

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



#1 Municipal Drive
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 chambers of City Hall on January 22, 2008. Chairman Smith called the meeting to order at 6:35 p.m.

ROLL CALL:

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

Commissioners Andy Patel and Jim Hurley were absent.

Others present included Recording Secretary Nikki Wilmoth, Finance Director Paul Mushrush, Parks & Recreation Marketing Manager Annabelle Davis, Chamber of Commerce Director Amy Mattison, Jack Danielson and Mrs. Smith.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Houchen to approve the minutes of the December 17, 2007 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush stated that revenues exceed expenditures by \$55,599.00 this amount includes the prepared food tax revenues. He related that based on the budget and hotel/motel tax revenues, expenditures exceeded revenues by \$5,100.00, adding that with the January receipts for December's revenues, expenditures should equal revenues based on the budgeted funds.

In response to a question from Chairman Smith, Mr. Mushrush stated that he hasn't started the auditing process because he was waiting on additional payment history before proceeding. He added that the only recourse would be to obtain a copy of the gross receipts report that is submitted to the State. The only other option would be to complete a full-scale audit, which would not be cost effective.

Commissioner Houchen stated that it would only require checking the food purchases versus the net sales of the business.

Discussion ensued regarding prepared food tax reports with the Commission requesting a month basis report.

Mr. Mushrush pointed out that at some point, the Commission would need to consider software costs.

Commissioner Houchen agreed that given the amount of revenue, it would be smart to invest in new software.

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

OLD BUSINESS:

NEW BUSINESS:

A) Draft proposal presented to let bids for the hiring of a public relations firm

Commissioner Houchen suggested that the Commission review the draft proposal and return next month with suggestions.

Mr. Mushrush noted that he left certain areas incomplete so the Commission could decide the structure of the document. He also related that there were certain areas in the “scope of work” that need to be addressed individually.

B) Update on the aircraft display for the Jacksonville Museum of Military History

Chairman Smith related that Ms. Zumwalt was to be present this evening and asked if anyone was present to represent this item of business.

Mayor Swaim stated that Ms. Zumwalt dropped off a picture of the F105 aircraft. He explained that the F105 would be displayed on the south side of the Museum. He related that the military was in the process of removing the engines from the aircraft in preparation for the move.

Mayor Swaim asked if anyone would be attending the Governor’s Conference on Tourism on March 8TH and 9TH in Rogers, noting that he would be unable to attend due to a scheduling conflict.

Parks & Recreation Marketing Manager Annabelle Davis encouraged the Commissioners to attend, adding that it is a great way to network with other people. She stated that she was planning to attend.

C) Request for funding advertisement in the Heart of Arkansas

Ms. Davis stated that this was a reoccurring \$5,000.00 expense, adding that usually the Commission remits \$2,500.00 in January and the balance in July.

Mayor Swaim moved, seconded by Alderman Stroud to approve the \$5,000.00 expenditure for advertising in the Heart of Arkansas Association. Motion Carried

Alderman Stroud related that the airport has an information area with brochures regarding activities in Central Arkansas, adding that one of the brochures was titled Military Museums in Central Arkansas. He stated that the Jacksonville Military Museum was not listed; pointing out that the Museum should be included in the brochure.

Ms. Davis related that the brochures come from the Little Rock Convention Bureau however; she was unsure who specifically prints the brochure.

Alderman Stroud stated that the Museum could possibly print brochures to display.

Ms. Davis stated that brochures could be printed regarding the Museum or other City attractions, which can be distributed to all Visitors' Centers in Central Arkansas, explaining that the Little Rock Convention Bureau would distribute them if supplied.

Mayor Swaim offered that the request for proposals regarding an advertising agency, could be worked into the program and the costs would be accounted for within that budget. He suggested recommending that the advertising agency assess the brochure advertising needs and have them printed.

Chairman Smith related that at the February meeting, he would be including two tabled items on the agenda: a funding request for Reed's Bridge and the Patriotic Spectacular.

Announcements:

Adjournment:

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

Next Meeting: February 19, 2008 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 February 19, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Commissioner Mike Houchen was absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamberg, Finance Director Paul Mushrush, Assistant Finance Director Cheryl Erkel, Parks & Recreation Director George Biggs, Parks & Recreation Marketing Manager Annabelle Davis, and Chamber of Commerce Director Amy Mattison.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Hurley to approve the minutes of the January 22, 2008 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush reviewed the Revenue & Expenditures report highlighting the decrease in hotel/motel revenues resulting in the need to amend the 2007 budget. He informed the Commission that the 2008 budget would also need to be amended to accurately reflect the revenues received, adding that projected revenues were \$619,000 but were going to be closer to \$750,000. He stated that this issue would be addressed later in the year since revenues generally increase during summer months. He reviewed the Prepared Foods Revenue Report and informed the Commission that there were only three businesses that were delinquent at this time.

Discussion ensued regarding the auditing process and proper collection of the prepared food tax.

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

OLD BUSINESS:

NEW BUSINESS:

1. \$7,000.00 funding request for brochures advertising Military Road, Indian Removal & Reed's Bridge

This item was removed from the agenda prior to the meeting per Mr. Dupree's request.

2. \$22,000.00 funding request for the Patriotic Spectacular

Alderman Stroud moved, seconded by Commissioner Hurley to remove this item from the table. Motion Carried.

Parks & Recreation Marketing Manager Annabelle Davis spoke on behalf of Angie Mitchell who was unable to attend due to a family emergency. Ms. Davis stated that the Patriotic Spectacular was scheduled for July 03, 2008 utilizing last year's presentation. She stated that the music books destroyed by the rain last year would be replaced but the majority were in good condition. She stated that in case of rain, the event would be moved indoors to the First or Second Baptist Church with the fireworks display on July 04, 2008 weather permitting.

Chairman Smith noted that the Patriotic Spectacular conflicts with the City Council meeting, which are both scheduled for the same evening.

Discussion ensued regarding the \$10,000.00 funded and the requested amount. It was noted that the difference was collected through private donations obtained by Ms. Mitchell.

Alderman Stroud related that that this was a popular event, which promotes the City of Jacksonville pointing out that a 120 percent increase in one year was extreme.

Alderman Stroud moved, seconded by Commissioner Hurley to approve the expenditure of \$15,000.00 for the Patriotic Spectacular. Motion Carried.

3. Review the Draft Request for an Advertising Agency Proposal

Paul Mushrush advised the Commission that there were no substantial changes from the first draft. He noted the time line in the document stated that the Pre-Bid Conference was scheduled for March 17th, where questions could be addressed regarding the RFP. He explained that all proposals would be submitted by April 15th at 9:00 a.m. to the Recording Secretary. He advised the Commission that the RFP would be published in the Arkansas Democrat Gazette on Sunday, February 24th.

Following receipt of all proposals, the Evaluation Committee will have a week to review all of the proposals and narrow them down to the top three, who will then be asked to submit a verbal and visual presentation to the Commission on May 19th.

Chairman Smith recommended that Commissioners Houchen and Hurley serve on the Evaluation Committee along with Annabelle Davis, Roger Sundermier and himself.

Discussion ensued regarding the selection process.

Mayor Swaim moved, seconded by Commissioner A. Patel to approve the RFP with the condition that the time line could be changed if needed. Motion Carried.

4. \$700.00 funding request for Amy Mattison to attend the Governor's Conference on Tourism, March 9-11 in Rogers, AR

Parks & Recreation Marketing Manager Annabelle Davis stated that she was attending the conference and that her expenses were covered by the Parks & Recreation budget. She encouraged all Commissioners to attend this conference, stating that it was an A & P networking conference.

Alderman Stroud questioned if a room could be shared.

Discussion ensued regarding whether or not the Chamber of Commerce could pay half of the amount requested.

Mayor Swaim questioned if funds were budgeted for Commissioners to attend and it was noted that \$400.00 was allocated.

Commissioner A. Patel stated that he would like to attend the conference.

Alderman Stroud moved, seconded by Mayor Swaim to approve the expenditure of \$350.00 for Amy Mattison and \$400.00 for Commissioner A. Patel to attend the Governor's Conference on Tourism. Motion Carried.

5. Re-appointment of Commissioner Andy Patel to a four year term ending March 2012

Chairman Smith stated that he is recommending that Commissioner A. Patel be re-appointed to a four-year term ending March 2012.

Alderman Stroud moved, seconded by Commissioner Hurley to approve the re-appointment of Commissioner A. Patel to a four-year term ending March 2012. Motion Carried.

Mayor Swaim noted that this would be on the City Council's April agenda since Commissioner A. Patel's present term does not expire until the end of March.

Announcements:

Chairman Smith stated that the NCAA Division Tournament was coming to Alltel Arena and that the Heart of Arkansas was holding a luncheon on March 5th at 11:30 a.m. in rooms 102 and 103 for \$20.00 per person. He stated that he would be attending adding that if anyone wanted to attend to please let him know.

Adjournment:

Chairman Smith without objection adjourned the meeting at 7:25 p.m.

Next Meeting: March 17, 2008 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 March 17, 2008. 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, Ray Patel and Alderman Stroud were absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Annabelle Davis, Jerry Reichenbach and Larry Biernacki.

PRESENTATION OF MINUTES:

Commissioner Houchen moved, seconded by Commissioner Hurley to approve the minutes of the February 19, 2008 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Assistant Finance Director Cheryl Erkel reviewed the Financial Report highlighting the accounts payable amount of which the majority is allocated to the Parks & Recreation Department. A copy of the report is available for review in the Reporting Secretary's office.

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

OLD BUSINESS:

NEW BUSINESS:

- A) Update regarding the \$35,000.00 matching grant request through the Parks & Tourism Commission for the Wing Ding Festival.**

Mr. Larry Biernacki related that the Wing Ding Committee was awarded a \$10,000.00 grant, adding that the Parks & Tourism Commission received \$1.4

million in grant requests. He added that the original request was for \$70,000.00 of which \$60,000.00 would have gone towards a portable stage. He added that with the matching grant, the Committee would be short on funds, however a meeting has been set for March 25th to meet with the Parks & Recreation Department in reference to building a permanent stage at the other end of Dupree Park. He related that requests for proposals have already been sent out adding that there would be a loss of mobility but it would satisfy the Wing Ding Festival's need. He stated that he would like to address the Commission at a later date provided that the Parks & Recreation Department approves the building of a permanent stage and cost verification of under \$20,000.00. He related that the grant must be spent within the calendar year. He stated that if approval were not granted from the Parks & Recreation Department, the Committee would re-work the plan and decide how the money could best be spent.

Mayor Swaim stated that since the Commission has already approved the match of up to \$35,000.00, he did not see why a portable stage could not be purchased for \$45,000.00 provided that the Commission approves the expenditure. He explained that the problem with building a permanent stage is that the field has always been left open for other activities. He stated that the more structures that are added to the field, the less adaptable the field becomes for other projects.

Mr. Biernacki stated that the Parks & Recreation Department has the same concerns reiterating that this was not a "done deal".

In response to a question from Commissioner Houchen, Mayor Swaim stated that there was outside storage space available for a portable stage.

Further discussion ensued regarding the feasibility of erecting a permanent structure.

Mayor Swaim stated that he was willing to discuss the possibility of expending \$35,000.00 for the purchase of a portable stage at the next meeting.

Mr. Biernacki stated that Amy Mattison did all of the stage research and found a stage that would best serve the Wing Ding Festival. He added that he would meet with her to see if other options were available and provide that documentation for the next meeting.

Mayor Swaim stated that it was a nice stage with a lot of features, however he feels that a more affordable stage could be found with less features.

Chairman Smith asked Annabelle Davis to update the Commission regarding the Governor's Conference on Tourism.

