissioners Ray Patel and Jim Hurley were absent.

Others present included City Attorney Bobby Bamburg, Reporting Secretary Nikki Wilmoth, Finance Director Paul Mushrush, Finance Manager Cheryl Erkel, Parks and Recreation Marketing Director Annabelle Davis, Public Works Director Jimmy Oakley, Alderman Kenny Elliott, Alderman Bill Howard, Tommy Dupree, Jack Danielson, Joan Zumwalt, Bill Elia, Curt Cottle and Rick Kron.

PRESENTATION OF MINUTES:

Commissioner Stroud moved, seconded by Commissioner Houchen to approve the minutes of the November 20, 2006 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush stated that the current revenues and expenditures report reflects an increase of \$9,700.00.

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

OLD BUSINESS:

NEW BUSINESS:

- A) Presentation of the Tourism Development & Implementation Program

Mr. Curt Cottle with Curt Cottle Consulting reviewed the Tourism Development & Implementation Program in its entirety. The following are highlights from that report.

- Creation of a central tourism district
- Overall beautification
- Community interpretive plan outside of the Museum
- Product development projects:
 - World War II posters gallery
 - Continuation of the Reed's battlefield project
 - Inclusion of more antiques related events into the Community Center
 - Creation of new conference spaces
 - More diverse lodging to include RV parks
 - Use of outdoor retailing
 - Entrepreneurial assistance
 - More sports marketing
- Creation of a professional logo suitable for both residents and visitors and use it consistently
- Creation of a stream lined visitor's guide
- Continued creation of a master plan and an annual operation plan
- Funding to pursue a restaurant tax with a portion of the funds going to set up a grant program
- Add additional staff to manage revenues
- Use of visitor surveys

A complete copy of the Tourism Development & Implementation Report is on file for review with the A & P Reporting Secretary.

Commissioner Stroud moved, seconded by Commissioner Houchen to approve phase 1 of the Tourism Development & Implementation Report. Motion Carried.

Mayor Swaim moved, seconded by Commissioner Stroud to approve a \$3,000.00 expenditure for the second phase of the Tourism Development & Implementation Program.

Chairman Smith advised the Commissioners that he would like a motion to suspend the rules to place two items on the agenda. The first item is a \$1,217.50 reimbursement request from

Ben Rice for freeway signs. The second item is the reappointment of Mayor Swaim and Commissioner Hurley for a second term to expire on March 31, 2011.

Commissioner Stroud moved, seconded by Commissioner Houchen to suspend the rules and place the above stated items on the agenda. Motion Carried.

Mr. Bill Elia, representing the Military Museum, spoke on behalf of Mr. Ben Rice in reference to the request for reimbursement regarding the freeway directional signs to the Museum. He advised the Commission that Banner Signs made five directional signs that were installed by the Highway Department for a total cost of \$1,217.50 and the Museum would like to be reimbursed for the expense.

Mayor Swaim pointed out that the Commission never received or approved funding for the construction of the signs. He continued that after reviewing the minutes from the meeting, the Commission only approved a \$100.00 sign installation and a \$250.00 sign maintenance expense.

Commissioner Houchen made a motion, seconded by Commissioner Stroud to table the item until the March 19, 2007 meeting. Motion Carried.

Commissioner Houchen made a motion, seconded by Commissioner Stroud to reappoint Mayor Swaim and Commissioner Hurley to a second four-year term to expire March 31, 2011. Motion Carried.

Commissioner Stroud stated that the Commission needed to consider a food tax of at least one percent.

Tommy Dupree suggested that the Chamber Tourism Committee meet to develop a plan of action regarding a possible food tax. He stated that he would like to see a three percent food tax for three to four years to fund the Museum and other expenses.

In response to a question from Mayor Swaim, Mr. Cottle stated that he should have the second phase of the study completed by January.

Further discussion ensued regarding the possible revenue generated from a food tax.

Mayor Swaim stated that Little Rock and North Little Rock allocates a larger portion of the food tax monies generated to their Parks and Recreation Departments. He stated that he would offer the argument that all monies generated from a food tax not go strictly to the A & P Commission.

Adjournment:

Chairman Smith without objection adjourned the meeting at 7:45 p.m.

Next Meeting: March 19, 2007 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Date Approved