Annabelle Davis stated that Commissioner Andy Patel and Amy Mattison attended the Governor's Conference on Tourism and visited with several people from their

respective industries. She related that there were 700 people in attendance and encouraged all the Commissioners to attend next year's conference in Ft. Smith.

Announcements:

Adjournment:

Chairman Smith without objection adjourned the meeting at 6:50 p.m.

Next Meeting: April 21, 2008 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 April 21, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Alderman Stroud was absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Finance Director Paul Mushrush, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Annabelle Davis, Chamber of Commerce Director Amy Mattison, Jerry Reichenbach, Larry Biernacki and Ed Skingel.

PRESENTATION OF MINUTES:

Commissioner Houchen moved, seconded by Mayor Swaim to approve the minutes of the March 17, 2008 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush reviewed the Balance Sheet of the Financial Report, explaining that the estimated \$65,187 in accounts payable is the amount collected from the Prepared Foods and Hotel/Motel Taxes for the Parks & Recreation Department. He stated his intent to transfer funds at the end of the quarter, adding that this was a provisional statement until all of the revenues were collected. He highlighted the investments listed, explaining that the Certificates of Deposit were divided in quarterly increments of \$25,000 each adding that at this time, there is another Certificate of Deposit for \$25,000 that goes into the fifth quarter. He explained that as time progresses, the market risk for investments will be eliminated by spreading the investments out over periods of time instead of grouping them together by the best rate.

He reviewed the Budgetary Revenues and Expenditures report, stating that revenues received were through February 2008. He stated that the Prepared Food Tax revenues were in some cases doubled in February versus January, adding that he would like to wait until the third quarter before projecting 2009 revenues because he would have a full year's worth of data.

Mayor Swaim moved, seconded by Commissioner Houchen to approve the financial report as presented.

Mr. Mushrush related that in putting together the formal financial statements and the component units for the City, he realized that he neglected to bring an amended budgeted for

2007. He added that under standard guidelines, he wanted to make certain that the Commission does not extend more than what was budgeted, which is a technical portion of State Law. He pointed out that the 2007 amended budget basically rounds out the numbers and includes the Prepared Food Tax collected and distributed.

The motion was amended to include approval of the 2007 amended budget as presented, Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A) Further discussion regarding the matching grant request concerning the Wing Ding Festival

Chairman Smith related that in November, the Commission approved a matching fund grant request from the Wing Ding Festival up to \$35,000. At the last meeting, Mr. Biernacki informed the Commission that the Wing Ding Festival received a \$10,000 grant. Chairman Smith stated that at the last meeting, the Commission discussed the purchase of a portable stage versus a permanent stage, adding that Mr. Biernacki was to provide the Commission with costs.

Mr. Biernacki related that after meeting with the Parks & Recreation Department, they were in favor of building a permanent stage. He related that some questions arose regarding the purchase of a portable stage such as: who would carry the insurance on the stage? If the stage were rented or loaned to another party, would they need to have insurance? Where would the stage be stored? Who would be responsible for transporting the stage? Who would be responsible for assembling and disassembling the stage? Who would be responsible for the upkeep of the stage? He added that these questions arose when comparing a portable to permanent stage. He stated that there were stages available at a lower price, but one that will last and give the Festival the durability that is needed will cost approximately \$67,000, which is a basic stage.

In response to a question from Chairman Smith, Mr. Biernacki stated that a permanent stage comparable to the one that currently exists could be built for under \$20,000.

Mayor Swaim stated that the current stage costs over \$20,000 and included a lot of volunteer work. He also questioned what additional uses the stage would have other than the Festival and asked if a similar structure would be built.

Chamber of Commerce Director Amy Mattison stated that it would be a slab of concrete with a square stage, however the Parks and Recreation Department is requesting a green room or a bathroom. She added that the vendor is willing to work within the budget to build a nice facility.

Mayor Swaim stated that he would like to meet with the Engineering Department adding that concrete costs have more than doubled since the first stage was built.

Further discussion ensued regarding the feasibility of constructing a permanent stage versus a portable stage.

Commissioner Houchen moved, seconded by Commissioner Hurley to table the item until the May 19th meeting pending further information. Motion Carried.

B) Advertising Request: Guidebooks for new transfers to the Little Rock Air Force Base.

Mr. Skingel of AQP Publishing stated that his company provides military guides and relocation programs for military bases in several states. He related that AQP Publishing has been contracted by the Little Rock Air Force Base to provide 10,000 copies of a Base guide, 10,000 of an installation and local area map, and 10,000 copies on compact disc of the Base guide to be delivered in July. He stated that there is a local editor who is compiling all of the data, adding that relocation information will be in the front of the book, the Base phone inter office directory will be in the middle, and towards the back of the guide will be places for local businesses to advertise.

In response to a question from Chairman Smith, Mr. Skingel stated that ads range in size from one column by one inch, to a business card, and to a full page with the option of black and white or color. He pointed out that the guide has a couple of unique features including fold out maps of the Base and the local communities.

In response to a question from Commissioner Hurley, Mr. Skingel stated that a business card sized ad costs \$95 for the year in black and white, a full page ad is \$2,100 in black and white, a half page color ad is \$3,000, and a full page color ad is \$4,100.

Mayor Swaim related that every military member who is stationed at the Base receives a packet that includes a copy of this guide.

Mr. Skingel stated that the copies were going to be distributed to all of the units and organizations, duty stations, and family housing currently on the Base. He related that a military member should receive a copy of this guide in the "welcome packet" sixty to ninety days before arriving at the Base.

Further discussion ensued regarding whether it was feasible for the Commission to advertise in this publication.

Mr. Skingel stated that this was an annual publication and AQP Publishing is currently under contract for the next six years. He added that the transfer rate is 20-30% per year and currently the base population, according to military affairs, is 6,000 military personnel and 6,000 civilian employees along with dependents averages 16-18,000 people.

Mr. Skingel advised the Commission that to promote the City, the most logical and wonderful place would be the Jacksonville fold out map, adding that he could provide a full-page color ad for \$3,000. He stated that if the Commission provides the artwork and verbiage, they would create the ad and provide a proof for Commission approval before printing.

Mayor Swaim recommended that the Chamber of Commerce, Museum, and Parks & Recreation Department complete the layout along with anyone else (Reed's Bridge photo etc.).

Commissioner Houchen suggested that the page be divided into quarters for each contributing organization.

Further discussion ensued regarding a reduction in the cost.

Commissioner Hurley stated that he was in favor of the four entities providing the layout but feels the Commission should have final approval, adding that the Commission should receive funding recognition in the ad.

Commissioner Houchen made a motion, seconded by Commissioner Hurley to approve the expenditure of \$2,600 for a full page ad in the guide with the Chamber of Commerce, Reed's Bridge, Military Museum, and Parks & Recreation Department providing the layout, with the Commission having final approval, and contingent upon Mr. Skingel obtaining a solicitor's permit. Motion Carried.

C) Funding request: 2008 LRAFB Open House/Air Show

Parks and Recreation Marketing Director Annabelle Davis stated that two years ago, the Commission gave \$1,500 towards the Air Show, which covers expenses that are not covered by the Air Force, adding that the Air Show is scheduled for October 17-19.

Commissioner Houchen moved, seconded by Commissioner Andy Patel, to approve the expenditure of \$2,500 for the 2008 LRAFB Open House/Air Show. Motion Carried.

D) Funding request: Membership in the Arkansas Travel Council Association

Chairman Smith noted that the Commission currently remits payment, in the amount of \$165 annually, but hasn't been receiving information. He asked Reporting Secretary Nikki Wilmoth to report her findings regarding this issue.

Ms. Wilmoth reported that there were two invoices being paid by the City. The Parks & Recreation Department remits payment for Annabelle Davis' membership. The A & P Commission currently remits payment for Chairman Smith and Annabelle Davis' membership. The Chamber of Commerce had a membership at one time but it is currently expired.

Mayor Swaim moved, seconded by Commissioner Houchen to add Amy Mattison to the A & P Commission's Arkansas Travel Council Association membership and remove Annabelle Davis from said membership. Motion Carried.

Announcements:

Adjournment:

Chairman Smith without objection adjourned the meeting at 7:35 p.m.

Next Meeting: May 19, 2008 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 a special meeting in the Mayor's Conference Room at City Hall on April 24, 2008. Chairman Smith called the meeting to order at 1:35 p.m.

ROLL CALL:

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

Commissioner Ray Patel and Alderman Stroud were absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Finance Director Paul Mushrush, and Parks & Recreation Marketing Manager Annabelle Davis.

OLD BUSINESS:

NEW BUSINESS:

A) Discussion of the advertising RFP from Sells/Clark

Chairman Smith stated that the Evaluation/Selection Committee met yesterday and reviewed the bid submitted by Sells/Clark. He related that the Committee was impressed with the Power Point presentation given by Sells/Clark, adding that Mayor Swaim contacted the City of Fayetteville for a reference.

Mayor Swaim stated that the City of Fayetteville highly recommended Sell/Clark.

Commissioner Houchen stated Sells/Clark was receptive to the desire to first change the community image before going outside the community. He added that Sells/Clark wanted to start the campaign in the spring, however he is under the opinion that something needs to be started by October 01, 2008. He stated that Fall/Winter is the time to start a campaign because people are indoors.

Chairman Smith stated that he agreed that image is our number one priority, adding that Sells/Clark is going to talk with citizens regarding Jacksonville's image.

In response to a question from Commissioner Hurley, Mayor Swaim related that Sells/Clark had previously stated that a lot of input would be from the A & P Commission. Mayor Swaim suggested that Sells/Clark needed input from the community, however they were not in favor of a "town hall" type meeting.

Commissioner Hurley stated that he was thinking that the Chamber Director, a couple Aldermen, a representative from the Parks & Recreation Department, and a member of the A & P Commission could meet with Sells/Clark to help guide them through objectives and methodology by people who know the City and have been here for awhile.

Commissioner Hurley questioned if a representative from Sells/Clark would be present for the A & P meetings so they could update the Commission on the progress and give a secondary objective opinion regarding funding requests.

Commissioner Houchen stated that Sells/Clark was interested in the Commission's investment regarding publications so that they could be aware of what the Commission was doing.

Mayor Swaim stated that he was under the impression that Sells/Clark did not want the Commission to expend a lot of funds while the campaign was in the planning stage.

Commissioner Houchen moved, seconded by Commissioner Andy Patel to approve the hiring of Sells/Clark as the advertising agency for the A & P Commission. Motion Carried.

Announcements:

Adjournment:

Chairman Smith without objection adjourned the meeting at 1:55 p.m.

Next Meeting: May 19, 2008 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 May 19, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Andy Patel, Mike Houchen, and Alderman Stroud were present, Chairman Smith also answered roll call declaring a quorum.

Commissioners Ray Patel, Jim Hurley and Mayor Swaim were absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Finance Director Paul Mushrush, Parks & Recreation Marketing Manager Annabelle Davis, Chamber of Commerce Director Amy Mattison, Jerry Reichenbach, Brian Clark, Rachel Earls and members of the press.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Houchen to approve the minutes of the April 21, 2008 and April 24, 2008 A & P Commission meetings as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush reviewed the financial report highlighting an increase in hotel/motel revenues for the year. He stated that based upon collected revenues regarding the prepared food tax, if the data were extrapolated, then revenues for the current period would be increased by \$50-100,000.00 over projected amount.

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

OLD BUSINESS:

- A) Further discussion regarding the matching grant request concerning the Wing Ding Festival

Alderman Stroud moved, seconded by Commissioner Andy Patel to remove the item from the table. Motion Carried

Chamber of Commerce Director Amy Mattison reviewed the stage price list that she submitted to the Commission, noting that Pinnacle Structures could build a permanent stage for \$20,000.00, however her telephones calls were not return prior to the meeting.

Chairman Smith noted that a canopy would be needed for the stage.

In response to a question from Alderman Stroud, Mrs. Mattison related that the stage would be stored at the recycling center underneath the canopy.

Chairman Smith questioned who would be responsible for the insurance cost. Mrs. Mattison was unsure if the Wing Ding Festival along with other entities utilizing the stage would provide the insurance or if the City would absorb the cost.

In response to a question from Alderman Stroud, Mr. Mushrush stated that the current stage cost over \$69,000.00 to build.

Mrs. Mattison stated that the intent was to build a stage with a canopy and without a slab.

Commissioner Andy Patel stated that the Commission could not make a decision without knowing the total costs for building a permanent stage. He noted that he favored a permanent stage over a portable stage because it would last longer.

Chairman Smith related that the Parks Department favored a permanent stage but were open to the idea of a portable stage. He added that other entities would not be able to utilize the stage for other events.

Commissioner Houchen stated that he favored a portable stage.

Commissioner Houchen moved, seconded by Commissioner Andy Patel to table the item until the June 16th meeting to resolve the questions concerning insurance liability and permanent stage costs.

Roll Call: Commissioners: Andy Patel, Mike Houchen, and Alderman Stroud voting aye. Motion Carried.

B) Funding request \$7,000.00 for Reed's Bridge Battlefield brochures

Commissioner Andy Patel moved, seconded by Alderman Stroud to remove the item from the table. Motion Carried.

Mr. Dupree stated that the funding request was for three brochures and presently one brochure was ready for printing. He offered the Commission a copy of the brochure for their review.

In response to a question from Chairman Smith, Mr. Dupree answered that the brochures would be in all of the travel centers in the State and at the information centers.

Mr. Dupree related that Target Printing quoted a price of \$1,355.00 plus and additional set up fee of \$250.00 for a total of \$1,600.00 to print 10,000 brochures.

Chairman Smith stated that in the future, items of this nature would be handled through Sells/Clark.

Mr. Dupree noted that the brochure would be proofed for typos and a better map denoting interstate accessibility to and from the location would be utilized.

Commissioner Houchen moved, seconded by Alderman Stroud to work with Sells/Clark to print 10,000 Reed's Bridge Battlefield brochures for a total cost not to exceed \$1,600.00. Motion Carried.

NEW BUSINESS:

A) Funding request: \$3,500 for 70 "Heartland: The History of the Little Rock Air Force Base" books

Chairman Smith noted that there were presently 31 books at the Chamber of Commerce and 25 books in the Mayor's office. He added that the Chamber of Commerce no longer wanted to be involved in the handling and distribution of the books.

Mr. Dupree clarified that the Chamber of Commerce is distributing the books but did not want to be involved in the funding of the books. He added that the books that were currently at the Chamber would take care of the Airman Quarterly Awards through the end of the year.

In response to a question from Chairman Smith, Mr. Dupree stated that the books would be distributed at the Air Show to the dignitaries and Air Show participants.

Further discussion ensued regarding the feasibility of purchasing more books.

Commissioner Houchen moved, seconded by Commissioner Andy Patel to table this item until the August meeting. Motion Carried.

B) Contract review and update from Sells/Clark

Chairman Smith stated that the City Attorney has reviewed the contract submitted by Sells/Clark and recognized Mr. Brian Clark with Sells/Clark.

Mr. Clark thanked the Commission for selecting Sells/Clark, adding that he feels working together, great things can be done for Jacksonville.

In response to a question from Alderman Stroud regarding the mechanics of the contract, Mr. Clark stated that Sells/Clark would provide project proposal with a detailed line item budget, not to exceed the allocated amount in the annual fiscal budget. He then reviewed the Marketing Program Sample Calendar.

Alderman Stroud moved, seconded by Commissioner Houchen to approve the Agency/Client Agreement with Sells/Clark. Motion Carried.

Mr. Clark stated that regarding the Reed's Bridge brochures, he appreciates the opportunity to be involved in the process and noted that Sells/Clark has been involved with the Department of Parks and Tourism and other entities that have a set criteria for the brochures so that they will fit in the brochure racks. He added that sometimes it is beneficial for an outside source to review the documentation for reading comprehension.

He stated that in reference to staging, the Commission might want to look into entities that provide lighting and staging.

Announcements:

Adjournment:

Chairman Smith without objection adjourned the meeting at 7:25 p.m.

Next Meeting: June 16, 2008 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
www.cityofjacksonville.net

CALL TO ORDER:

The Jacksonville A & P Commission met in the council chambers of City Hall on June 16, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Ray Patel, Andy Patel, Jim Hurley, Alderman Stroud, and Mayor Swaim were present, Chairman Smith also answered roll call declaring a quorum.

Commissioner Mike Houchen was absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Finance Director Paul Mushrush, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Annabelle Davis, Director of Administration Jay Whisker, Chamber of Commerce Director Amy Mattison, Jerry Reichenbach, Brian Clark, Rachel Earls, Laura Peoples, Mark Wilson, and members of the press.

PRESENTATION OF MINUTES:

Commissioner Hurley moved, seconded by Commissioner Andy Patel to approve the minutes of the May 19, 2008 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush reviewed the financial report noting that hotel/motel collections were at the highest since the Commission's inception adding that he hopes this trend continues. He reviewed the Prepared Food Tax report stating that he is looking forward to the summer regarding increased collections.

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

OLD BUSINESS:

- A) Further discussion regarding the matching grant request concerning the Wing Ding Festival

Alderman Stroud moved, seconded by Mayor Swaim to remove the item from the table. Motion Carried

Chamber of Commerce Director Amy Mattison reviewed cost and amenities regarding purchasing a portable stage versus a permanent structure. She related that the 24' x 24'

Century Industries portable stage does not include the amenities that the Marshall Austin stage has such as skirting, back drop, corrosion protection, sidewalls, and wings.

Mayor Swaim questioned whether the Commission wanted a portable or permanent stage, adding that he was unsure if one could be built or justify the usage of a permanent stage. He stated that if a permanent stage were built, it would have to be built off of the ground due to flooding that occurs in that area.

Chairman Smith stated that a portable stage would provide more opportunities for usage by other entities.

Alderman Stroud stated that he liked the idea of a less expensive stage however, if a permanent stage were built, it would only be utilized once a year. He added that with a portable stage, there is the possibility of renting it to others to recover some of the costs, adding that the mechanics have not been considered regarding fees and deposits. He related that the Parks and Recreation Department should be able to store and rent the stage.

Alderman Stroud moved, seconded by Mayor Swaim to approve the expenditure of \$76,700.00 to purchase a 24' X 30' Marshall Austin Deluxe portable stage.

Discussion ensued regarding cost clarification with the Wing Ding Festival's \$10,000.00 grant.

Alderman Stroud amended his motion, seconded by Mayor Swaim to approve the expenditure of \$69,475.00 plus tax to purchase a 24' x 30' Marshall Austin Deluxe portable stage. Motion Carried.

Chairman Smith stated that a committee would need to be established to formulate a proposal for the Commission regarding fees and mechanics for stage rental. He suggested the following individuals: Amy Mattison, Nikki Wilmoth, Annabelle Davis, and Bobby Bamburg.

Mayor Swaim stated that before setting rental rates, it would need to be determined how much manpower is necessary to set up and remove the stage, adding that this issue should be addressed before the Commission after the Wing Ding Festival in October.

B) Further discussion regarding the 2008 LRAFB Open House/Air Show

Chairman Smith related that he spoke with Annabelle Davis regarding the LRAFB Open House/Air Show and learned that Cabot is donating \$5,000.00. He stated that the Commission has already approved the expenditure of \$2,500.00, asking if the Commission desires to increase the contribution.

Parks and Recreation Marketing Manager Annabelle Davis clarified that the donation was a combination from the City of Cabot and the Cabot Chamber of Commerce for a total of \$5,000.00.

Mayor Swaim stated that the City would donate \$1,000.00 this year, as it has in past years.

Commissioner Andy Patel moved, seconded by Alderman Stroud to approve the additional expenditure of \$1,500.00 for the 2008 LRAFB Open House/Air Show. Motion Carried.

NEW BUSINESS:

A) Discussion regarding the 2008 Arkansas Hospitality Association Trade Show & Convention exhibit booth September 17-18, 2008

Parks and Recreation Marketing Manager Annabelle Davis informed the Commission that the City has had a booth at the AHA Show for several years adding that she sets the booth up and City employees volunteer to man the booth. She related that in the past all of the informational booths were on the same side, but now the booths are spread throughout the exhibitors allowing the option of choosing a booth location and price.

In response to a question from Chairman Smith, Ms. Davis stated that she would remit an email asking for volunteers.

Chairman Smith stated that he would volunteer and encouraged other Commissioners to attend.

B) Sells/Clark agency report

Rachel Earls with Sells/Clark stated they have been working on the Reed's Bridge brochure and have completed an ad for the AQP Publication. She related that a meeting was held between Sells/Clark, Chairman Smith and Nikki Wilmoth regarding the marketing brief for a logo, which is included in the packet. Ms. Earls then reviewed the marketing brief per Chairman Smith's request.

Mayor Swaim questioned if it would be economically feasible to place an ad in the Three Rivers Special Edition highlighting Jacksonville.

Brian Clark with Sells/Clark stated that it would make sense to expend funds to place an ad. He added that a marketing priority is getting everyone excited about living in Jacksonville and inviting friends and family to stay in the hotels and eat at local restaurants. He informed the Commission that the deadline for ad submission was Friday and the budgeted line item would be under media. He encouraged the Commission to be selective when expending funds adding that in this case, the cost was reasonable.

Discussion ensued regarding the size and cost of the ad.

Mr. Clark stated that a half page ad or less would be sufficient.

Commissioner Hurley moved, seconded by Alderman Stroud to suspend the rules and place the purchase of an ad in the Three Rivers Special Edition on the agenda. Motion Carried.

In response to a question from Chairman Smith, Mr. Clark stated that his recommendation would be to place a half page full color ad.

Commissioner Hurley moved, seconded by Alderman Smith to approve the expenditure of \$577.50 for a half page, full color ad in the Three Rivers Special Edition. Motion Carried.

Mr. Clark stated that due to the short time frame, he suggests utilizing the first ad produced with modifications and having it ready for review by Wednesday.

Mr. Clark reviewed the budget proposal submitted, adding that there was a lot of work to be accomplished within the next six months.

Alderman Stroud moved, seconded by Commissioner Hurley to approve the Sells/Clark budget as proposed. Motion Carried.

Announcements:

Adjournment:

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

Next Meeting: July 21, 2008 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
www.cityofjacksonville.net

CALL TO ORDER:

The Jacksonville A & P Commission met in the council chambers of City Hall on July 21, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Chamber of Commerce Director Amy Mattison, Jerry Reichenbach, Mike Sells, and Rachel Earls.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Houchen to approve the minutes of the June 16, 2008 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Assistant Finance Director Cheryl Erkel presented the financial report. She stated that hotel/motel revenues were \$37,137.00 and projected year end revenues of \$85,000.00.

In response to a question from Chairman Smith, Ms. Erkel stated that prepared food tax revenues were \$309,056.32 with year end projected revenues over \$700,000.00.

Alderman Stroud moved, seconded by Commissioner Andy Patel to approve the financial report as presented. Motion Carried.

SELLS/CLARK AGENCY REPORT:

Rachel Earls provided copies of the new Reed's Bridge brochure and related that Sells/Clark was working with Chairman Smith and Recording Secretary Nikki Wilmoth regarding the distribution of the brochures to all Tourist Information Centers around the State, local hotels, and other distribution points within the State. She related that they would be touring local hotels, antique stores, and other attractions in Jacksonville next week.

Mike Sells provided the Commission with a handout regarding the status of all the projects. He stated that the creative team is working on a logo/tag line, adding that two options would be available for review at the August meeting. He related that regarding market research, proposals were sent to three market research companies that were currently being reviewed regarding time line and methodology. He stated that Greg Harrison, media director for Sells/Clark, is currently working on the fall media/promotions campaign, which will be presented at the August meeting. Emily Tucker, public relations account manager for

Sells/Clark will be presenting the public relations plan to include the Reed's Bridge reenactment to be held on Saturday, August 30, 2008.

He stated that regarding the advertising campaign, once the logo/tag line options were chosen, layouts would be developed. He related that all of the above plans would be condensed into a marketing plan that would include timelines and executable elements. He added that he hopes to present an outline of the visitor's guide for the next meeting.

In response to a question from Commissioner Hurley regarding the Tourism Action Plan, Rachel Earls stated that the marketing research that Sells/Clark would be conducting would be in reference to public opinion. Commissioner Hurley noted that a public survey was not conducted regarding the Tourism Action Plan.

Mike Sells offered to review the Tourism Action Plan to confirm that data was not replicated.

In response to a question from Commissioner Houchen, Mike Sells related that the campaign would begin in October.

Chairman Smith asked Reporting Secretary Nikki Wilmoth to give a report regarding the trip to Fayetteville with Rachel Earls. She reported that she and Rachel attended a meeting of the Fayetteville A & P Commission and met with the Executive Director Marilyn Heifner. She proposed that with the Commission's approval, she would like to have Marilyn give a presentation in reference to streamlining the process of dealing with requests for funding. She stated that funding requests were reviewed in April and October with each vender filling out a request for funding form. The venders were then set up at tables that were visited by the Commissioners who are given thirty minutes to visit with as many venders as possible. Budgeted funds are then distributed between the top ranked vender requests.

Chairman Smith noted that the Fayetteville A & P Commission has a constitution and bylaws, adding that a copy has been given to City Attorney Robert Bamburg to develop bylaws for the Commission to adopt.

Mayor Swaim stated that the Commission would need to maintain a fund balance.

Reporting Secretary Nikki Wilmoth clarified that the October funding requests were for the next budgeted year, adding that Fayetteville does have a reserve fund.

Commissioner Stroud stated that he sees some inconsistencies regarding the prepared food tax collections, and questioned how to address this issue.

Commissioner Houchen stated that he has reviewed the data, adding that it was the consensus to have nine months to a years worth of data before proceeding. He stated that the only way to prevent inconsistencies was for each business to install a POS system, which is a computer system that does everything for you.

City Attorney Robert Bamburg stated that under the Ordinance, the Commission has the right to audit businesses, which will take some time. He added that if a business has inappropriately or improperly reported, the Commission can impose penalties and interest, prosecute them, or the Commission can report them to the State and IRS. He added that the Commission would need to decide who to audit because it would take time to complete the audits and whether to hire an outside firm to complete the audit.

Commissioner Stroud stated that revenues would increase if the Commission were to audit businesses.

Chairman Smith stated that the Commission would need to review this issue in September.

City Attorney Robert Bamburg stated that the Commission could employ someone to audit on a random basis and could also develop procedures for conducting an audit due to discrepancies and inappropriate reports.

City Attorney Robert Bamburg noted that the City issues a Privilege License to each business, if there were inappropriate reports and findings based on violations, if and when the business was cited and or the report was validated as improper, the Code Enforcement Officers could issue a "Cease and Desist Order" which essentially closes the business.

Chairman Smith stated that he would be visiting with Finance Director Paul Mushrush and Mayor Swaim regarding this issue and would like to place this item on the September agenda.

Commissioner Andy Patel stated that he had a discussed with Chamber of Commerce Director Amy Mattison linking an A & P website to the Chamber of Commerce website.

Mayor Swaim stated that funds were budgeted for a new web page for the City, adding that IT Director Barbara Daniel was working on some functions regarding this issue.

He stated there were some functions with that capability at the present time, adding that the previous Chamber of Commerce Director wanted the Chamber of Commerce's email and address to be the main address. He related his confusion regarding whether the Chamber of Commerce wanted to be notified or not.

Chamber of Commerce Director Amy Mattison stated that Commissioner Andy Patel was discussing an A & P Commission link that directs the user to a different website supported by A & P funding only and not web sponsorships. She stated that she was under the impression that Commissioner Andy Patel wanted a distinction that there was an A & P Commission in Jacksonville.

Mayor Swaim related that the A & P Commission did not have a website.

Commissioner Andy Patel questioned if the Commission could obtain a site and link it with the City's website or the Chamber of Commerce.

Mayor Swaim stated that it could be done however, he questioned the functionality of the website and who would be the webmaster. He stated that the content of the site would have to be addressed before proceeding.

Commissioner Stroud stated that Sells/Clark might be able to help with this issue.

Further discussion ensued regarding this matter.

Chairman Stroud asked Sells/Clark to bring recommendations to the August meeting regarding websites.

OLD BUSINESS:

NEW BUSINESS:

ANNOUNCEMENTS:

ADJOURNMENT:

Chairman Smith without objection adjourned the meeting at 7:05 p.m.

Next Meeting: August 18, 2008 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotions Commission



#1 Municipal Drive
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 chambers of City Hall on August 18, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Chamber of Commerce Director Amy Mattison, Marketing & Public Relations Manager Annabelle Davis, Alderman Kenny Elliott, Tommy Dupree, Mike Sells, Rachel Earls, Greg Harrison, Emily Tucker, John Hodges, Mark Schulte and Rick Kron.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Houchen to approve the minutes of the July 21, 2008 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Assistant Finance Director Cheryl Erkel reviewed the financial report, noting total hotel/motel revenues of \$51,385.10 and prepared food revenues of \$448,153.44.

In response to a question from Alderman Stroud, Ms. Erkel responded that businesses who do not remit payments timely are not allowed to take the discount and are charged a five percent penalty if payment is received after the first of the month.

Commissioner Houchen questioned why businesses were going sixty days before remitting payment. Ms. Erkel responded that when accounts are found to be delinquent, letters are sent requesting payment.

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

SELLS/CLARK AGENCY REPORT:

Mike Sells noted the new logo for the Sells Agency stating that this was due to a recent ownership change. He related that two months ago his former partner, Brian Clark wanted to leave the agency to pursue something different. He stated that the change in ownership was finalized three weeks ago, adding that there have been no changes other than new email addresses.

He stated that it was the original intention of the Agency to narrow down the selection to two choices for a logo and tagline and then build an advertising campaign around each one for

the Commission's review. He related that following review of the logos and taglines by several members of the Commission, it was the consensus of those present to show all of the ideas to the Commission for approval. He added that once approved, an advertising campaign would be built around the new logo and tagline.

The Sells Agency staff reviewed the marketing presentation report. A copy of this report is on file in the Recording Secretary's office for review.

Mike Sells reviewed the GOST (Goals, Objectives, Strategies, & Tactics) portion of the report.

Mayor Swaim stated that Jacksonville's image needed to be addressed. He clarified that someone who resides in Jacksonville has one perception; however someone who resides outside of Jacksonville has an image of Jacksonville.

Rachel Earls presented the research survey to be given to six hundred people who reside within Jacksonville, Pulaski County and statewide to established a Jacksonville opinion benchmark. She related that after the initial research is completed, another survey will be conducted twelve to eighteen months later to gauge whether Jacksonville's image has improved. Upon approval of the questionnaire, the Agency will be able to proceed and results should be available by the end of September.

In response to a question by Commissioner Houchen, Rachel stated that the survey could include a question referencing the Air Show and Wing Ding Festival attendance.

Mike Sells stated that Opinion Research Associates will be performing the surveys.

Greg Harrison outlined the media portion of the report, relating that the objective was to reach Jacksonville and Central Arkansas residents along with those individuals who may be traveling to this area.

To reach the individuals who may be traveling to Arkansas, he is recommending that a full color page ad be placed in the Arkansas Tour Guide, which has a circulation of 700,000 and also in the Central Arkansas Newcomer's Guide, which has a circulation of 10,000.

He stated that the Agency would have two billboards to the North and South of Jacksonville to reinforce a positive image and give visitors a good welcoming feeling.

He recommends running a full page Air Show ad in The Drop Zone and Sync along with an ad in the Arkansas Democrat Gazette two weeks prior to the Air Show.

He related that the Sync is a free newspaper that appeals to an 18-39 year old demographic who may not read the Arkansas Democrat Gazette.

Alderman Stroud questioned whether coupons could be placed in The Drop Zone ad directing visitors to area businesses.

Greg Harrison replied that it could be done, however he stated that the idea was to get people to spend additional time in Jacksonville.

Mike Sells suggested that an ad focusing on the Military Museum would be a way to entice people to make a return visit to Jacksonville.

Mayor Swaim noted that with the traffic volume, it is almost impossible not to do anything but direct them back to the Interstate, adding that the ad should entice visitors to return.

Mike Sells clarified that the Air Show ads were not designed to promote the Air Show but to promote Jacksonville as a great place to come to because people are thinking of Jacksonville during this time.

Greg Harrison recommended running a full page ad in the Leader, Patriot, and The Drop Zone around December to give residents an annual update regarding progress of the Commission and future plans.

He stated that overall; there would be a total of fifteen million impressions.

In response to a question from Commissioner Andy Patel, Greg Harrison stated that the Agency tries to place ads near the front of the paper with a right hand reader.

In response to a question from Commissioner Houchen, Greg Harrison stated that if a logo and tagline were selected an ad campaign could be developed in two weeks.

In response to a question from Mayor Swaim, Greg Harrison stated that billboards for I-30 and I-40 would be addressed later.

Emily Tucker reviewed the public relations portion of the report.

Mayor Swaim asked that the opening of the new library be included.

Mark Schulte stated that the strategy for developing a new logo and tagline is to be precise and compelling. He noted that while the Air Base is unique to Jacksonville, it is only publicly accessible during the Air Show. He stated that the objective is to take something that reminds everyone of the Air Base but can also work on different levels for residents and visitors.

Mark and John Hodges presented six different variations of the logos and taglines.

Chairman Smith stated that in his opinion, the shorter the tagline the easier it is to remember.

Commissioner Hurley asked Chamber of Commerce Director Amy Mattison for her opinion regarding the logos and taglines. She responded that she did not like any of them and preferred "Catch the Spirit", adding that "Soaring Higher" made her think of someone using drugs. She stated that the "Catch the Spirit" tagline was not adopted by the City but that some departments have used it. In her opinion, Jacksonville is catching the spirit by trying to get its own school district and by showing pride in the community, which encompasses everything. She approved of the scripted font because it is different and unique, which is Jacksonville. She stated that the logo and tagline would be used on everything, per the report from Cottle, Thomson and Associates that recommended usage throughout the City.

Alderman Stroud offered that the “Soaring Higher” tagline speaks of improving education, quality of life, and overall making Jacksonville better.

Commissioner Houchen stated that the closer Jacksonville gets to having its own school district is something that represents Jacksonville “Soaring Higher”. Jacksonville is being promoted, progressing educationally, and growing. He added that “A Great Place to Land” reminds him of someone running out of gas and crashing landing.

He stated that if you see “Soaring Higher” while driving down the freeway, you are not going to think about drugs but instead you are going to think about Jacksonville and question why Jacksonville is soaring higher. The answer is because Jacksonville is trying to improve the schools, improve its image, and do positive things, adding that sometimes people tend to over analyze things.

Further discussion ensued regarding changes to the logo and taglines and it was the consensus of the Commission to eliminate “A Great Place to Land”.

Commissioner Andy Patel moved, seconded by Commissioner Houchen to approve the “Soaring Higher” tagline and scripted font with several options to be presented at the special meeting to be held August 25th with differing eagle positions. Motion Carried.

OLD BUSINESS:

A) Funding request: \$3,500 for 70 “Heartland: The History of the Little Rock Air Force Base” books.

Alderman Stroud moved, seconded by Commissioner Houchen to remove the item from the table. Motion Carried.

Chairman Smith noted that there were 29 books on hand in Mayor Swaim’s office and 31 books at the Chamber of Commerce.

Commissioner Houchen moved, seconded by Alderman Stroud to approve the expenditure of \$1,250.00 to purchase 25 books. Motion Carried with Commissioner Andy Patel voting against the motion.

B) Funding request: Stage Coach House brochure

Chairman Smith noted that this request was for the second of three brochures that were originally requested, adding that the Reed’s Bridge brochure was completed at a cost of \$3,300.00. He stated that this brochure features the Stage Coach house.

Tommy Dupree clarified that the brochure was for the Little Rock to Memphis Military Road.

Alderman Stroud noted that the Stage Coach house no longer exists and questioned the content of the brochure.

Mr. Dupree related that it was the history of the Little Rock to Memphis Military Road route.

Commissioner Hurley questioned the brochure's objective since there is no Stage Coach house. He questioned where someone who picks up the brochure would go, considering that there is no destination other than to drive down old Military Road.

The item of business was dismissed due to a lack of motion.

NEW BUSINESS:

A) The Sells Agency website presentation

Mike Sells provided the Commissioners a handout regarding the website proposal. There is a copy on file in the Recording Secretary's office for review. He related that Yikes is the name of the interactive division of the Agency and Thaddeus James is the department manager who developed the proposal. He stated that Mr. James is proposing the development of a website with a built in content management system and one user license, adding that this would allow for one designated individual who is trained to make updates to the website. He noted that the proposal costs include the layout and design of the site, development of the content, implementation, search engine optimization, and the content management system.

Mayor Swaim asked that the Commission to withhold action at this time because with the City looking to purchase a new website and the Chamber of Commerce recently purchasing one he feels that the Commission may not need one at this time.

ANNOUNCEMENTS:

ADJOURNMENT:

Chairman Smith without objection adjourned the meeting at 8:20 p.m.

Next Meeting: August 25, 2008 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotions Commission



#1 Municipal Drive
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 chambers of City Hall on August 25, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Andy Patel, Mike Houchen, Jim Hurley, and Alderman Stroud were present, Chairman Smith also answered roll call declaring a quorum.

Mayor Swaim and Commissioner Ray Patel were absent

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Chamber of Commerce Director Amy Mattison, Parks and Recreation Director George Biggs, Director of Administration Jay Whisker, Marketing & Public Relations Manager Annabelle Davis, Alderman Bill Howard, Ron Newport, Roger Sundermeier, Mike Sells, Rachel Earls, Mark Schulte and Rick Kron.

OLD BUSINESS:

A) Review of the updated logo & tagline

Mark Schulte with the Sells Agency, presented the three logo and tagline designs utilizing the "Soaring Higher" tagline with the scripted font and differing variations of the eagle.

Alderman Stroud read from the RFP "the campaign shall incorporate the concept of a "Catch the Spirit" theme or develop a theme concept". He questioned whether the "Catch the Spirit" tagline had been considered by the Agency, adding that he feels a miscommunication has several people upset. He stated his preference for both taglines, adding that everyone has to be happy with whatever is chosen.

Rachel Earls with the Sells Agency stated that "Catch the Spirit" was considered but through discussions it was decided that the Commission wanted to pursue other options.

Mark Schulte stated that it was his understanding that there have been several taglines utilized so the Agency decided to make a fresh start and see what they could come up with.

Alderman Stroud noted that "Catch the Spirit" has been utilized in several City reports. He expressed his concern in keeping people enthusiastic and happy.

Chamber of Commerce CEO Amy Mattison stated that the City utilized "Catch the Spirit" but never formally adopted it.

Chairman Smith noted that the Commission voted last week to utilize "Soaring Higher" with a vote to be taken regarding an updated logo, however it was up to the Commission.

Roger Sundermeier stated that he would like to discuss the thought process behind “Catch the Spirit” before it was discounted, adding that if given the information, the Commissioners would see how it fits and relates to the “Soaring Higher” concept.

Chairman Smith stated that the rules would have to be suspended and the item placed on the agenda before it could be discussed.

City Attorney Robert Bamburg reminded everyone present that this was a special called meeting and that they would have to abide by the agenda as it exists, which states “review of the updated logo and tagline”. He added that in order to discuss, address or vote on anything else, the rules would have to be suspended and the item placed on the agenda.

Alderman Stroud moved to suspend the rules and place discussion of “Catch the Spirit” tagline on the agenda.

Alderman Stroud stated his uncertainty regarding whether the Commission could make everyone in Jacksonville utilize the same logo, adding that whatever is chosen needs to be accepted, adopted, and supported throughout the City.

Commissioner Hurley seconded the motion. Motion Carried Unanimously.

Roger Sundermeier related that this was an impromptu effort started on behalf of the Chamber of Commerce to re-brand the City prior to the RFP. At the time, there were two taglines being utilized and he was asked along with other members of the community to re-brand the City for consistency throughout. He noted that he was a Jacksonville native who relocated back to Jacksonville after attending college. He stated that when he was younger, the City seemed huge, having everything that was needed. He added that upon returning, the City seemed to be smaller but that everything needed is still in Jacksonville. He stated that what made the City special were the people, added that there is a need to recapture the spirit with everyone on the same page and wanting the same thing for the right reasons. He noted that with work, Jacksonville could be great again but it is all about the spirit and getting motivated about the City, adding that it’s all about one message and one thought process. He stated that the red, white and blue colors show the patriotism of Jacksonville and the star and stripe effect was simple to reduce down to business card size, legible when embroidered on a shirt, and adoptable for any entity.

Chairman Smith thanked Mr. Sundermeier, noting the wish of the Commission to adopt a logo and tagline that people will approve.

In response to a question from Chairman Smith, Amy Mattison replied that the City has utilized the logo and tagline for less than a year and the Chamber of Commerce has utilized it for over a year.

Mike Sells noted that the marketing plan was not tied to any specific logo or tagline.

Commissioner Hurley complimented the Sells Agency on their marketing plan, adding that it was well thought out and he like the media schedule.

Mike Sells clarified that a logo and tagline would need to be chosen prior to beginning work on the marketing program because the logo and tagline are essential elements of the marketing campaign. He stated that in most instances when an agency is brought in by an A

& P Commission, a logo and tagline already exists. He added that the Agency concurs that the most important aspect is whatever is decided by the Commission, the Agency can work with it and that somehow by whatever means possible, everyone within the City can come together and agree that the Agency's job and goal is to do what is best for the City overall.

Commissioner Hurley stated that after a lot of thought regarding logos and taglines, he would be happy with either tagline. He related that "Catch the Spirit" is a good tagline questioning what to do once the spirit is caught. He noted that "Catch the Spirit" is passive and "Soaring Higher" is action based. He stated that with the hiring of a new marketing agency and the additional funding that had not been available previously, the slate should be wiped clean and a fresh start made. He noted that the Agency's marketing plan is solid and feels that positive results will be forthcoming. He added that he likes the eagle and the way it swoops out of Jacksonville. He stated that the City is "Soaring Higher" by building a new library and an educational facility, adding that this shows action while "catch" denotes waiting on someone else to throw it to you.

Commissioner Houchen stated that the Commission is trying to start fresh by going in a new direction and trying to create excitement in Jacksonville. He added that he is not against "Catch the Spirit" but agrees with Commissioner Hurley regarding the taglines. He noted that the City is striving to improve the educational system, build a better living environment, improve side roads, clean up the trash, tear down old buildings, and do the things that need to be done. He added that he will go along with whatever the Commission decides but feels that "Catch the Spirit" does not support making changes. He stated that the City needs to move forward to bigger and better things.

Alderman Stroud questioned if Parks and Recreation and Keep Jacksonville Beautiful would be willing to convert to a new logo and tagline.

Parks and Recreation Director George Biggs stated that presently Parks and Recreation has its own logo of a clock tower, which represents the Community Center and the tagline "Something for Everyone". He added that they are team players and will do whatever is best for the City.

Roger Sundermeier noted that everyone lives and identifies with brand logos. He stated that "Catch the Spirit" is not the action of being thrown but a feeling or sensation. He questioned if the "spirit" is ever really caught because statistics show a high turnover with the number of rental properties and the daily arrival of new citizens. He suggested replacing "soaring" with "striving" adding that "soaring" reminds him of fighter jets while we are C130s, which are the working class of the fleet. He stated that if this is going to be the City's identity, the Commission needs to do it right the first time and not revisit it for ten to fifteen years.

Commissioner Hurley stated that he is well aware of brand imagery, noting that the City of Lonoke has a tagline that he can't recall and he drives through Lonoke frequently.

Chairman Smith stated that it is not easy to pick a tagline, adding that he hopes whatever the Commission chooses, the City could live with. He thanked George Biggs for being a team player and stated that he hoped everyone would be.

Commissioner Andy Patel moved, seconded by Alderman Stroud to adopt the tagline "Catch the Spirit". Motion Fails with (1) yes (2) against and Alderman Stroud abstaining.

Commissioner Houchen moved, seconded by Alderman Stroud to adopt the tagline “Striving Higher”

Mike Sells noted that from a word usage standpoint, “Striving Higher” is not considered common vernacular adding that usually the phrase is one more commonly used. He stated that sometimes it can be beneficial because it will stand out, but it can present creative issues. He added that the Agency will support the decision of the Commission.

Commissioner Hurley rescinded his motion.

Alderman Stroud rescinded his second to the motion.

Commissioner Hurley moved, seconded by Commissioner Houchen to adopt the “Soaring Higher” tagline. Motion Carried Unanimously

Commissioner Houchen stated that option three should be eliminated because it does not support the “Soaring Higher” tagline.

Commissioner Hurley moved, seconded by Alderman Stroud to adopt option two, which shows the Jacksonville in scripted font with the eagle passing through and behind the letter “n”. Motion Carried Unanimously.

ANNOUNCEMENTS:

ADJOURNMENT:

Chairman Smith without objection adjourned the meeting at 7:05 p.m.

Next Meeting: September 15, 2008 at 6:30 p.m.

Nikki Wilmoth, Reporting Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotions Commission



#1 Municipal Drive
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 chambers of City Hall on September 15, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Chamber of Commerce CEO Amy Mattison, Parks & Recreation Marketing Manager Annabelle Davis, Jerry Reichenbach, Mike Sells, Rachel Earls, Mark Schulte, Jon Hodges, Josh Mesker, interested citizens, and Rick Kron from the Leader newspaper.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Houchen to approve the minutes of the August 18, 2008 and August 25, 2008 A & P Commission meetings as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush reviewed the budgetary financial report that includes data from the last seven months. The report indicates a strong second quarter with a possible stronger third quarter due to the Air Show. He stated that year to date gross hotel/motel revenues are twenty-seven percent higher than last year with projected year end gross revenues of \$84,000 to \$85,000.

He reviewed the collection process regarding the prepared food tax, which includes two reminder letters for delinquent accounts followed by a "cease and desist" notice. He noted that delinquent businesses lose the discount and assessed penalties if payment is remitted after the first of the month. To date, the City has collected \$660.00 in additional revenue.

Commissioner Houchen requested a month to month analysis report for each business.

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

SELLS AGENCY REPORT:

Mike Sells outlined the items to be addressed which includes the announcement ad regarding the logo and tagline, a banner for the portable stage, two design concepts for the ad campaign, approval of the media marketing plan, and feedback from the Commission regarding future uses of the logo.

Mark Schulte presented the logo and tagline announcement ad to the Commission. A copy is available for review in the recording secretary's office.

Rachel Earls stated that at the last Commission meeting, there was discussion regarding a sponsorship banner for the portable stage. She questioned the size of banner needed and the stage placement.

It was clarified that the stage was 24' x 16' in size.

Chamber of Commerce CEO Amy Mattison stated that the best visual placement of the banner would be at the bottom of the stage.

Chairman Smith related discussion regarding screen printing the banner onto the stage backdrop.

Amy Mattison stated that after time, the print would crack due to the folding process, adding that a vinyl banner would be best placed across the front of the stage.

In response to a question from Mike Sells, Chairman Smith stated that Recording Secretary Nikki Wilmoth would provide the stage specs to the Sells Agency.

Commissioner Houchen stated that he would like to see the new logo on the banner along with the wording "sponsored by the A & P Commission".

Mark Schulte presented two design concepts for the ad campaign. The first design introduces the tagline utilizing the "soaring" concept. Both design concepts are available for review in the recording secretary's office.

In response to a question from Commissioner Houchen, Rachel Earls stated that photos of the Reed's Bridge re-enactment were not taken.

Chairman Smith suggested contacting Tommy Dupree for photos.

Commissioner Hurley questioned whether both design concepts could be utilized within six months.

Mark Schulte replied that it is possible; however he recommended waiting a year before changing.

Commissioner Hurley agreed that the supporting tagline needs to be firmly established first.

Mark Schulte noted that the first option allows for more photography.

Rachel Earls submitted a revised media plan for review.

Commissioner Andy Patel asked that hotels be included in the billboard ads along with restaurants.

Commissioner Andy Patel moved, seconded by Commissioner Hurley to approve the revised media plan as presented. Motion Carried.

It was the consensus of the Commission to proceed with the first design concept for the ad campaign.

Mike Sells stated that the Agency would take the design concept approach and promote photography that would address the ads.

Jerry Reichenbach stated that the Air Show ad does not have any C-130s on it.

Mayor Swaim noted that the main attraction was the Blue Angels.

Commissioner Houchen stated that the picture could be changed to a C-130 after the Air Show. He added that everyone in Central Arkansas is aware of the C-130s, adding that the Blue Angels will draw in visitors.

It was the consensus of the Commission to keep the Air Show as “as is” with the Blue Angels on it.

OLD BUSINESS:

1. Reconsideration of funding request: Military Road Brochure

The item of business was not addressed due to Tommy Dupree’s absence.

NEW BUSINESS:

1. Discussion regarding the purchase of a banner sign for the portable stage

Item of business was addressed above.

2. Approval of the Sells Agency media portion of the marketing presentation

Item of business was addressed above.

3. Discussion regarding the prepared food tax auditing procedures

Chairman Smith asked Paul Mushrush to address the Commission regarding the need for business auditing.

Paul Mushrush stated that he did not see a need for auditing at this time, adding that with Commissioner Houchen’s request of a month to month revenue analysis report, the Commission would have a numerical analysis of each business. He stated that if the Commission chose to audit any business, there would have to be some sort of quantitative methodology to determine which businesses to audit. He noted the first step in the auditing process would be to request copies of the business’ State Gross Receipts report to confirm whether the same figures were used in reporting to the City. He related that the second alternative would be to conduct an audit of the businesses’ books, adding that the net gain would not be worth the expense. He stated that his staff does not have the time or opportunity to complete a full business audit.

Commissioner Houchen noted that the present quarterly report does not provide enough information, adding that the Commission still has time before addressing the issue.

It was noted that the item should be re-addressed in February.

Paul Mushrush stated that the only difference in the bound copy of the Financial Audit report from the one presented at the end of the year was the addition of the auditor's letter.

Alderman Stroud moved, seconded by Mayor Swaim to suspend the rules and place the approval of the Financial Audit report on the agenda. Motion Carried.

Alderman Stroud moved, seconded by Mayor Swaim to approve the Financial Audit report as presented. Motion Carried.

Announcements:

Chairman Smith noted that the Wing Ding Festival will be held on October 04, 2008.

Alderman Stroud stated that the recording secretary was hired when the Commission had a lower operating budget. He noted that with the increase in the workload, he feels that the Commission should consider and discuss a possible pay increase at the next meeting. He stated that \$125.00 every quarter is low, adding that the recording secretary is doing a lot of work and attending a lot of meetings.

Commissioner Houchen moved, seconded by Alderman Stroud to suspend the rules and place the item of business on the agenda. Motion Carried.

Commissioner Houchen moved, seconded by Commissioner Hurley to increase the recording secretary's pay from \$500.00 per year to \$1,000.00 per year starting in 2008. Motion Carried.

Rachel Earls clarified that the proposed insertion for the Wing Ding festival would be provided by the Chamber of Commerce.

Adjournment:

Chairman Smith without objection adjourned the meeting at 7:20 p.m.

Next Meeting: October 20, 2008 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotions Commission



#1 Municipal Drive
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 chambers of City Hall on October 20, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Finance Director Paul Mushrush, Parks & Recreation Director George Biggs, Parks & Recreation Marketing Manager Marlo Jackson, Chamber of Commerce Director Amy Mattison, Mike Sells, Rachel Earls, Joan Zumwalt, Larry Biernacki, Ron Newport, Angie Mitchell, interested citizens, and Rick Kron from the Leader newspaper.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Houchen to approve the minutes of the September 15, 2008 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush reviewed the September budgetary financial report that included August revenues. He related that in reference to the budgetary amounts, he has maintained the verbal amendments that were discussed throughout the year so that in December; the Commission can formally amend the 2008 budget with the adoption of the 2009 budget.

He related that Hotel/Motel revenues were current through August, adding that presently collections were 91% of the total collections for 2007. He stated that October revenues that are collected in November will reflect the influx from the Air Show and forestall the sharp down turn at the end of the year.

He noted the consistency regarding the prepared food revenues of \$300,000 to \$350,000 per month, adding that August collections were current with the exception of one that is due by the end of business tomorrow.

He stated that the collection process is requiring multiple collection letters, noting that 156 letters have been issued ranging from delinquency letters to Cease & Desist notices. He explained that delinquency letters are mailed within the first ten days of the month; if payment is not timely received a Cease & Desist notice is issued. He stated that it is amazing how quickly revenues become available when the Code Enforcement Officer shows up with a Cease & Desist notice. He requested permission to work with City Attorney

Bamburg to develop a method for assessing an additional penalty to those businesses that are issued collection letters. He stated that this should allow for timely reporting of revenues without estimations. He noted that 46% of the letters and/or notices are from six vendors, adding that one vendor has never remitted in a timely manner and is responsible for 13.5% of all the collection actions. He pointed out that there are thirteen vendors who have been issued three or more collection letters this year.

The Commission gave Paul permission to contact City Attorney Bamburg regarding the additional penalty assessment.

City Attorney Robert Bamburg clarified that the Ordinance already has provisions for the assessment of administrative fees.

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

SELLS AGENCY REPORT:

Mike Sells reviewed the report from Opinion Research regarding the 600 telephone surveys that were conducted last month. He related that 200 surveys were from Jacksonville residents, 200 were from Pulaski County residents residing outside Jacksonville, and 200 were from other Arkansas counties. He noted that survey results indicate a lot of opportunities for Jacksonville to successfully market itself. He reviewed the executive summary of the report which indicates a favorable experience from individuals visiting and residing in Jacksonville. He noted that the Military Museum was the biggest tourist attraction among residents and visitors. A copy of this report is available for review in the Recording Secretary's office. He stated that the Agency would be utilizing this report to help identify key messages and target audiences for marketing. He stated that this report will be of benefit in planning the 2009 marketing/media budget. He asked the Commissioners to review this report before the next meeting in the hopes of discussing/planning the 2009 goals, strategies, objectives, and tactics unless the Commission decides to schedule a separate meeting.

It was the consensus of the Commission to discuss this item at the next regularly scheduled meeting.

Rachel Earls presented ads that were placed in the Meeting Planner's Guide, Sync magazine and the Drop Zone.

In response to a question from Commissioner Hurley, Mike Sells stated that the Agency could provide a clipping service of all the articles, ads, etc that that are placed in printed media at no additional cost to be provided on a monthly or quarterly basis.

Commissioner Hurley requested the service so that the Commission would have something on hand to document how the funds were spent.

OLD BUSINESS:

- 1. Discussion regarding the formulation of a committee to establish a proposal for stage rental**

Chairman Smith related that at a previous meeting, it was decided that a committee would be established regarding rates and procedures for rental of the portable stage. He noted that the following individuals were suggested: Nikki Wilmoth, Amy Mattison, Robert Bamburg and Annabelle Davis. He noted that Annabelle has since retired and asked if the other three were still available to serve.

Finance Director Paul Mushrush stated that Nikki was an employee of his with responsibilities inside the office that would not allow her to serve.

In response to a question from Chairman Smith, Parks & Recreation Director George Biggs introduced the new Parks & Recreation Marketing Manager Marlo Jackson to replace Annabelle Davis on the Committee.

In response to a question from George Biggs, Chairman Smith stated that the banner has not been found.

Chairman Smith related that the banner was missing, when the stage was set up for homecoming, noting that the banner was last used at Wing Ding. He stated that the banner may have to be replaced or a banner sewn onto the stage if not found.

In response to a question from Chairman Smith, Commissioner Houchen agreed to serve as Chairman of the Committee.

NEW BUSINESS:

- 1. \$57,000.00 Jacksonville Museum of Military History funding request**
 - **\$36,000.00 renewal of current annual Museum funding**
 - **\$10,000.00 renewal of aircraft transport costs**
 - **\$6,500.00 purchase of sound & video system**
 - **\$4,500.00 purchase of promotional packaging material**

In response to a question from Commissioner Hurley, Joan Zumwalt clarified that there were two appropriations two years ago one for \$10,000.00 and one for \$12,000.00, adding that the \$12,000.00 is being processed now.

Ms. Zumwalt related that the aircraft company that is moving the F105 fighter jet from Camp Robinson to the Museum site is beginning to take the wing span down to an 18' width so the plane can be safely transported on the interstate. She stated that a 20' x 20' x 8' deep hole with rebar and concrete has been dug to accommodate the base pedestal that will hold the Vietnam era fighter jet.

She stated that she did not remit a funding request last year since both requests were pending from the prior year.

She related that there were questions regarding the acquisition of a C130 aircraft from the U.S. Air Force Museum located at Wright Patterson Air Force Base in Dayton, Ohio, explaining that there is a regulation that prohibits the military from assisting with the transport of an aircraft to a civilian site. She added that she is in the processing of obtaining assistance.

She then noted the increase in visitors to the Museum especially those from out of state who are affiliated with the military or are family/friends of military members stationed at the Base.

She related that the Museum has been contacted by a national publication that is interested in producing a feature regarding the Museum, adding that the Museum has agreed not to publicize or identify the publication.

Chairman Smith noted that the \$36,000.00 and \$10,000.00 requests were renewals of previously budgeted funds.

Ms. Zumwalt related that presently, the Museum has borrowed a sound system for the war lecture series that is not ideal for the size of the theatre.

Alderman Stroud replied that funds could only be allocated for one year and would subsequently have to be renewed if not spent.

It was noted that the lecture series has been changed from the third Thursday of the month.

Ms. Zumwalt related that the \$4,500.00 request is for Time Warp Tuesday, where a representative dresses up in period costume and lectures in the elementary and middle schools. She related that a portion will be spent on materials required for those presentations offsite but the majority would be spent at the Museum.

In response to a question from Chairman Smith, Ms. Zumwalt stated that the figures for the sound equipment were competitive.

Chairman Smith questioned if a vote were needed at this time.

Alderman Stroud pointed out that this was for the 2009 budget and the Commission did not have a proposed budget to consider.

Commissioner Hurley questioned and Mayor Swaim clarified whether one or more events or agendas could be combined into one brochure for the Museum/Reed's Bridge under "Things to do in Jacksonville" as opposed to having separate brochures.

Commissioner Hurley stated that it wouldn't matter if the entities were separate since they were in the same geographical area, adding that 10,000 brochures could be printed but both entities would be covered. He noted that this option should be considered when approving the budget.

Mr. Warren Dupree stated that the recently released Reed's Bridge brochure does not mention that the Museum is the only available location to get a full overview of the Reed's Bridge battle and the campaign for Little Rock. He noted that there was a need for better communication, coordination and utilization of resources.

2. \$4,800.00 Reed's Bridge funding request

- **\$4,000.00 Military Road brochure printing (10,000)**
- **\$800.00 purchase Heritage Trail signs**

Mr. Tommy Dupree was not present to address this item of business.

3. \$25,500.00 Patriotic Spectacular funding request

Ms. Angie Mitchell stated that the Patriotic Spectacular's budget would have been operating in the red if all of the expenses were considered. She related that additional advertising was purchased from KSSN 96 radio station. She noted that with the addition of a nationally known radio station, several sponsors who had previously offered free advertisement did not participate. She stated her feeling that it was more beneficial to utilize a radio station with a broader audience than the two stations who were centrally located to the north.

She related that she would like to increase the fireworks display and inflatable rides for the children.

She noted that a different sound system was utilized this year that featured on/off lighting, which provided a show appearance. She stated that she received several compliments regarding the effectiveness of the lights.

She reviewed the rest of the budget, noting an increase in security, joining of the Arkansas Festival Association, the decrease in stage construction due to the building of risers, the increase in insurance premiums, and the increase in awards. She stated that she now has an agreement with Seigga Trophies for signature awards so the cost should not increase. She also noted a lot of email and leg work completed by volunteers to keep the amount of mail down.

She stated that the only unaccounted expense was cell phone usage, adding that another number was advertised but everyone continued to call her personal cell phone.

She questioned whether the City could build some walls at the Recycling Center to store the backdrop since the Second Baptist Church has torn down the two houses that are presently being used.

Mayor Swaim stated that he did not believe there was a closed in storage area that could be utilized but he would check. He also noted that it would not be feasible to enclose the Recycling Center.

She explained that the backdrop was several sheets of 5' x 8' plywood.

She related that she would like to utilize the same company and individual to operate the sound system next year.

Commissioner Hurley questioned how the additional funding would be spent if approved.

Ms. Mitchell stated that it would go towards additional advertising.

Alderman Stroud clarified that the word "advertising" refers to anything that promotes the City of Jacksonville by bringing people into the area hotels and restaurants. He stated that some things are "feel good" things such as the Patriotic Spectacular and the next funding request from Keep Jacksonville Beautiful.

4. \$28,000.00 Keep Jacksonville Beautiful funding request

- **\$5,000.00 purchase trees, shrubs, plants & other landscape items**
- **\$3,000.00 purchase materials, site preparation, installation & maintenance of modular murals on Oak & Main Streets**
- **\$20,000.00 purchase sculptures for the area adjacent to or in front of City Hall**

Mr. Ron Newport stated that Mayor Swaim has been very supportive and has decreed that all labor would be volunteered. Secondly, he stated that the program would be a perfect implementation of a return on investment of advertising funds.

He stated the \$3,000.00 request is for beautification to include the planting of trees and flowers.

He related that a Public Arts Committee has been established through Keep Jacksonville Beautiful, which works on public murals and sculpture. He noted that the first project is underway which will be a four panel hot air balloon mural that will be displayed on the Jacksonville Starter & Alternator building. He noted that the artist would be providing the display for free.

He stated that the third request is to explore the possibilities of obtaining a sculpture for City Hall. He stated that there were two areas, one in front of Paul's office and the other being between City Hall and the Community Center. He offered the possibility of utilizing a student arts group or holding a competition. He related that he would not be spending any funds until a concrete idea was in place.

Commissioner Houchen stated that given the present economy, the Commission should be cautious regarding the expenditure of \$20,000.00 regarding a sculpture for City Hall. He related that \$20,000.00 could be better utilized to purchase additional trees and shrubs throughout the City rather than focusing on one area.

Further discussion ensued regarding utilization of the funds.

5. \$15,000.00 Wing Ding Festival funding request

- **\$2,000.00 contract with Radio Disney to advertise & attend the Festival**
- **\$3,000.00 additional billboard advertising from Lamar Outdoor Advertising**
- **\$10,000.00 contract with a talent agency for an up & coming act**

Mr. Larry Biernacki stated that he was responsible for the placement and removal of the banner from the stage and apologized to the Commission.

He related that the Wing Ding Festival did not have a good year due to weather, adding that t-shirt and inflatable sales decreased and a sponsor decided not to participate.

He noted that funding was requested to bring Radio Disney back to the festival, and to provide additional billboard advertising to promote the Festival.

He stated that with Jacksonville playing out of town on the weekend of Wing Ding, the possibility exists of bringing in a recognized name act to perform at the high school on Friday night and the Festival on Saturday. The other possibility would be to extend the Festival to Friday and Saturday with an act performing fields in the open fields south of the soccer field with vendors already set up.

Alderman Stroud suggested having something later in the day to keep the crowd.

Announcements:

Adjournment:

Chairman Smith without objection adjourned the meeting at 8:00 p.m.

Next Meeting: November 17, 2008 at 6:30 p.m.

Nikki Wilmoth, Recording 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
www.cityofjacksonville.net

CALL TO ORDER:

The Jacksonville A & P Commission met in the council chambers of City Hall on November 17, 2008. Chairman Smith called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Ray Patel, Andy Patel, Alderman Stroud, and Mayor Swaim were present, Chairman Smith also answered roll call declaring a quorum.

Commissioners Mike Houchen and Jim Hurley were absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamberg, Finance Director Paul Mushrush, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Mike Sells, Rachel Earls, Emily Canada, Jerry Reichenbach, and Rick Kron from the Leader newspaper.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Andy Patel to approve the minutes of the October 20, 2008 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush stated interest regarding how the recession will affect revenues, noting that true fluctuations have not been seen. He stated that this recessionary period deals with discretionary income of which hotels/motels and restaurants fall under.

He noted on the 2005-2008 hotel/motel revenues chart the continued increase in revenues adding that the chart does not reflect the impact from the Air Show, which is the beginning of the recessionary period. He stated that generally at this time of year there is a rapid decline in revenues but based upon past history, he estimates the yearly hotel/motel revenues to be close to \$100,000.00.

He reviewed the prepared foods gross receipts chart noting the consistency in revenues. He noted that when the tax was implemented, the first two months were inconsistent however based upon December's revenues, he estimated that there would be a potential holiday season increase in revenues depending on how people react to the present economy. He estimated yearly revenues to be \$740,000 to \$800,000.00.

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

SELLS AGENCY REPORT:

Mike Sells noted that Emily Ferrand, who was the Public Relations Account Executive, has left the Agency for another position. He introduced Emily Canada as her replacement, noting that Ms. Canada has prior working experience with the Agency.

Emily Canada stated that in the process of educating herself on Jacksonville, she met with Dana Kay Duggar at the Military Museum regarding the various events that the Museum hosts and ways to promote the Museum.

She also related that she met with Laura Peeples and Amy Mattison with the Chamber of Commerce regarding the Christmas Parade.

She stated that she is trying to formulate a public relations plan for the next fiscal year that is a collaborative effort from everyone at the organizations and tourist attractions in Jacksonville, adding that she is open to suggestions by telephone or email.

Mike Sells presented a slide show of a representative sample of the photography that was taken in October that will be used for various print media advertising.

Chairman Smith suggested having more diversity in the photographs.

Mike Sells stated that the photographs shown represent only 15-20 percent of all the photographs that were taken, adding that the Agency will review all the photographs taken to make sure there is a good representation.

Mike Sells presented three different ideas for the Visitor's Guide cover: one depicting a child on an airman's shoulders, one depicting the enjoyment of food, and one with a montage of different photos. A copy is on file in the reporting secretary's office for review.

Discussion ensued and it was noted that a hotel/motel photo was not present on the montage cover.

Alderman Stroud stated that he would make two changes: one being the diversity in the photos used and secondly, on the page that states "the air is better in Jacksonville" there should be a photo of a C130 used along with the Blue Angel's photo.

It was the consensus of the Commission to utilize the montage photo cover.

Mike Sells noted that with regard to a planning meeting, it was previously discussed, in the last meeting, that the Agency would put together ideas for moving forward and present them to the Commission.

Discussion ensued regarding the proposed budget and possible meeting times.

Alderman Stroud suggested addressing new business and coming back to this item.

OLD BUSINESS:

NEW BUSINESS:

A) Approval of the bylaws

Chairman Smith asked the City Attorney Bamburg to discuss how he compiled this information.

City Attorney Bamburg stated that Reporting Secretary Wilmoth provided him with a copy of the City of Fayetteville A & P Commission's Policies and Procedures. He stated that he used it as a guideline, incorporating changes that would be applicable for the Commission and including relevant information to what the State statutes provide. He pointed out that it follows State statutes regarding membership, vacancies, chair and secretaries' duties and various meetings. He noted that based upon how the Commission was set up and how the City Council has authorized regarding Section 5 Financials, not only does the Commission report to purchasing but the Commission follows all City and State statutes. Budgeting is to be completed before the first meeting in January. Policies can be amended if approved by the Commission; all proposed amendments must be made in writing at the regular meeting and followed up at a secondary meeting.

Mayor Swaim read from the bylaws that "a majority of the members present constitutes a quorum", questioning if the document states whether the vote is based upon the majority of the Commissioner's present or appointed.

City Attorney Bamburg replied that it is not specifically addressed, adding that State statute does not mandate other than a majority rule so it would be the Commission's preference.

Alderman Stroud noted that after dealing with this issue regarding the Planning Commission, he would recommend it read as the majority present.

City Attorney stated that he could add the provision into the same section where it states "quorum" and it could be addressed in that fashion.

Mayor Swaim moved, seconded by Alderman Stroud to approve the policies and procedures as amended. Motion Carried.

City Attorney Bamburg stated that he would get an amended copy to Recording Secretary Wilmoth for distribution.

B) Discussion of the 2009 Draft Budget

Finance Director Paul Mushrush related that he created the spreadsheet by projecting revenues separately from expenditures utilizing a conservative technique. He added that regarding expenditures, he identified reoccurring expenses and all written expense requests that were submitted. He noted that the expenses in green font were direct advertising and promotion items recommending that those items be placed under Sells Agency management. He pointed out that regarding memberships and professional development, a decision regarding participation would need to be made.

Chairman Smith asked Finance Director Mushrush to address the \$17,000.00 temporary services line item included in the draft budget.

Finance Director Mushrush related that the A & P Commission consumes a substantial portion of the Finance Department personnel's time, adding that there is now time to add a new employee who will begin in December. He stated his intent to assign A & P Commission collection and general duties for half the time, removing some duties from Recording Secretary Wilmoth so that she can focus on collections for the City. The other half would be spent doing accounting and purchasing functions.

Chairman Smith stated that as discussed, a full time person might be needed going forward.

Mayor Swaim noted that a request for funding would be forthcoming regarding the LRAFB Rodeo.

Alderman Stroud stated that he did not know how much the Commission wanted to spend through the Agency.

Mike Sells responded that if the Commission were to fund the marketing campaign at \$150,000.00 for 2009 along with some rollover from 2008, it would do a lot of good and there would still be plenty of funds left over for special projects.

Further discussion ensued regarding funding requests.

Mayor Swaim stated that he was not prepared to vote on the budgeted line items but is open to discussing them. He stated his preference to have a full Commission before voting on the line items.

Mayor Swaim expressed his concern regarding the \$25,500.00 funding request for the Patriotic Spectacular. He noted that it was a good project, however the Commission is funding the majority of it now and it becomes a responsibility of the Commission to fund it yearly.

In response to a question from Alderman Stroud, Chairman Smith stated that the Commission allocated \$15,000.00 to the Patriotic Spectacular in 2008.

Alderman Stroud stated that in reference to Keep Jacksonville Beautiful's \$20,000.00 sculpture request, a decision has not been made regarding what to purchase and therefore it should not be included in the 2009 budget.

In response to a question from Alderman Stroud, Finance Director Mushrush replied that the Wing Ding Festival did not receive any funding other than the purchase of the stage in 2008.

Mayor Swaim stated that it was a project that promotes the City and therefore deserves some funding.

Mayor Swaim questioned and Chairman Smith replied that if the Commission were presented with a funding request for a sculpture at a later date, the funds could be expensed from budgeted but undesignated funds.

Alderman Stroud suggested funding the Patriotic Spectacular \$20,000.00 and Keep Jacksonville Beautiful \$8,000.00.

Mayor Swaim stated that for now the rest of the Special Projects funding requests were worthwhile.

Further discussion ensued and it was the consensus of the Commission to allocate \$150,000.00 to the Sells Agency for 2009.

After discussion, it was decided that the next meeting would be held at 6:00 instead of 6:30 on December 15, 2008.

Announcements:

Adjournment:

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

Next Meeting: December 15, 2008 at 6:00 p.m.

Nikki Wilmoth, Recording 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
www.cityofjacksonville.net

CALL TO ORDER:

The Jacksonville A & P Commission met in the council chambers of City Hall on December 15, 2008. Chairman Smith called the meeting to order at 6:00 p.m.

ROLL CALL:

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

Commissioner Andy Patel was absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Finance Director Paul Mushrush, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Chamber of Commerce CEO Amy Mattison, Mike Sells, Jack Danielson, and Ron Newport.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Houchen to approve the minutes of the November 17, 2008 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush reviewed the hotel/motel taxable gross receipts report for the second half of the year, noting the increase in revenues from prior years. He hoped that the increase was due to the advertising and promotion of the City. He noted alternating yearly fluctuation in revenues.

Finance Director Mushrush stated that regarding the gross prepared food tax chart, there was a \$400,000.00 gross taxable receipts gap between the low and the high. He noted that there were no visible increases through the summer months. He stated that he would have Assistant Finance Director Cheryl Erkel to compress the data in the graph to better visualize where the fluctuation in revenues occur. He noted the increased revenue in December 2007, but could not state that it was due to the learning curve or just a really good month that could be expected futuristically.

Commissioner Houchen stated that there was no way to predict what was going to happen regarding prepared food tax revenues. He urged the Commission to be very conservative regarding future expenditures. He noted that the Commission has only been collecting revenues for a year, adding that it doesn't have twenty years of history under similar circumstances to review. He commended the Finance Department for its' collection efforts regarding those businesses who were failing to remit revenues timely.

Finance Director Mushrush stated that changes have been made to induce those businesses who are traditionally delinquent to remit payments timely.

Chairman Smith stated that with the economy the way it is, no one knows what will happen next year. He assured Commissioner Houchen that Finance Director Mushrush has always been conservative regarding the City and A & P budgets.

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

Chairman Smith presented an autographed picture of the Blue Angels thanking the Commission for the donation to the Air Show. He asked Finance Director Mushrush to obtain a frame for the picture and to have it prominently displayed in City Hall.

DEVIATION IN AGENDA

OLD BUSINESS:

Discussion/Approval 2009 Budget

Chairman Smith noted that in last month's meeting a vote was not taken but suggestions were made regarding expenditures. He reviewed the changes suggested in last month's meeting to reduce the Patriotic Spectacular's request from \$25,500.00 to \$20,000.00, noting that the Commission expensed \$15,000.00 in 2008. The other change was to reduce Keep Jacksonville Beautiful's request from \$28,000.00 to \$8,000.00. He had suggested that the Sells Agency budget remain the same at \$150,000.00, which was agreeable to those present. He stated that the expenditures could be reconsidered in 2009, adding that Finance Director Mushrush included every request as presented in the budget along with the suggested changes.

Chairman Smith then opened the floor for further discussion or motions.

In response to a question from Commissioner Hurley regarding the \$58,000.00 line item for the Sells Agency, Finance Director Mushrush clarified that that it was the unexpended portion of the original contract that will carry over to 2009.

Alderman Stroud noted that if the projected revenues were collected and expensed as proposed, there would be \$216,000.00 remaining for the Sells Agency and discretionary spending.

Alderman Stroud moved, seconded by Commissioner Hurley to approve the 2009 proposed budget as amended.

Finance Director Mushrush asked that the Sells Agency contract for services be adjusted to an annual basis so that there would be no carryover amount.

Finance Director Mushrush explained that the original contract did not begin at the beginning of 2008 so there is an overlap into 2009, which creates problems. He added that he tries to make all contracts on a calendar basis to match the budgetary year.

City Attorney Bamburg questioned if the monetary figure was already included in the proposed budget.

Finance Director Mushrush replied that if the Commission were to replicate what was done in 2008, the original contract was for twelve months but it does not end until March.

City Attorney Bamburg noted that there were two different subjects being discussed, adding that the budget would need to be voted on and then address changing the Sells Agency contract to an annual basis.

Motion Carried Unanimously.

Mayor Swaim moved, seconded by Commissioner Houchen to suspend the rules placing and approving the item, changing the Sells Agency contract to begin January 01, 2009 through December 31, 2009.

Commissioner Hurley noted that the original contract was for twelve months questioning if the Commission would still have to uphold the remaining three months of the contract.

Mayor Swaim noted that the funds would not change, just the contract ending date.

In response to a question from Mike Sells, City Attorney Bamburg stated that an amendment extending the contract to December 31, 2009 would be needed.

Recording Secretary Wilmoth noted that the original contract has an ending date of December 31, 2009 with a renewal option for three additional years.

Chairman Smith questioned if further action were needed.

Mayor Swaim stated that it was needed to carry over the remaining three months contracted balance into the 2009 budget.

Motion Carried.

RESUME AGENDA

SELLS AGENCY REPORT:

Commissioner Hurley stated that Christmas decorations should be placed on the January agenda, adding that there are decorations on Main Street but there is a primary retail center on N. First Street from the First Baptist Church down to Lowes. He suggested that the Commission research the cost to add decorations to N. First Street.

In response to a question from Chairman Smith, Mayor Swaim replied that the City did not budget for decorations on N. First Street.

Commissioner Houchen related that it would be nice to carry the decorations down Main Street and rounding the corner onto N. First Street to Lowes.

Mayor Swaim offered to obtain an estimate regarding cost.

Alderman Stroud stated that he has noticed a lack of decorations throughout the City. He suggested giving some kind of incentive to individuals and businesses to decorate for the holidays.

Mike Sells apologized for his delay in arriving to the meeting. He presented a completed layout of the visitor's guide for review. A copy is on file in the recording secretary's office.

Mayor Swaim questioned if the map to be included in the visitor's guide would include a locator of the restaurants and hotels.

Mike Sells replied that it had been discussed, but consensus was that the map would be illegible if everything were included.

Commissioner Houchen noted that ninety percent of the restaurants are located on a major thoroughfare, suggesting that the map contain the major roads that can be utilized as a reference point.

Chairman Smith commended Recording Secretary Wilmoth for helping with the data collection regarding the visitor's guide.

Mike Sells questioned if the Commission wanted this guide to be utilized as a self-mailer.

Discussion ensued and it was the consensus to make the visitor's guide a self-mailer.

Alderman Stroud questioned the demographics of the guide if the back photograph were removed.

Mike Sells suggested moving the photo to page four of the guide with the pool photograph.

Mayor Swaim stated that he had no objection to removing the Mayor's letter from the guide to allow for more photographs.

Mike Sells noted that there was information contained in the letter as to why people should come to Jacksonville.

Mike Sells presented an updated PowerPoint presentation that was originally presented three months ago regarding the marketing plan, noting that the marketing plan was still in the beginning stages and would carry over into 2009. A copy is available in the recording secretary's office.

Mike Sells related the Agency's willingness to help other entities with promotional endeavors.

Discussion ensued and Commissioner Houchen suggested promotion of the Parks & Recreation Department along with the Military Museum because they are the biggest draws.

It was also noted that the reenactment of the Battle of Reed's Bridge should be promoted.

Commissioner Houchen noted an article in the newspaper regarding North Pulaski High School students helping to clean up Bayou Meto stream. He suggested that at some point the Commission should recognize their efforts and expense some funding to help promote what the students are trying to accomplish.

Alderman Stroud stated that Ron Newport has been working closely with them and is present.

Mr. Ron Newport noted his association with the Bayou Meto clean-up group called the East Initiative, further clarifying that it was an environmental and special technologies class taught through North Pulaski High School. He stated that in the spring, the Great American Clean Up will be held and 80 volunteers, mostly from the Arkansas Canoe Club, will clean Bayou Meto from Hwy 67/167 to Hwy 161, which will make it a canoe trail. He noted that the Bayou Meto runs south from Stuttgart for about a hundred miles. He stated that if a donation is given, it should be made to North Pulaski High School East program. He related that Keep Jacksonville Beautiful sponsored a quarter page "thank you" ad in the school's yearbook.

Commissioner Houchen asked that the item be placed on next month's agenda to explore the idea of a donation to the East Initiative.

Ron Newport suggested contacting Julie Leonard who is the facilitator of the "Stream Team" regarding this issue.

In response to a question from Commissioner Hurley, Mike Sells stated that at this time the Commission did not have the infrastructure for Internet advertising.

Chairman Smith stated that it should be addressed in the near future.

NEW BUSINESS:

Discussion regarding sponsorship NCAA Mid-Winter Women's Invitational Bowling Tournament

Chamber of Commerce CEO Amy Mattison related that ASU Jonesboro will be hosting a bowling tournament at All Fam in Cabot with over twenty-two schools participating and staying in Jacksonville hotels for three days, adding that they will be arriving on the 15th of January.

Commissioner Houchen noted that the difference between \$750.00 and \$1,000.00 is the announcement of the donor's name. He added that the Commission should do something since they will be staying in the hotels and visiting the restaurants.

Chamber of Commerce CEO Mattison stated that the Chamber is making up welcome baskets with literature regarding the area restaurants. She added that they will be staying at the Comfort Inn, Best Western and Super 8 hotels and that Papitos has become a sponsor along with other Jacksonville area businesses.

Commissioner Houchen moved, seconded by Alderman Stroud to expend \$500.00 to the NCAA Women's Bowling Tournament. Motion Carried.

Announcements:

Adjournment:

Chairman Smith adjourned the meeting at 7:25 p.m. without objection.

Next Meeting: January 20, 2009 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved