

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 20, 2009. 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 Marketing Manager Marlo Jackson, Alderman Reddie Ray, Alderman Kenny Elliott, Alderman Bill Howard, Mike Sells, Rachel Earls, Emily Canada, Jack Danielson, Tommy Dupree, and Julie Leonard with students.

PRESENTATION OF MINUTES:

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

FINANCIAL REPORTS:

Finance Director Paul Mushrush stated that based upon the budgetary report, the Commission would meet and exceed the estimated revenues for this year by \$40,000 to \$50,000.00. He noted that hotel/motel revenues have declined in the fourth quarter but overall revenues have increased in comparison to from prior years. He reviewed the Prepared Food Chart, noting increased revenues in November compared to the depression in November 2007, adding that if December revenues are comparable to 2007 then the Commission will do significantly better than anticipated.

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

SELLS AGENCY REPORT:

Mike Sells related that at the last meeting, the Agency presented a media flow chart that represented funds not previously discussed or expended in the current budget. He presented a revised flow chart depicting the carryover projects from 2008 into the first quarter of 2009. He noted that the Spring Shopping/Dining Promotion line item is in process and will hopefully be ready for presentation at the next Commission meeting.

Rachel Earls with the Sells Agency presented a revised Visitor's Guide to the Commission for review. She noted that the Agency was continuing to make minor changes regarding colors. She related that since the last meeting, antique shops and hotels were added to the map located in the middle of the Visitor's Guide.

Chairman Smith noted that the preliminary Visitor's Guide had been reviewed by Recording

Secretary Wilmoth and others who make suggestions and corrections regarding content.

Ms. Earls noted that several photographs have been moved or changed as per the request of the Commission.

Emily Canada with the Sells Agency noted considerable progress regarding public relations. She related that she is in the process of scheduling her second meeting with Danna Kay and the Military Museum's Board of Directors to determine what events the Museum will host and how the Agency can help to promote them.

Ms Canada stated that she and Ms. Earls met with the Parks and Recreation Marketing Manager Marlo Jackson and staff regarding the various events that the Parks and Recreation Department promotes. She noted that some events were held annually while others were new events. She related the Department's intentions of having a movie and/or music in the park series. She noted the success that Little Rock has had with its movie in the park series. She stated that this was a great way to bring the Community together with a family style movie in the park and commended the Parks and Recreation Department for coming up with new and creative ideas to help serve the Community.

She related that the public relations plan for the Parks and Recreation Department was in its final stages and was currently under review by Ms. Jackson for final revisions. She noted that some of the funds in the advertising schedule would be combined and used for public relations, which would allow for statewide advertising to bring in visitors.

Ms Canada noted other items discussed for promotion were the opening of Splash Zone and the Holiday Craft Sale, which is comparable to the Jr. League's Holiday House in Little Rock but doesn't receive the recognition that it deserves. She also noted the fishing derby and other events that are community oriented.

She related ongoing efforts to improve media relations on a statewide basis, providing the Commission with a list of meeting that have already been held with media representatives.

OLD BUSINESS:

NEW BUSINESS:

1. Presentation from the NPHS "Stream Team"

North Pulaski East Initiative representatives Akaylah Jones and Jeffery Painter introduced themselves to the Commission.

Ms. Jones related that this was their fourth year with the "Stream Team". She stated that Jacksonville needed something new and unique to bring in more visitors for recreational activity. She noted that they have been working with Keep Jacksonville Beautiful to create a canoe park at Bayou Meto Stream. She related that the "Stream Team" annually walks the stream removing debris and recycles those items that are recyclable. She further noted that on December 02, 2008, the "Stream Team" had the opportunity to "scout out" the stream for ramp placement areas and debris removal, adding that they will be returning in the spring.

Mr. Painter related that on December 02, 2008, the "Stream Team" along with Arkansas Game and Fish representatives scouted the Stream, adding that there was not a lot of debris, however there were several fallen trees that needed to be removed along with some fallen debris from the bridges. He expressed concern regarding a beaver dam that was

halfway through the Stream, noting that it would only allow for a section of Bayou Meto to be canoed from the proposed canoe launch at Reed's Bridge. He related that hopefully in the spring, the "Stream Team" would be able to take another tour of the Stream past the section where the beaver dam is located.

In response to a question from Chairman Smith, Mr. Painter replied that the "Stream Team" has a clean up twice a year.

Mr. Painter reviewed a map of the Bayou Meto Stream, denoting the route that the "Stream Team" took and the placement of the beaver dam. He stated that the "Stream Team" went downstream for approximately a half mile.

Mayor Swaim stated that he would consult with the Street Department, explaining that the City has a beaver control contract to remove beaver dams.

Mr. Painter related that they want to place a canoe ramp at Reed's Bridge, adding that parking is a concern. He noted that they would need to establish additional parking and a gravel loading ramp. He related intentions of installing two additional ramps downstream, citing concern regarding how visitors would get to the additional locations. He stated that they have researched and found that the land is privately owned and have contacted the owners regarding the possibility of a thoroughfare to the Stream.

Commissioner Hurley noted discussion regarding bike and walking trails from Dupree Park to Reed's Bridge.

Julie Leonard related a meeting with Public Works Director Jimmy Oakley, Steven with the Arkansas Game & Fish, and Ron Newport with Keep Jacksonville Beautiful, where it was decided that the second section of the canoe park would have a bike and walking trail. She noted that the walking trail would be easy to create because there were several people who attended the December 02, 2008 clean up and had no trouble walking the majority of the way. She expressed the need to construct the ramps along with a gravel pit of some kind. She noted uncertainty regarding ramp construction at Hwy 67/167, adding that ideally in a canoe park there are two ramps, one located at each end so that there is not a need to retrace steps. She related that canoe parks are extremely popular in Northwest Arkansas with a few located on Lake Ouachita. She cited a November meeting with the Arkansas Canoe Club where they expressed enthusiasm for having a usable canoe park in Central Arkansas, noting that the Arkansas Canoe Club is a sizable organization.

Commissioner Hurley commended the "Stream Team" and everyone who has been involved in the project thus far, noting that a lot of work has been accomplished. He related concern regarding how they were going to proceed with a ramp placement near Hwy 67/167.

Mayor Swaim stated that he met with Jimmy Oakley, noting that the State Highway Department is unlikely to grant permission to install a canoe ramp near Hwy 67/167. He related a discussion with Mr. Oakley regarding Dupree Park, adding that he authorized usage of City equipment and gravel to construct a ramp. He noted a problem regarding where the water is lowest, is a long way from an available parking area. He stated that the City has twice applied for a grant to extend the walking trail to Bayou Meto, adding that if completed, visitor's could walk or carry their canoes.

Ms. Jones related that in keeping with the East Initiative concept by doing things for the

environment and utilizing technology in the classroom, they would like to install a water level gauge for water level testing. She explained that they would test the water levels and obtain any additional data needed and publicize those results on the Arkansas Canoe Club website for canoeists who are planning trips.

In response to Commissioner Hurley, Ms. Leonard stated that they have been featured in the Arkansas Democrat Gazette, The Leader, The Patriot, and the East Initiative website.

In response to a question from Commissioner Hurley, Mike Sells stated that the Agency did not find out about the project until it was published in the Three Rivers section of the Arkansas Democrat Gazette.

Commissioner Hurley expressed the need to find a way to notify the Sells Agency of positive promotional opportunities. He stated appreciation for the accomplishments of the "Stream Team", adding that the Commission needs to support the "Stream Team" in some way now or in the future as needs arise.

Commissioner Houchen asked that a representative from the "Stream Team" attend the March meeting with a list of ways the Commission could help and include a list of endeavors.

Mike Sells stated that if given enough advanced notice, they would make sure that the television stations and other media were notified of the event.

2. Discussion regarding the Military Road brochure

Chairman Smith asked Mr. Tommy Dupree to address the Commission regarding this item, adding that the item was approved in the 2009 Budget.

Mr. Tommy Dupree related that approximately six months ago, the Commission was approached regarding the funding of a brochure for Military Road. He noted that that the brochure will cover the Military Road history. He explained that Mr. Jacob Gray, father and revolutionary war veteran in the 1820s had land grants. He further explained that they came up Bayou Meto Creek stopped there roughly to Reed's Bridge, settling and building across on the north side of Trickey Lane where the triangle is located. Sampson Gray, second son of Jacob Gray and a business man had a stagecoach route from Memphis to Little Rock to Ft. Smith as far as Cane Hill along with the Pony Express mail route. He noted that this was far ahead of the Butterfield stage routes that came later, adding that Mr. Butterfield came into the northwest with stage routes and also had a stage route from Des Arc to Military Road Park and back toward Jacksonville at a later date.

He related that the Heritage Group located in northwest Arkansas, has nice signs with a white background and emblem of troops marching toward the Civil War, Indian removal Trail of Tears, and a stagecoach for the stagecoach route. He noted that funding was requested for twenty signs at \$100.00 each to be purchased from the Heritage Group. He related that Mayor Hays of North Little Rock was contacted regarding extending the signs into North Little Rock, adding that Mayor Hays would like to extend to the Old Conway Highway, which is the old route outside the city limits. He noted contact with the Mayor of Lonoke County to have signs placed from Brownsville toward Jacksonville thereby extending the route. He related that as time goes by, the Heritage Trail will probably be one of the larger tourist attractions in the State. He noted that the Memphis to Little Rock to Ft. Smith route and the Little Rock to Washington route provides a lot of scenic and historical sites to visit.

It was noted that there were 10,000 Reed's Bridge brochures printed.

Chairman Smith related that this item could be reallocated to the Sells Agency budget, which could possibly save some money regarding this project.

Mayor Swaim moved to reallocate funding to the Sells Agency who would in turn work with Mr. Dupree to gather the information needed to prepare the brochure.

Chairman Smith cited the approved 2009 Budget that allocated \$4,000.00 for the brochure and \$800.00 for the signs.

Commissioner Andy Patel seconded the motion.

Commissioner Hurley questioned whether twenty signs could be obtained for \$800.00.

Mr. Dupree related that the signs were \$100.00 each, adding that twenty signs would be \$2,000.00.

Chairman Smith noted that \$800.00 was approved in the 2009 Budget.

Discussion ensued regarding whether to amend the motion to fund twenty signs or if eight signs would be sufficient.

Mike Sells stated that a motion should not be made that include the sign funding to the Agency.

Mr. Dupree stated that the signs would be ordered directly from the Heritage Group and the Street Department would put them up.

Mike Sells confirmed that \$4,000.00 was sufficient funding to produce 10,000 brochures, adding that the Reed's Bridge brochure expenditure was \$3,540.00.

Mr. Dupree stated that the funding request for eight signs covered one side of the road, adding that it was decided that signage was need both east and west.

Mayor Swaim stated that he did not have a problem amending his motion to increase the funding for signage by \$1,200.00 for a total of \$2,000.00 and reallocating \$4,000.00 to the Sells Agency for the brochures.

Alderman Stroud seconded the motion as amended. Motion Carried.

Mr. Dupree updated the Commission regarding ongoing projects. He stated that regarding the Trail of Tears, Carolyn Kent informed him that legislative action was forthcoming from the Senate with a response in approximately two weeks.

Mr. Dupree noted that since the September reenactment, they have obtained additional membership to the Reed's Bridge organization, adding that there were twenty-one people who showed up for a work day on the seven acre site. He noted that two thirds of those present resided out of town. He related that there were people who wanted to build or bring in one or two log cabins for the site, adding that one log cabin being considered belongs to

the Dupree family. He stated the possibility of constructing a log cabin from new material, adding that he has enough cypress and is in the process of figuring out the cost to get it to the mill in Hickory Plains and have it cut into the proper lengths and returned. He added that regarding construction, they have several volunteers who would put it together. He also related the possibility of obtaining a covered wagon for the site.

3. Discussion regarding the purchase of Christmas decorations for North First Street and new logo banners for Main Street.

Chairman Smith related that presently the banners on Main Street have the old logo on them and need to be replaced as well as extending the decorations down North First Street to Lowes.

Mayor Swaim related that for power usage they needed to be placed on street lights, adding that he had Public Works Director Jimmy Oakley complete an inventory. He noted that there are nineteen on the west side and three on the east side for a total of twenty-two. He stated that a quote was received a few weeks ago and verified today, to purchase decorations including tax and shipping would be \$7, 824.66.

Commissioner Houchen questioned the cost for replacement of the logo banners on Main Street.

Mayor Swaim related that there was a problem regarding the logo banners, explaining that Entergy has had a policy change and will not allow banners to be placed on their poles. He stated that the City has some traffic light poles, adding that he will consult with Jimmy Oakley regarding the number and possible cost.

Commissioner Houchen questioned the amount of time needed to purchase decorations.

Mayor Swaim stated that the price quote was valid until August 31, 2009.

Further discussion ensued and it was the consensus of those present to place this item on the May agenda.

4. Discussion regarding the purchase of a wrap around sign for the City billboard

Mayor Swaim related that the City billboard located at Dupree Park is used to promote major events within the City. He explained that presently it is advertising "Can the Grease" and also promotes the Wing Ding Festival, Patriotic Spectacular, and the Holiday Craft Sale. He further explained that when not in use by another entity, the City logo "Just Right" has been used, adding that a new banner wrap would need to be ordered with the "Soaring Higher" logo. He noted that the billboard is the most strategically located billboard in Jacksonville.

Chairman Smith questioned and Mayor Swaim replied that the Sells Agency did not have to be involved in the process, adding that the sign company could make the banner but to be consistent, it might be better if the Sells Agency handled it. He related an approximate cost of six hundred dollars for a wrap that would cover the billboard. He noted that anyone utilizing the billboard has to provide their own billboard wrap. He added that he could obtain a price by the next meeting.

It was the consensus of those present to place this item on the February agenda.

5. Discussion regarding the Heart of Arkansas packets

Chairman Smith stated that this was an unbudgeted item for 2009, noting that in previous years \$5,000.00 had been allocated. He noted that Recording Secretary Wilmoth was in receipt of a bill in the amount of \$2,500.00 for 2009.

Commissioner Hurley asked for the Sells Agency's opinion regarding this item of business.

Mike Sells stated that he would need to consult with the company that produces it regarding distribution methods, number in circulation, cost per thousand, and how it is delivered to be able to answer whether it was a good investment. He noted that he has seen the work but did not know what the cost per thousand would be.

Commissioner Hurley stated his feeling that it should be handled by the Agency to assess whether it was a good value and to report back to the Commission regarding its findings at the next meeting.

Further discussion ensued regarding deadlines.

6. Discussion regarding printing of the Visitor's Guide

Chairman Smith reviewed the cost analysis for printing of the Visitor's Guide provided by the Sells Agency. He asked the Sells Agency what their suggestion would be regarding the number to be printed.

Mike Sells suggested printing 20,000 copies.

Rachel Earls stated that the Guide was intended to be in print for a couple of years.

Discussion ensued and Mayor Swaim agreed that the Mayor's letter should be changed to a generic letter utilizing the same general content.

Alderman Stroud moved, seconded by Commissioner Houchen to print 20,000 Visitor's Guides at a cost of \$4,933.00 with funds to be expended from the Sells Agency's budget. Motion Carried

7. "Thank you" letter received from Keep Jacksonville Beautiful

Chairman Smith acknowledged receipt of a "thank you" letter from Mr. Ron Newport and Keep Jacksonville Beautiful.

Chairman Smith then noted his letter of resignation from the Commission, explaining that he has been chairman of the Commission since its inception on March 31, 2003 for a total of almost six years. He stated that it was time for another alderman to be appointed to the Commission, adding that Mayor Swaim will probably submit a name to the City Council for approval.

8. Election of officers for 2009

Chairman Smith opened the floor for nominations for Chairman and Secretary.

Alderman Stroud moved, seconded by Mayor Swaim to nominate Commissioner Mike Houchen for Chairman. Motion Carried.

Commissioner Houchen noted that he has retired from the active management of Sonic, but he is still a partner.

Alderman Stroud moved, seconded by Commissioner Hurley to nominate Andy Patel for Secretary. Motion Carried.

Chairman Smith thanked everyone, including past and present commissioners, for their cooperation and support during his tenure as Chairman.

Alderman Stroud commended Chairman Smith on a job well done. He noted that when the Commission started there was a lack of knowledge and a small budget, adding that Chairman Smith steered the Commission through some "dark times".

Mayor Swaim invited Chairman Smith back to the next Commission meeting for a presentation.

Announcements:

Adjournment:

Chairman Smith adjourned the meeting at 7:22 p.m. without objection.

Next Meeting: February 17, 2009 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 February 17, 2009. Chairman Houchen called the meeting to order at 7:15 p.m.

ROLL CALL:

Commissioners: Ray Patel, Andy Patel, and Jim Hurley.

Aldermen Reddie Ray, Bob Stroud, and Mayor Swaim were present, Chairman Houchen also answered roll call declaring a quorum.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Finance Director Paul Mushrush, Parks & Recreation Marketing Manager Marlo Jackson, Alderman Kenny Elliott, Alderman Bill Howard, Alderman Marshall Smith, Rachel Earls, Emily Canada, Jack Danielson, Tommy Dupree, Jerry Reichenbach, Mrs. Edith Smith, and Rick Kron.

Mike Sells arrived at approximately 7:28 p.m.

PRESENTATION OF MINUTES:

Alderman Stroud moved, seconded by Commissioner Hurley to approve the minutes of the January 20, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORTS:

Finance Director Paul Mushrush reviewed the budgetary report regarding hotel/motel revenues, noting that November and December revenues were equal which is unusual based upon history. He reviewed the prepared food tax budgetary report noting the increase in revenues in November, adding that there is \$50,000.00 per month differential between the low and high.

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

SELLS AGENCY REPORT:

Emily Canada presented the Commission with a copy of the press release regarding the results of the marketing survey. She noted that results indicate that Statewide the opinion of Jacksonville is either positive or neutral. She noted that the press release was written by Mike Sells, adding that her favorite part of the release reads "most people in the State have a very positive impression of Jacksonville and those who don't almost all are waiting for us to tell them how great we are before they form an impression".

She related that the press release was distributed to the Jacksonville media and included a copy to the Three Rivers Edition of the Arkansas Democrat Gazette. She noted an upcoming luncheon meeting with Jeff Lemaster where she would answer questions or give

additional information concerning the press release.

She presented the Commission with a monthly calendar of events deserving of some advertising or promotion within the City. A copy of the calendar is available for review in the Recording Secretary's office. She asked the Commissioners to email her with any upcoming events that may not be included on the calendar.

Rachel Earls related that the Visitor's Guide has gone to print and final copies are expected by week's end, with delivery to the Recording Secretary's office for distribution.

She noted that work has begun on the Military Road brochure, adding that she has a preliminary copy for Mr. Tommy Dupree's review for editing and correction of content. She stated that she will be working with Mr. Dupree to obtain additional images that could be utilized in the brochure.

She presented the Commission with a revised media schedule, explaining that added items were noted in orange. A copy is available for review in the Recording Secretary's office. She noted that in March-April and again in August-September, the Agency will be doing a promotion regarding shopping and dining within the City. She related that the ad will be printed in the Arkansas Democrat Gazette Metro Zone, the Arkansas Democrat Gazette Three Rivers Edition, the North Little Rock Times, Sherwood Voice, and the Star Herald. She noted scheduled advertising for the Patriotic Spectacular and clarified that the number in the column is the number of column inches that the Agency will be running. She also noted that the Museum of Military History will feature a speaker who is a treasure hunter, adding that the Agency feels this is a worthy event to promote.

In response to a question from Commissioner Andy Patel, Ms. Earls stated that they will promote the hotels.

Chairman Houchen suggested that the Agency also include hotels in their advertising.

Mike Sells related that the Agency is addressing shopping, dining and visiting, noting that hotels are included in the visiting portion.

Chairman Houchen stated that he was impressed with the final copy of the Visitor's Guide, adding that it is much improved from where it began approximately three months ago.

OLD BUSINESS:

1. Presentation of tenure plaque to Alderman Marshall Smith

Chairman Houchen presented Alderman Smith with a plaque on behalf of the Commission for his tenure as Chairman. He related that Alderman Smith has been Chairman of the Commission since its inception, expressing his appreciation of his efforts and service to the Commission. He stated that the Commission may not be where it is today without Alderman Smith's leadership.

Alderman Smith expressed his appreciation for the recognition, adding that it was not necessary. He wished the Commission much success in future endeavors.

2. Discussion regarding the purchase of a wrap around sign for the City billboard

Mayor Swaim stated that he had his secretary check on the price of a wrap, which is \$550.00. He related that the wrap used in the past has the "just right" logo on it, which is no longer accurate, adding that a new wrap is needed with the "soaring higher" logo.

Alderman Stroud moved, seconded by Alderman Ray to approve the expenditure of \$550.00 to purchase a new wrap for the City billboard with the "soaring higher" logo on it. Motion Carried.

Chairman Houchen authorized the Sells Agency to obtain the wrap for the City billboard with the "soaring higher" logo on it.

3. Discussion regarding the Heart of Arkansas packets

Mike Sells with the Sells Agency related his understanding that the Heart of Arkansas invoice received was not for advertising but for membership dues into the Heart of Arkansas Tourism Association. He recommended that the Commission remain a member with the understanding that there needs to be representation at the meetings and involvement in communications otherwise the Commission will not receive the benefits of membership. He stated that with representation, the Commission will receive notice of opportunities to participate in some of the broader tourism events that would benefit the City. He explained there are thirteen to fourteen cooperative tourism association groups within the State that pool together all the resources of the cities and counties who are members to promote the region that they represent. He added that it is easier to promote Central Arkansas than it is to promote other regions due to the geographical distance.

In response to a question from Commissioner Andy Patel, Mr. Sells stated that an active member was unnecessary, further explaining that for the money, the larger benefit would come from working within the association to bring in larger groups to improve tourism throughout the region.

Alderman Ray asked Chairman Houchen to find out when the next meeting would be held, adding that he would attend the next meeting and update the Commission.

Mr. Sells stated that the Agency could become a recipient of communications from the Heart of Arkansas and advise the Commission of noteworthy events or meetings to attend.

Mr. Sells then responded that he was unsure if the Heart of Arkansas Tourism Guide would be printed this year.

Commissioner Hurley voiced concern regarding the possibility that a Tourism Guide would not be printed.

Mr. Sells stated that with the printing of the Visitor's Guide, he was not as concerned with the lack of a Tourism Guide, noting that the Visitor's Guide will be distributed to all of the Visitor Information Centers throughout the State.

It was the consensus of those present to have Alderman Ray attend the Heart of Arkansas monthly meeting and readdress this issue at the next regularly scheduled Commission meeting.

NEW BUSINESS:

1. Reappointment of Mike Houchen and Ray Patel to four year terms ending March 2013

Alderman Ray moved, seconded by Commissioner Hurley to recommend to the City Council the reappointment of Mike Houchen and Ray Patel to four year terms ending March 2013. Motion Carried.

2. Discussion regarding placement of Commission minutes on the City's website

Recording Secretary Wilmoth informed the Commission that the meeting minutes could be posted on the City's website, adding that she did not foresee a problem with posting them but needed the Commission's approval before proceeding.

Discussion ensued with Mr. Mushrush clarifying that the City has the ability to design its website, adding that the City's IT Administrator Barbara Daniel can give Ms. Wilmoth authorization to place minutes on the City's website. He noted contract negotiations with Aristotle to redesign the City's website, adding that the link and information would follow with consistent formatting and a newer design. He added that Aristotle is one of the larger website designers.

In response to a question from Commissioner Hurley, Mr. Mushrush replied that other commissions are included but are not as active as the A & P Commission. He stated that a committee would be formed to meet with the Aristotle representative regarding items to be included on the website.

Commissioner Hurley moved, seconded by Alderman Stroud to place the A & P Commission meeting minutes on the City's website. Motion Carried.

3. Acknowledgement of plaque received from Airpower Arkansas

Chairman Houchen acknowledged receipt of the plaque and passed it down the dais for all the Commissioners to review. He expressed his appreciation to Airpower Arkansas for the plaque.

4. Acknowledgement of "thank you" letter received from Allfam Bowling Center

Chairman Houchen expressed appreciation for the "thank you" letter received from Allfam Bowling Center in reference to the Commission's sponsorship of the NCAA Women's Bowling Tournament.

In response to a question from Commissioner Hurley, Commissioner Andy Patel replied that the area hotels were full with bowling tournament participants. Commissioner Andy Patel added that he gave the tournament participants a discounted rate.

Commissioner Hurley noted discussion regarding the possibility of holding a larger tournament in October 2010.

Announcements:

- 1. Reed's Bridge work day February 21, 2009**
- 2. 2009 Spring Camporee "Historic Trails" March 6-8 at Reed's Bridge**

In response to a question from Alderman Stroud, Mr. Jack Danielson stated that there would be between 50-100 boy scouts and adults.

Mr. Danielson noted that Congressman Vic Snyder would be attending the work day on February 21, adding that there would be three newspaper representatives on hand to interview Congressman Snyder and take photographs. He noted that the reenactors who would be attending have voted to have a work day and drill day so they will be in period uniform and reenacting the battle.

Chairman Houchen related that the Arkansas Governor's Conference will be held in Ft. Smith on March 15-17. He requested that anyone wanting to attend the Conference to please contact Recording Secretary Wilmoth.

Commissioner Andy Patel stated that he would like to attend.

Adjournment:

Chairman Houchen adjourned the meeting at approximately 8:30 p.m. without objection.

Next Meeting: March 16, 2009 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 March 16, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Ray Patel, and Jim Hurley.

Aldermen Reedie Ray and Chairman Houchen also answered roll call declaring a quorum.

Alderman Stroud, Commissioner Andy Patel, and Mayor Swaim were absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Parks & Recreation Director George Biggs, Chamber of Commerce CEO Amy Mattison, Emily Canada, Mark Schultz, Julie Leonard, students, visitors, and press.

Deviation in agenda

SELLS AGENCY REPORT:

Chairman Houchen related that Mr. Sells was attending the Governor's Conference on Tourism in Ft. Smith and therefore Emily Canada would be giving the report.

Mark Schultz noted that the Spring media campaign ad would run in the Arkansas Democrat Gazette Metro Edition, Arkansas Democrat Gazette Three Rivers Edition, Sherwood Voice, North Little Rock Times, Jacksonville, Searcy and Cabot Star Harold newspapers to promote shopping, dining, attractions, and hotels within the City. He presented a copy of the ad for Commission review. He noted that the ad is schedule to run 2-3 times in April and May.

Emily Canada related that the Agency met with Angela Rogers who is with the Heart of Arkansas Organization in Little Rock. She stated that the \$2,500.00 outstanding invoice is the second half of a commitment made by the Commission for 2008-2009 membership. Emily noted that the Heart of Arkansas membership automatically extends to all hotels within the City. It was also noted that the Heart of Arkansas Organization gives \$5,000.00 to the LRAFB Air Show for additional promotion of the event. She explained that the LRAFB Air Show received funding because it meets strict funding guidelines of the Arkansas Parks and Tourism Department, noting that there may be other events within the City that would meet funding guidelines. She related that the cost of membership is refunded back to the Commission via funding of the LRAFB Air Show and other advertising throughout the State. She related that if a Commission member is chosen to serve on the Heart of Arkansas Board of Directors, a second member can be chosen to serve on the Board so that one member is not overly committed. She noted the benefits of having a voice regarding what events are funded by the Organization, networking opportunities with the Arkansas Parks &

Tourism Department and others throughout the State, a general awareness of all events in Arkansas, and premier representation on the website heartofarkansas.com.

In response to a question from Chairman Houchen, Ms. Canada replied that the Heart of Arkansas Organization expends their funds by promoting all the cities within the Central Arkansas Region. She noted that in years past, the Organization printed a travel guide with purchased advertisements; however in 2006 the Organization has focused on their website. She related that the Organization is focusing on attracting groups who may be coming to the State for baseball tournaments or conventions to venture to other parts of Arkansas.

Chairman Houchen related his understanding that the Organization was in flux and unsure in what direction to proceed. He noted that Mike Sells was uncertain whether the Commission should continue membership with the Organization. He stated that he had a hard time giving \$5,000.00 to the Organization to give back to the LRAFB Air Show in the Organization's name when the funding originates from the Commission. He added that it would be more advantageous for the Commission to give \$5,000.00 to the LRAFB Air Show or LRAFB Rodeo rather than from the Organization. He stated that the Prepared Food Tax was passed to promote Jacksonville, adding that the citizens of Jacksonville would like to see the Commission expend the funds in Jacksonville instead of giving them to an outside Organization to give back to Jacksonville.

Chairman Houchen noted that the Organization's fiscal year runs July-June, adding that last year the Commission remitted \$5,000.00 in two installments.

Discussion ensued regarding whether or not the Commission was liable for the \$2,500.00 with Ms. Canada confirming that the invoice was for the last payment of the 2008 commitment.

Commissioner Hurley questioned if the Commission would be deleted from the website if payment were not received.

Ms. Canada replied that the logo would be pulled from the website.

In response to a question from Commissioner Hurley, Chamber of Commerce CEO Amy Mattison replied that Organization membership provides networking opportunities with other communities to promote Jacksonville.

Chairman Houchen noted that the current budget does allocate funding to the Organization. He asked Recording Secretary Nikki Wilmoth to research the payment history.

Ms. Canada gave a brief outline of the meetings that have been held, highlighting a meeting with Dena Warner, who is the Arkansas Parks and Tourism Communication's Manager. She noted that Jacksonville has a webpage on the Parks and Tourism website with available space for the posting of any tourism information.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the financial report for the month of January highlighting hotel/motel revenues of \$6,146.00, which is an increase over previous years. She noted that prepared food tax revenues were \$59,605.61, which is an increase from the same month last year.

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

Chairman Houchen stated that he had Finance Director Paul Mushrush generate a report last week, which indicates that revenues were down five percent from 2008. He added that he feels revenues will even out or increase by 3-5 percent for the year, however presently there is \$43,000.00 of unbudgeted funds for the remainder of 2009. He noted that there are outstanding issues such as the Heart of Arkansas invoice and Christmas lighting, which will decrease the fund to \$30,000.00 conservatively.

MINUTES:

Alderman Ray moved, seconded by Commissioner Hurley to approve the February 17, 2009 A & P Commission minutes as presented. Motion Carried.

Resume Agenda

OLD BUSINESS:

1. NPHS "Stream Team" presentation

Kayla Jones introduced herself and fellow classmate Houston Reagan along with team leader Julie Leonard to the Commission. She noted that the "Stream Team" will be hosting a clean-up day April 25, 2009 on the Bayou Meto. She related ongoing efforts to construct two canoe ramps, adding that an estimate of \$4,000.00 was obtained from Public Works Director Jimmy Oakley. She then related that to continue this project more efficiently, they were in need of used canoes, paddles and life vests. She noted that the canoe park will be promoted through the Arkansas Canoe Club's website, adding that the "Stream Team" will also develop a website and print brochures for distribution.

Houston Reagan noted that there is a two mile GPS map available for viewing.

Julie Leonard stated that Ron Newport, with Keep Jacksonville Beautiful, assisted with completing the estimate, adding that the ramps were a priority. She would like to have the ramps installed at Dupree Park and Reed's Bridge.

In response to a question from Commissioner Hurley, Mr. Reagan stated that he had a canoe given to him by his grandparents that the school could possibly utilize. Ms. Leonard stated that they usually collaborate with the Arkansas Canoe Club, noting that it is hard to coordinate due to time constraints.

Alderman Ray noted that if this expense were approved, it would bring the fund down to approximately \$23,000.00. He added that the "Stream Team" is good for Jacksonville, the schools, and the students involved in the program.

Alderman Ray moved, seconded by Commissioner Hurley to expend \$5,614.00 to the "Stream Team" for the construction of ramps, canoes, paddles and life vests.

Parks and Recreation Director George Biggs noted that the Dupree Park ramp was included in the Parks and Recreation budget.

Alderman Ray amended his motion to appropriate up to \$5,614.00 to the "Stream Team" for the construction of ramps, canoes, paddles, and life vests. Commissioner

Hurley amended his second to the motion.

In response to a question from Chairman Houchen, Ms. Leonard replied that she had 110 students with 75-80 participating regularly in "Stream Team". She noted that the next cleanup day will have 20 students from North Pulaski, adding that they are collaborating with Jacksonville High School for a total of 40 students and 40 adults.

Motion Carried.

Chairman Houchen asked Mr. Biggs to review his budget regarding the Dupree Park ramp and let him or Ms. Wilmoth know the outcome.

In response to a question from Chairman Houchen, Mr. Biggs replied that there were several ball tournaments scheduled with only three weekends available.

Mr. Biggs noted that the Parks and Recreation Department will be showing the movie Kung Fu Panda for its first Friday night flick at the park.

2. Discussion regarding the Heart of Arkansas packets

This item of business has been previously addressed.

NEW BUSINESS:

1. Patriotic Spectacular "thank you" letter

Chairman Houchen noted receipt of a "thank you" letter from Angie Mitchell regarding the \$20,000.00 expended to the Patriotic Spectacular. He related that the Patriotic Spectacular is a fun and well attended event unless it rains. He expressed his appreciation for the letter.

Alderman Ray expressed his appreciation, noting that the event was not too lengthy and the weather was good.

Announcements:

Chairman Houchen noted that the Chamber of Commerce has invited him to sit on their Board, adding that the first meeting will be held this Thursday.

Chairman Houchen then noted that the Chamber of Commerce will be utilizing the stage purchased by the Commission to host a parade for the basketball players from North Pulaski and Jacksonville High Schools. He congratulated both schools on their achievements.

Adjournment:

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

Next Meeting: April 20, 2009 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 April 20, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Ray Patel, Andy Patel, Jim Hurley, Alderman Ray, and Chairman Houchen answered roll call and declared a quorum.

Alderman Stroud and Mayor Swaim were absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Finance Director Paul Mushrush, Parks & Recreation Marketing Manager Marlo Jackson, Mike Sells, Rachel Earls, Emily Canada, Laura Peeples, Jack Danielson, Steve Shore, Scott Sudduth and Rick Kron.

MINUTES:

Alderman Ray moved, seconded by Commissioner Hurley to approve the minutes from March 16, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Finance Director Paul Mushrush reviewed the financial report for March reflecting revenues collected through February. He noted that hotel/motel revenues collected in February for the month of January were the highest received since 2005 unlike the prepared food tax revenues which have remained the same. He stated that he has conferred with his staff and as of today, revenues were the same as last month with no change. He questioned if Chairman Houchen or Commissioner Hurley could provide some insight as to why revenues have flat lined.

Chairman Houchen related his belief that weather is a main factor, noting that it has been colder this year than in previous years.

In response to a question from Chairman Houchen, Commissioner Andy Patel stated that revenues have increased due to the bowling tournament that was held in January and also an increase in Base personnel.

Finance Director Mushrush noted that there are no prepared food accounts in arrears.

City Attorney Robert Bamburg stated that compared to other surrounding cities Jacksonville is doing well and has had minimal collection activity.

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

SELLS AGENCY REPORT:

Mike Sells noted discussion regarding Jacksonville's exclusion in the AAA Tour Guide that encompasses Arkansas, Kansas, Missouri, and Oklahoma. He stated that his agency has researched what the requirements are for inclusion which would be an attraction, adding that he would recommend utilizing the Museum since it meets AAA's criteria for inclusion. He noted that a representative from AAA would be sent to complete an inspection of the attraction prior to being included in the AAA Tour Guide.

Alderman Ray questioned whether Reed's Bridge could be included along with the Museum.

Mr. Sells replied that the Agency would submit as many attractions as possible that meet AAA's criteria for inclusion. He added that the Agency is pursuing inclusion because long term there is a large circulation for both the written Tour Guide and the online tool.

Mr. Sells noted the need for additional photography now that spring is here, adding that the Agency is putting together a list of places in Jacksonville such as Splash Zone, the library, baseball/softball fields etc. He stated the need for additional photography for future ads and printed media, adding that this is already a budgeted line item that will be executed within the next four to six weeks.

Chairman Houchen stated that after the Bayou Meto clean-up day, he would like the Agency to remit an article to both Jacksonville newspapers regarding the new boat ramps, clean-up efforts, canoe purchase etc. for citizen awareness. He clarified that he did not want a press release but an article complete with photography.

Mr. Sells stated that the Agency did not publish the newspapers, adding that the Agency sends press releases in the hopes that the newspapers will follow up with an article.

Chairman Houchen agreed, noting that there are over one hundred students at North Pulaski High School who need some recognition for their hard work. He then noted that the press release that was not published was old news by the time that it was written.

Rachel Earls, account manager for the Sells Agency, updated the Commission regarding status of the Military Road brochure. She noted that edits were received at the end of last week from Caroline Fikes, adding that revisions were currently underway with updated copies to be emailed to Chairman Houchen, Recording Secretary Wilmoth, and Caroline Fikes upon completion.

Ms. Earls informed the Commission that information was received regarding a newcomer's guide for North Pulaski County, which will be delivered to North Little Rock, Sherwood, Maumelle and Jacksonville. She noted that there are some contingency funds available in the Agency's budget if the Commission were interested in advertising in this publication.

Commissioner Andy Patel noted that at the Governor's Conference on Tourism, Aristotle stated that the best way to increase tourism was to utilize My Space, and Facebook websites along with other Internet websites. He asked for the Agency's opinion, adding that in his opinion people are more likely to utilize the Internet over reading the newspaper.

Ms. Earls replied that it is a cost effective way to advertise because a My Space or Facebook webpage would be free except for the set up fees.

Mr. Sells stated that the biggest challenge facing Jacksonville is the lack of a tourism website, adding that most cities that have an A & P Commission are utilizing Internet marketing.

Commissioner Andy Patel stated that the Commission needs a website.

Mr. Sells noted that the item was discussed approximately five months ago and the Agency submitted a website proposal, however at that time the City was in discussions with a different website provider. He stated that it was the Agency's impression that there was a Jacksonville Tourism website forthcoming.

Finance Director Mushrush advised the Commission that a request for proposals for website design was sent out with replies expected within the next week to ten days, adding that the City will be implementing a new website. He recommended that the Agency be a contact regarding input for the Commission's portion of the site. He related that the website will be completed by the end of the year and will include a lot of features.

Ms. Earls noted that the newcomer's guide would be distributed to local chamber offices and high traffic areas throughout the County. She further noted that the newcomer's guide would be published in June with artwork due in May, adding that a half page ad would cost \$700.00 and a full page ad would cost \$1,000.00. She questioned how the Commission would like the Agency to proceed.

Mr. Sells stated that if the Commission were interested in proceeding, the Agency would get clarification regarding the methods of distribution.

Further discussion ensued with Mr. Sells stating that the newcomer's guide would be included in a special section of the newspaper. He expressed uncertainty regarding the placement of an ad for Jacksonville in a newcomer's guide that would be distributed locally. He stated that the Agency would recommend not placing an ad if the distribution were ninety percent local.

Commissioner Hurley requested that the Agency research methods of distribution and circulation since the Commission would not be meeting until May 18, 2009; the Agency would need to contact Chairman Houchen.

In response to a question from Chairman Houchen, Ms. Earls stated the Stephens Media Group comprised of the Jacksonville Patriot, Sherwood Voice, and The Times newspapers is producing the newcomer's guide.

Ms. Emily Canada, public relations representative, related that she had also attended the Governor's Conference on Tourism where it was noted that 25 percent of people do their Google searches through YouTube, adding that the Commission might want to film some videos to post on YouTube regarding various activities within Jacksonville.

Ms. Canada related that she and Ms. Earls attended a session by the Arkansas Parks & Tourism Department where several services were offered such as group travel sales leads and a "hot deals" button that is presently on their website. She noted that the Parks &

Tourism Department writes news stories that are pitched to the media on behalf of communities within the State and a listing of sample itineraries. She related that she has signed up to receive the leads from the website regarding those groups who have requested information. She added that since joining the website, there have been one to ten leads per week. She stated that she would like to start a distribution list of those individuals in the community who are interested in receiving the leads such as the Museum and the Parks & Recreation Department.

She noted that there is a "hot deals" button on the Jacksonville page of the Parks & Tourism website, adding that it is a great place for hotels to post discounts or added value packages. She related that every "hot deal" must include lodging i.e. Museum visit, restaurant coupon and hotel lodging. She noted an exception of area restaurants who can post coupons without lodging. She suggested utilizing this option, explaining that she feels the Parks & Tourism Department would appreciate receiving the offers from one source.

She noted that the staff writer for the Parks & Tourism Department is presently working on a story regarding those communities who have a movie night and will be highlighting Jacksonville's Friday Night Flick.

She related that she is working on sample itineraries for Jacksonville, adding that the Parks & Tourism website has compiled a listing of different towns and areas throughout the State to visit along with various activities and stores to explore.

She provided the Commission with a press release regarding Splash Zone's opening weekend for review. A copy of this release is on file in the Recording Secretary's office. She also noted an upcoming press release regarding the Bayou Meto clean up.

She reviewed a listing of various newspapers and media coverage regarding the Easter egg hunt, the Wil Blum visit, and the Bayou Meto Canoe Trail.

Commissioner Hurley questioned how to convey the information regarding the "hot deals" button to other area restaurants and businesses in town.

Ms. Canada replied that an email listing of all the businesses would be helpful to communicate to others in the area. It was noted that the Chamber has a listing that Laura Peoples will be sending to Ms. Canada for forwarding of this information.

Mr. Sells suggested that when designing the A & P webpage, the Commission look at having an industry insider section so business owners can come to one centralized location to obtain information.

OLD BUSINESS:

1. Heart of Arkansas membership discussion

Chairman Houchen related that after researching the various invoices going back several years, it appears that the Commission does not owe the \$2,500.00 that is being invoiced and there is no contract stating otherwise. He asked Mr. Sells to address the Commission regarding this issue.

Mr. Sells related that he had spoken to Jim Shamburger who is the present chairman of the organization and a hotel owner regarding the possibility of him meeting with the Commission regarding the Heart of Arkansas organization, what they do and what is going on within the

Organization because it is a bit confusing. He noted that Mr. Shamburger has agreed to meet with the Commission. Mr. Sells recommended that a thirty minute meeting be held with Mr. Shamburger and Angela Rogers, who is the Heart of Arkansas paid staffer, and those Commissioners who wanted to attend to answer questions and make a presentation for their Organization.

It was the consensus of the Commission to have the Agency set up a meeting with the Heart of Arkansas organization to discuss this issue.

NEW BUSINESS:

1. \$10,000.00 funding request from Reed's Bridge Battlefield Society to purchase two replica cannons for the battlefield

Mr. Jack Danielson introduced Mr. Steve Shore, who is one of the battlefield re-enactors, to speak on behalf of the Society. Mr. Danielson noted receipt of the Heritage Trail Signs and pending legislation regarding the Memphis to Little Rock road, which is where the Battlefield is and where the Trail of Tears took place, on the study list to make it an official trail. He noted that Congress has approved the route as a Trail of Tears national route.

Mr. Shore stated that he became involved in Civil War re-enactments in 1997 and has since traveled all over the United States. He noted that every battlefield has a split rail fence, log cabins, and cannons. He related the need to portray this vision so that people traveling down Hwy 161 will stop and visit the site. He noted that at the last re-enactment there were 56 re-enactors, adding that his goal in September 2010 is to have a least two settlers, who are the individuals who sell muskets, equipment, knick knacks and souvenirs. He would like to have a homestead built, noting that Tommy Dupree has donated fifty logs that are presently at the mill being cut to build a log cabin. He stated that there would be a log kitchen behind the cabin that has been donated to the Society by the Pinnacle Mountain State Park. He noted that there are two large buildings that have been donated that will be torn apart and made into a large barn for barn dances and church services for the re-enactments. He related that he and a group of volunteers have been clearing out the woods on the right hand side of the parking lot for the placement of the homestead.

He related that he has been in the infantry since his re-enactment career started, noting his lack of knowledge regarding artillery. He explained that the crews who would buy the artillery pieces would enlist the help of four friends and would have to take an artillery course at Ft. Sill to be qualified to fire an artillery piece. He noted that between the cannon, carriage, case on, and the trailer to haul all of the gear; it could easily cost \$30,000.00 in materials. He related that when researching cannons to place on the battlefield, he wanted something that was suitable for inclement weather, easy to maintain, would not rust or be stolen, generally long lasting. He wanted something that would look be realistic looking for photographs, however it would be non-functional.

He noted that the original cannons were made out of iron with wooden carriages with a life expectancy of approximately five years. He related that there are manufactures who can manufacture the carriage out of aluminum or steel, explaining that the closest replica is made out of steel tubing with PVC piping around it that has been placed in a mold and heated offering an indefinite life expectancy. He noted that the cannon barrel is made out of steel and filled with concrete so that it has the weight and look of a real cannon barrel for a total cost of \$6,200.00. He related that they are planning to pick up the cannons, which are made in Virginia. He provided the Commission with photographs that are on file in the

Recording Secretary's office.

He explained that he is trying to have a small encampment in September or October of this year, adding that it will not be a full fledged battle but there will be individuals present in period costume with a camp set up. He stated that he hoped to have 200-300 reenactors present, which should bring in approximately 2,000 spectators. He added that for the battle next year, the gentleman that oversees pyrotechnics for the football games in Jacksonville has agreed to provide pyrotechnics for the battle so that when the cannons are fired on one side of the field, the opposite site will have an explosion.

In response to a question from Commissioner Andy Patel, Mr. Shore replied that it was his hope to hold a re-enactment every other year. He added that once the homestead was built, the site could be utilized for other functions.

Mr. Shore then replied that a replica working cannon would cost approximately \$18,000.00.

Mr. Danielson replied that there are two sites in mind for cannon placement, one is referred to as "the park" and the other is north of the site on the other side of the Bayou. He noted that a cannon was there during the Civil War and a placard that describes the type of cannon. He related his thought that there could be a cannon on either side of the Bayou similar to what it was during the Battle. He stated that the overall goal, since there were twenty-two cannons involved in the Battle, would be to continue to add cannons every year.

Commissioner Hurley agreed that a cannon is needed, however he did not agree with purchasing two cannons at this time. He then added that if the cannon was picked up and with the \$2,000.00 donation applied, the cannon could be purchased for \$5,700.00.

Chairman Houchen agreed with Commissioner Hurley that with one cannon, the Society could track the number of visitors to the Battlefield prior to adding a second cannon.

Mr. Danielson replied that there is a sign in box at the Battlefield and they are averaging ten to twelve visitors per week. He noted that not everyone signs in, but it probably averages four times the number of signed visitors.

In response to a question from Commissioner Hurley, Mr. Danielson replied that the Battlefield has experienced no vandalism other than some littering and one vehicle that ran into the gate.

Commissioner Andy Patel moved, seconded by Commissioner Hurley to approve the purchase of one cannon for the Reed's Bridge Battlefield. Motion Carried.

Commissioner Andy Patel amended his motion, seconded by Commissioner Hurley to approve the expenditure of \$5,700.00 towards the purchase of one cannon for the Reed's Bridge Battlefield. Motion Carried.

2. "Welcome to Arkansas" program presentation

Mr. Scott Sudduth with the Arkansas Hospitality Association stated that he was asked by Commissioner Andy Patel to address the Commission regarding the "Welcome to Arkansas" program that has begun throughout the State. He related that kick off to the program began at the Governor's Conference on Tourism and is a tourist attraction awareness program. He related that last year the Arkansas Parks and Tourism Department completed a statewide

survey regarding State tourism. He noted that in the survey, two interesting things caught their attention; one is that vacationers and tourists coming to Arkansas felt like the average frontline personnel had limited to no knowledge regarding the attractions in the area. He related that "Welcome to Arkansas" is an awareness program that presently has thirty-seven cities including Jacksonville involved within the State. He stated that the goal of the program is to get the Arkansas vacationer or tourist to lengthen their stay and expend more funds within the State. He related that instead of sending tourists into other towns by telling them that there is nothing to do, we should be suggesting area attractions and accommodations to keep them within the City. He noted that there will be laminated awareness cards for those cities participating in the program, which lists all the attractions within the City and lapel pins for employees to wear who will be handing out information. He related that this is a much needed program, adding that people are saying that they need to be aware of what is going on within their communities along with the need to keep the tax revenues within the State. He noted that last year Arkansas grew 3.6 percent in tourism, adding that the difference between a vacationer and a tourist is that a vacationer will travel to a destination and will stay three to four days while a tourist is just passing through the State. He related that a tourist has the ability and the expendable income to stay within the State for an indeterminate amount of time because they do not have a set agenda. He noted that everyone could do a better job to maximize revenues by keeping tourists within Arkansas.

Announcements:

1. "Stream Team" Bayou Meto clean-up day April 25, 2009

Chairman Houchen noted that at the last meeting, \$5,700.00 was allocated for the purchase of canoes, life vests, and the construction of two boat ramps. He related that the ramps are now completed and all of the supplies purchased for less than \$3,000.00. He expressed appreciation to Public Works Director Jimmy Oakley and staff for their efforts.

Mr. Mushrush related that Mr. Oakley was able to get eighty truckloads of millings to construct the ramps.

Adjournment:

Chairman Houchen adjourned the meeting at 7:57 p.m. without objection.

Next Meeting: May 18, 2009 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 May 18, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Ray Patel, Andy Patel, Jim Hurley, Alderman Ray, Alderman Stroud, and Mayor Swaim answered roll call. Chairman Houchen also answered roll call and declared a quorum.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Chamber of Commerce CEO Amy Mattison, Mike Sells, Rachel Earls, Emily Canada, Jerry Reichenbach and Rick Kron from the Leader newspaper.

MINUTES:

Alderman Ray moved, seconded by Alderman Stroud to approve the minutes from the April 20, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the financial report for the month of April reflecting revenues collected through March, noting that hotel/motel gross receipts were \$859,401.00. She further noted that hotel/motel revenues collected were \$24,006.00, explaining that Comfort Inn and Cranbury Inn were still outstanding. She estimated their gross receipts to be approximately \$90,000.00. She related that both hotels were contacted today and should be remitting a check via mail tomorrow.

Commissioner Andy Patel noted that they were researching the issue through McAlister & Associates and should hopefully be remitting a check soon.

Assistant Finance Director Erkel noted that the prepared food tax gross receipts were \$9,342,390.20 for March with a total collection of \$248,568.66. This reflects an increase in revenues collected versus last month.

Chairman Houchen questioned the hotel Commissioners regarding the decrease in hotel/motel revenues from the same time last year.

Commissioner Andy Patel responded that the economy was a factor, adding that the LRAFB has been canceling reservations due to canceled classes.

Chairman Houchen related that February was a difficult month for restaurants, adding that March's revenues have increased with the change in weather. He noted that revenues are

down \$30,000.00 or three percent from this time last year, noting that hotel/motel revenues are down five percent.

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

SELLS AGENCY REPORT:

Mike Sells with the Sells Agency presented the approved final layout of the Military Road brochure that is presently being printed and will be delivered on Wednesday. He noted that the final product will be available at the next Commission meeting, explaining that they will submit a letter to the Parks & Tourism Department to gain approval to have the brochures distributed to Arkansas Welcome Centers.

Mr. Sells stated that in reference to the decreased revenues, compared to State wide tourism collections, Jacksonville is up significantly. He noted that the economy is a major factor in the decline, adding that he is surprised to see an increase in prepared food tax revenues, relating that it is not a trend that has been seen elsewhere.

Chairman Houchen related that several tournaments have been canceled at Dupree Park due to recent flooding, explaining that the fields been unusable for three to four weeks.

Commissioner Andy Patel stated that hotel reservations have been cancelled due to canceled tournaments.

In response to a question from Commissioner Hurley regarding the brochure map, Mike Sells responded that there is a larger map available at the Welcome Centers that would provide the Interstates that connect to Hwy 67/167. He related that they did not feel that a locator map should be included due to the information being provided within the brochure.

Mayor Swaim asked if the prepared food tax revenues were higher due to having more fast food restaurants.

Commissioner Hurley replied that the mid-scale restaurants are hurting compared to fast food restaurants. He noted that Wendy's revenues are up in forty-nine stores around the State five to eight percent, which began in October 2008.

Chairman Houchen stated that March revenues might be higher due to income tax refunds that are spent quicker once received. He related that there has always been a spike in revenues during March, adding that the weather is better. He noted that this is the first month that Chili's revenues have decreased but only by approximately \$15,000.00, which is not substantial. He stated that April would be a good indication of the effects of the economy.

Rachel Earls with the Sells Agency related a meeting with Angie Mitchell regarding advertising for the Patriotic Spectacular. She noted upcoming ads in the Leader, Patriot, Cabot Star-Harold, Sherwood Voice, NLR Times and the Drop Zone.

Ms. Earls reviewed the list of spring photography which includes: Splash Zones, some baseball and softball games, the Library, outdoor photos of trails and parks, maybe some golf, the new boat ramps, and the Patriotic Spectacular.

Mayor Swaim stated that new photographs were needed of the Wing Ding Festival, which is in October.

Commissioner Andy Patel suggested photographing the Christmas Parade.

Emily Canada with the Sells Agency related that she has completed the distribution list regarding the Parks & Tourism website and has received feedback regarding listing updates on the City's page. She stated that she has been distributing the sales leads received from the website, noting that in the last two weeks, seventy sales leads were forwarded to business and community leaders within Jacksonville. She noted that one hundred sales leads have been sent out within the last month.

Ms. Canada related that the Splash Zone opening weekend press release was distributed on Friday to the Democrat Gazette and local news stations. She stated that she is in the process of making follow up phone calls and trying to obtain coverage of opening weekend. She related that the angle of the release is that Jacksonville is a more economical choice versus Riverfest or Wild River Country with supporting facts and figures.

Chairman Houchen stated that what Splash Zone offers compared to Riverfest is two opposite venues.

Ms. Canada pointed out that part of the angle is the family friendliness of Splash Zone along with the cost.

Chairman Houchen clarified that the Sells Agency would not make the ad a competition between Splash Zone and Riverfest.

Ms. Canada related that with recent flooding at Dupree Park, Friday Nite Flick had to be rescheduled. She explained that she has been working with Marlo Jackson, some calendar editors, and websites to update the listing.

Ms. Canada noted that she will be working on media relations and a news release to be included in local calendars, magazines, and print publications. She related that the Democrat Gazette Three Rivers Edition likes to highlight people within the community and relate more personal interest stories, adding that she hopes to find someone who has participated in the Patriotic Spectacular for several years to be highlighted if possible.

OLD BUSINESS:

1. Christmas decorations for N. First Street

Chairman Houchen reviewed the quote obtained by Mayor Swaim for Christmas decorations for N. First Street in the amount of \$7,824.66, including sales tax and shipping.

In response to a question from Alderman Ray, Mayor Swaim responded that the decorations would extend from Main Street down N. First Street to Vandenberg Blvd.

Alderman Ray moved, seconded by Commissioner Hurley to approve the expenditure of \$7,824.66 on Christmas decorations for N. First Street. Motion Carried.

Alderman Stroud noted that over the last three to four years, local businesses are doing less decorating for Christmas. He recalled that at one time, there used to be a competition between businesses, which has decreased over the years. He stated that he would like to

discuss awarding a monetary prize for the best decorated business, adding that he was unsure of the mechanics concerning a contest that could possibly be directed by the Parks & Recreation Department who has experience, to create some enthusiasm and Christmas spirit.

In response to a question from Commissioner Hurley, Mayor Swaim stated that it would come under the direction of the Parks & Recreation Department.

Alderman Stroud explained that the Parks & Recreation Department selects citizens and then drives them around to vote on the entries. He noted that the residential winner receives a small plaque, adding that he would like to see something more substantial.

Chairman Houchen concurred, adding that the City has been devoid of enthusiasm possibly due to the economy. He stated that he would not be opposed to placing the item on next month's agenda.

Chamber of Commerce CEO Amy Mattison related a conversation with the Garden Club, who is looking to help do that. She stated that Wendy is trying to organize a "Yard of the Month" or "Commercial Building of the Month" to give the Garden Club more exposure. She stated that this might be something that the Garden Club could help with.

Commissioner Hurley asked Ms. Mattison to notify the Garden Club, so that they could be in attendance at next month's Commission meeting.

NEW BUSINESS:

1. Contribution to the LRAFB Rodeo to be held July 19-24, 2009

Chairman Houchen noted that the Cabot Chamber of Commerce is donating \$3,000.00 towards the Rodeo, adding that the Airbase is in Jacksonville and should be supported in any endeavor by the Commission.

It was noted that the Commission has donated \$5,000.00 in previous years.

Commissioner Andy Patel moved, seconded by Alderman Stroud to approve the expenditure of \$5,000.00 towards the LRAFB Rodeo. Motion Carried.

In response to a question from Alderman Ray, Mayor Swaim stated that the Rodeo would be held at McCord Air Force Base. He noted that he has tried to get the Rodeo back to LRAFB, however at that time the Base was not an AMC Base and the Rodeo is an AMC activity. Now that it is, the issue is the amount of money that has been invested in McCord regarding facilities. He noted that as long as he is involved, he will continue to work towards getting the Rodeo back at LRAFB. He related that at one time, the LRAFB hosted the Rodeo, which filled up the area hotels for seven to eight days.

Announcements:

Chairman Houchen related an upcoming meeting this week with the Heart of Arkansas organization regarding their activities, and how membership could benefit the Commission. He stated that he would update the Commission regarding the outcome at the next Commission meeting.

Adjournment:

Chairman Houchen adjourned the meeting at 7:00 p.m. without objection.

Next Meeting: June 15, 2009 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 regular meeting place of the Commission on June 15, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Jim Hurley, Alderman Ray, Alderman Stroud, Mayor Swaim and Chairman Houchen answered roll call and declared a quorum.

Commissioners Andy & Ray Patel were absent

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Chamber of Commerce CEO Amy Mattison, City of Jacksonville Beautification Supervisor Randy Watkins, Mike Sells, Jerry Reichenbach, Ron Newport, Angie Mitchell, Mary Twitty, and Rick Kron from The Leader newspaper.

Mayor-Elect Fletcher arrived at approximately 6:50 p.m.

MINUTES:

Alderman Stroud moved, seconded by Commissioner Hurley to approve the minutes from the May 18, 2009 A & P Commission meeting as presented. Motion Carried.

Chairman Houchen stated that after the last meeting, he was asked why the Commission had so much money tied up in certificates of deposit. He related that the best business practice is to allocate 17% of budgeted revenues as a reserve in case something was to happen, adding that the Commission tries to keep a reserve of 25%. He noted that the Commission has an additional \$100,000.00 in reserve in case the City has a major project or opportunity to invest it.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the balance sheet of the financial report, noting that the amount reflected in the accounts payable is the amount due to the General Fund for Parks & Recreation. She related that the paperwork has been submitted to transfer these funds to the General Fund. She noted that hotel/motel gross receipts were \$1,194,036.00 with total remittance of \$30,599.00. She related that this reflects a 27% decrease from this month last year; however it is only a 5% decrease from this month in 2007.

She noted that the prepared food tax gross receipts were \$12,635,857.00 with a total remittance of \$313,448.00, which reflects a 2% percent increase from this time last year and a 1% increase from last month.

She replied that collections were through April of this year.

Mayor Swaim stated that collections were down considerably in February but were right in line for March and April.

Chairman Houchen related that there is a year-to-date increase in restaurant gross receipts, which is the first month this year outside of January that there has been an increase. He noted that with the economy the way it is, any kind of increase is good. He expressed disappointment regarding the hotel/motel gross receipts, adding that the hotel/motel commissioners were not present to comment. He questioned whether the total hotel/motel remittance reflected the March remittance from Cranbury Inn, to which Ms. Erkel replied negatively. It was further noted that the remittance did not reflect the amount due from the Airbase Inn. Chairman Houchen noted that the total remittances were not as bad as they appeared to be however, they are off approximately \$100,000.00.

Chairman Houchen related that hotel/motel revenues have decreased due to flooding of the ballparks and cancellation of classes on the Base.

Commissioner Hurley noted that recently the Democrat Gazette published an article regarding Little Rock's A & P stating food sales were flat to slightly positive, while hotel/motel revenues were down significantly. He related that this is an industry wide issue directly related to the economy that will hopefully improve during the second half of 2009.

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

SELLS AGENCY REPORT:

Mike Sells with the Sells Agency related that the Agency has been focusing on advertising for the upcoming Patriotic Spectacular; presenting copies of a reproduced poster for the event. He noted that there is a three column by ten inch newspaper ad that will run at the end of next week and the beginning of the following week, which is the week leading up to the event; the ad will run two times in the Leader, Combat Airlifter, Patriot, NLR Times, Sherwood Voice and Cabot Star Herald. He added that in the last week, the Agency has placed small space ads in all of the Arkansas Press Association newspapers in Central Arkansas that participate in a program where you can run two column by four inch ads in twenty plus newspapers for a 70% discounted rate. He noted that the ads were placed in all of those newspapers for less than a \$1,000.00. He provided the Commission with a printed report that is available for review in the recording secretary's office.

He stated that spring photography would begin next week, noting that photos would be taken at Splash Zone, the ball fields, Library, trail & parks, golf course, boat ramps, and the Patriotic Spectacular.

He noted a recent meeting with Chairman Houchen and representatives from the Heart of Arkansas Association.

He stated that the Agency was presented with an opportunity for Jacksonville called "Presenting Arkansas", adding that representatives would be giving a presentation next month. He related that the representatives are putting together a 60' by 10' trade show booth called "Presenting Arkansas" and are looking for eighteen different cities, regions,

and/or other tourist attractions to participate in the program for a relatively low dollar amount. He noted that there will be brochures, video presentations, and travel/tourism representatives at twelve different consumer type travel shows such as boat & garden shows across this region of the country. He added that there will be approximately 250 to 300,000 consumers who will be attending these shows.

He related that Jeff LeMaster with the Arkansas Democrat Gazette's Three Rivers Edition will be writing a feature story on Angie Mitchell and the Patriotic Spectacular that is scheduled to print on July 02, 2009. He noted a scheduled meeting with Ms. Mitchell regarding a more focused news release that will be sent out to area media, community newspapers and television stations. He related that information regarding the event has been sent to all event calendars, adding that he hopes to make the top ten list of things to do over the weekend that is printed in the Democrat Gazette. He stated that the Agency will be doing media alerts to all of the television stations in the hope of obtaining additional coverage.

He noted that regarding the Youth Fishing Derby, a media alert was submitted this week that was approved last week to all the television weekend assignment editors and all three Jacksonville newspapers as well as being submitted to the event calendars.

He related that the Agency will be working with Parks & Recreation regarding the "Battle of the Bands" that has been rescheduled from July 11, 2009 to August 01, 2009.

Chairman Houchen questioned whether there was advertising scheduled for the Wing Ding Festival.

Mr. Sells replied negatively, adding that it was on the calendar. He added that at this time they are not working on anything for the Wing Ding Festival.

Chairman Houchen asked Chamber CEO Mattison if she would like the Agency to put together some advertising for the Festival.

Chamber CEO Mattison replied affirmatively, suggesting the children's section of the event.

OLD BUSINESS:

1. Bayou Meto ramp construction update

City of Jacksonville Beautification Supervisor Randy Watkins provided pictures of the construction and equipment purchased. A copy is available for review in the recording secretary's office. He related that it was a privilege to work in conjunction with the "Stream Team" and the Boy Scouts on a project that the Commission has been a main sponsor. He stated that his purpose was to thank the Commission and give a progress report on the work that has been accomplished thus far. He related that three canoes, six paddles, and six life preservers were purchased. He related that a canoe launch has been completed on the northern end of Western Avenue and construction of a walking trail has begun. He noted that a small parking lot was constructed adjacent to the canoe launch. He noted that the LRAFB donated a lot of recycled gravel towards building the base of the ramp and it was capped it off with rip rap. He related that ramp held up through the storm that passed through recently. He noted that a Bayou Meto clean-up day was held the last Saturday in April and progress was made to clean-up debris from the stream. He related that progress is being made to remove several trees so that clean-up of the area can be continued. He

stated construction of the walking trail has been delayed due to inclement weather. He noted that there is a directional sign ready for placement at the end of the park driveway, adding that positive feedback has been received regarding existing signage. He related future plans to construct two additional canoe ramps, one at Dupree Park and one at the single lane bridge on West Main Street. He noted that the Boy Scouts and the "Stream Team" will be assisting in the completion of the project and continuing clean-up efforts. He stated that Public Works Director Jim Oakley was unable to attend the meeting, adding that Mr. Oakley would have all of the financial information regarding this project.

In response to a question from Alderman Stroud, Mr. Watkins stated that the canoes were stored at the City warehouse.

Alderman Stroud questioned how someone would go about renting the canoes.

Mr. Watkins replied that that he was unsure of Mr. Oakley's plan. He related his understanding that the canoes were purchased for the "Stream Team's" usage for clean up of the stream and the City was just providing storage.

Mayor Swaim acknowledged joint efforts made by Mr. Watkins' staff and Keep Jacksonville Beautiful regarding the Recycling Park at 1300 Marshall Road, adding that the Park was looking nice and relating the pride that Mr. Watkins' staff has taken to make it beautiful.

Chairman Houchen stated his appreciation regarding the work completed by Mr. Watkins and staff, adding his hope that the project could be completed soon so that the community could enjoy it.

2. Heart of Arkansas membership meeting update

Chairman Houchen related a recent meeting with members of the Heart of Arkansas organization at the Sells Agency. He stated that the Commission has had a membership in years past. He noted that there has been a \$2,500.00 discrepancy that the Heart of Arkansas organization is willing to forgive, adding that he feels membership is worthwhile and the Organization is trying to do good things within Central Arkansas. He noted that their fiscal year is July 1-June 30, adding that it is already in their budget to advertise the Wing Ding Festival and the Patriotic Spectacular. He stated his belief that the Organization would do what was best for Central Arkansas and Jacksonville. He related that he would like to renew membership in the amount of \$2,500.00 beginning July 01 because they are promoting area events. He noted that there were four events lined up for advertising next year on the Organization's budget. He stated that he was impressed with their efforts and has reviewed their budget and has knowledge of where they receive their funding. He noted that they are sponsored in part by the Arkansas Parks & Tourism Department.

Alderman Stroud questioned whether the Organization advertised or put out a product during the first half of the year to which Chairman Houchen replied affirmatively. Alderman Stroud then stated that the Commission owes payment to the Organization.

Chairman Houchen stated that the Organization no longer produces brochures but they are sending out communication regarding local events within Central Arkansas. He then asked for Mr. Sells' input on the matter.

Mr. Sells related that the bottom line for Jacksonville is that because the Organization is promoting all of Central Arkansas and is recognized by the State as a regional travel

association with the vast majority of their budget coming from the cities of Little Rock, North Little Rock and the State. He stated that Jacksonville's participation level of \$5,000, in his opinion, with good representation for Jacksonville on the Heart of Arkansas board, which the Commission will have, based upon the recent meeting he believes that the City of Jacksonville will definitely get \$5,000 of advertising back. He added that in some years, such as one where there will be an Air Show, the City could get the Organization to promote events in Jacksonville to the tune of \$10,000 to \$15,000. He related that part of that is because the money that is received from the State allows the Organization to expense more on promoting events within Central Arkansas than what is brought in from individual cities. He stated that based upon the above, it would be a good investment.

Mr. Sells noted that after last week's meeting, the Agency made the decision to become a corporate member with the Heart of Arkansas Organization, which will allow a representative to sit on the Organization's board and help allocate funding.

Mayor Swaim moved, seconded by Alderman Stroud to approve the expenditure of \$2,500.00 for the last half of 2009 to the Heart of Arkansas Organization for membership.

Chairman Houchen replied that he intended to attend the Organization's board meetings.

Mayor Swaim noted that in the past, the Parks & Recreation Department had sent a representative in the Chairman's absence.

Chairman Houchen noted that the Commission has two board positions.

Motion Carried.

Commission Hurley noted that the Commission needed to evaluate over the next six months, if the City was receiving \$5,000.00 or more worth of advertising and when the membership comes open for renewal in June 2010 that the Commission has some analysis of what the City has received. He further noted that the Organization was no longer producing the brochures. He stated that there has been some very good advertising of the Patriotic Spectacular regarding fliers and 30 to 40 newspaper ads, adding his uncertainty regarding what the Organization could do additionally that hasn't already been done. He stated that if there is more that could be done, the Sells Agency should be doing it.

Mr. Sells related that the Organization's board meets quarterly and reviews all of the events going on across Central Arkansas. The Board then makes budget allocations for the events that the entire Board has decided could bring visitors to Central Arkansas and benefit the whole.

Commissioner Hurley stated that if the Commission has a representative along with Mr. Sells at the meetings, both could help channel some funding for Jacksonville events.

Mr. Sells related that there are two ways to track the benefits received; one would be to look at the Organization's budget to see how much money was allocated towards events in Jacksonville and the second would be to look at the Organization's web statistics. He stated that a lot of the Organization's marketing is to drive traffic to the Heart of Arkansas' website so that when people get there, they can link them to that cities or events websites.

Mayor Swaim stated that he knows that special events in Jacksonville should be considered, however the Commission needs to look at how much promotion there is for Little Rock that Jacksonville receives some hotel/motel and/or restaurant business.

3. Discussion to establish a commercial Christmas decoration contest

Alderman Stroud related the feeling that over a period of years Christmas decorating has dwindled. He noted that Mayor Swaim has expended more for new decorations and more were forthcoming this year to go down North First Street. He stated that the City is doing a good job of decorating the poles but the businesses have not been participatory as in past years. He stated that it was decided that a prize should be awarded for participation. He noted that in order to participate it would initially cost the businesses money but if the prize were substantial such as \$1,000, \$300 and \$200 for first, second and third place or the Commission could decrease the award to \$750, \$150 and \$100, adding that he would like to stay at \$1,500 until the contest gets rolling. He noted discussion regarding who would oversee the program, pointing out that the Parks & Recreation Department sponsors a similar contest for residents. He stated that he has not spoken to Chamber CEO Mattison, but feels that commercialization should fall under the Chamber. He asked for Chamber CEO Madison's thoughts regarding this issue, if the Commission were to fund the contest would the Chamber sponsor and if so how? He related that the Parks & Recreation Department chooses three different people each year from the community and they drive them around and record the best addresses between the three of them without help from the Parks & Recreation Department other than providing transportation. He stated that basically, he would like to see a contest where the businesses are encouraged to put up more Christmas lighting to make their businesses more pedestrian and community friendly. He related that there are church groups who drive all the way to Searcy to see Christmas lights.

Mayor Swaim moved, seconded by Alderman Ray to allocate \$1,500 for promoting Christmas lighting to be divided three different ways: \$1,000, \$300 and \$200 for prize money.

Commissioner Hurley questioned how the contest would be advertised to area businesses and if the Chamber would be willing to sponsor the contest.

Chamber CEO Mattison stated that she did not see a reason why the Chamber could not sponsor the contest, adding that it could be in conjunction with the Garden Club and Keep Jacksonville Beautiful, noting that other cities utilize the beautification organizations to sponsor similar contests. She added that she did not foresee a problem getting the three organizations together, adding that it was a great idea. She related that Ms. Wilkes with the Garden Club was unable to attend tonight's meeting, however she noted a recent conversation with Ms. Wilkes and her enthusiasm regarding this event that would help promote the Garden Club and Keep Jacksonville Beautiful. She noted that it could be held in conjunction with the lighting ceremony and the Christmas Parade.

Mayor Swaim related that a "Trail of Lights" brochure was printed each year, explaining that an entity could sign up for inclusion through the State Parks & Tourism.

Chamber CEO Mattison stated that the application would be received somewhere around August with the brochures delivered in mid November or early December.

Further discussion ensued regarding the "Trail of Lights" brochure and participation within

the brochure and contest.

It was noted that advertising would be via word of mouth, local newspapers, and the Chamber newsletter.

In response to a question from Chamber CEO Mattison regarding the criteria for the contest, Chairman Houchen replied that the criteria should be decided between the three organizations.

Commissioner Hurley asked that documentation be provided to the Commission for review for further suggestions and/or input.

Chamber CEO Mattison stated that they would work on it and have a presentation next month.

Motion Carried.

In response to a question from Commissioner Hurley, Chairman Houchen replied that the Christmas lights for North First Street have been ordered.

Recording Secretary Nikki Wilmoth replied that that the order should be received within six weeks, which should be somewhere around mid August.

NEW BUSINESS:

1. Discussion regarding the purchase of a sign for Kris Allen Day

Alderman Reddie Ray related that the City Council recently approved having a Kris Allen Day in Jacksonville, adding that the Commission should promote the City of Jacksonville and Kris Allen Day. He stated that time was of the essence because Kris Allen Day was fast approaching. He asked Mary Twitty, who is in contact with the Allen family, to address the Commission.

Mary Twitty informed the Commission that approval has to be given by American Idol, adding that she and Angie are presently making a list of what they would like Kris Allen to do and what they would like his family to be a part of. She noted that American Idol has to approve everything from t-shirts to possibly getting him to Jacksonville on July 25th when they do the tour, adding that approval could not be gained from family or friends.

Alderman Ray stated that he would like to proceed with obtaining a sign, adding that he feels that it is the proper thing to do. He noted documentation compiled by Chamber representatives CEO Mattison, Roger Sundermeier and others to place a "Welcome Home" sign on top of the existing City of Jacksonville sign. Documentation is available for review in the recording secretary's office. He related that when researching costs, the Chamber came up with the idea to redo all of the signs for \$13,518.19. He noted that the "Welcome Home" sign by itself would cost \$3,735.26, which is one quote submitted by Action Signs in Cabot.

Alderman Ray questioned whether Quiksilver was still in business.

Chamber CEO Mattison replied that the Chamber did not get a quote from Quiksilver, adding that the Chamber used Action Sign because they created have moved the sign in the past.

Alderman Ray stated that he would like to get the sign up prior to the tour date.

Mayor Swaim asked City Attorney Bamburg if this item would have to be bid since it was under \$20,000.

City Attorney Bamburg replied that the Commission is supposed to follow City procedures depending on which option the Commission chooses. If the Commission decides to spend \$3,000, that is under \$5,000 so a phone quote is fine, \$7,000 to \$13,000 would require two additional written quotes, anything over \$20,000 would have to go out for bid.

Commissioner Hurley questioned whether a snipe or apron on the two billboards coming into the City could be utilized to accomplish the same thing for less money.

Mayor Swaim replied that the good thing about this is that it is promoting Jacksonville; it updates the "Welcome to Jacksonville" sign so there is more benefit than just the Kris Allen sign.

Further discussion ensued regarding billboard snipes and costs.

Chamber CEO Mattison stated that the "Welcome to Jacksonville" sign would be moved so that it has more lighting and a message center on top. She stated that it could also be used for banner placement similar to the area that is presently being used in front of Firestone.

Mayor Swaim questioned whether there would be additional space available on the Civic Club sign for additions, to which Chamber CEO Mattison replied affirmatively.

Chamber CEO Mattison showed the Commission a sketch of the t-shirt that Ms. Twitty is trying to get approval from American Idol to print for Jacksonville residents to purchase. She related that it was a distorted Hollister/Abercrombie look with a distorted picture of Kris Allen on the front and on the back right below the neck states "pride of Jacksonville". She stated that she would like to request funding from the Commission to purchase the t-shirts for \$8 per shirt.

Commissioner Hurley stated that the bulk of the Commission's responsibility is to make people want to come to Jacksonville, questioning whether someone would come to Jacksonville because it was the boyhood home of Kris Allen and buy a t-shirt.

Further discussion ensued.

Alderman Stroud stated sometime in the future, he would like to place signage, particularly on the south side of town, advertising the area churches.

Chairman Houchen stated that it would give the City a streamlined look.

Mayor Swaim moved, seconded by Alderman Stroud to expend up to \$15,000 to upgrade the "Welcome to Jacksonville" sign and highlight Kris Allen from American Idol.

Alderman Ray questioned and Commissioner Hurley replied that the motion did not include any billboard advertising.

Alderman Ray stated that when the motion was made for \$15,000, he thought that it might include billboards.

Mayor Swaim stated that it could certainly be considered as a separate motion or he would amend his motion.

Commissioner Hurley noted the need to obtain two or three additional quotes, adding that a lower quote could possibly be obtained.

City Attorney Bamburg clarified that with the \$15,000 expenditure, two additional written quotes would need to be obtained. He added that the two additional quotes could satisfy putting something on the billboards, noting that permission would need to be granted from the company who owns the billboards.

It was noted that since the Commission is currently under a twelve month contract regarding the two billboards, the cost would be for production and installation.

Chairman Houchen questioned whether the Chamber was asking the Commission to purchase t-shirts.

Chamber CEO Mattison clarified that it was not the Chamber but the Civic Committee, explaining that the Chamber is the meeting place of the Committee. She related that there are no funds available and it is promoting Jacksonville.

Discussion ensued regarding American Idol's advertising of "Conway" as the home of Kris Allen versus "Jacksonville" as his home town with Chamber CEO Mattison pointing out that he has only lived in Conway for six months and his parents have stated that he is from Jacksonville in interviews.

Commissioner Hurley assumed that at some point in the future if approved by Fox or American Idol, Chamber CEO Madison would be back to request funding for t-shirts and any other promotional items, questioning if his assumption were correct.

Chamber CEO Mattison stated that the Committee decided to give the proceeds to the youth baseball program that Kris Allen was a big part of to help with upkeep.

It was noted that Mary Twitty, Chamber CEO Mattison, and Alderman Marshall Smith were on the Committee.

Chairman Houchen asked that a member inform the Commission once something was figured out so that the Commission could make a determination as to what it would like to do.

Mary Twitty asked for a decision regarding the t-shirts because she would like to get the process started.

Chairman Houchen noted that the item was not on the agenda and a motion would have to be made to place the item on the agenda.

Motion Carried Unanimously.

Chairman Houchen noted that two additional quotes were needed before any further action could be taken.

Alderman Stroud moved, seconded by Alderman Ray to suspend the rules and place the item of Kris Allen t-shirts on the agenda. Motion Carried.

Alderman Stroud related his understanding that the Committee wants "seed money" to buy a certain number of t-shirts to be purchased for \$8 and sold for \$10 each.

Ms. Twitty replied that she did not know what the quantity would be.

Alderman Stroud questioned if the Commission would recoup the "seed money" once the t-shirts were sold, adding that he doesn't mind the profit going to some other entity but he would like for the "seed money" to come back to the Commission.

Ms. Twitty agreed that the "seed money" would be returned to the Commission.

Discussion ensued regarding the quantity of t-shirts to purchase.

Chairman Houchen suggested that in order to gain an accurate count, the Commission grant approval up to a certain dollar amount to expense on t-shirts.

Alderman Stroud moved, seconded by Mayor Swaim to give Chairman Houchen the authority to expend up to \$5,000 on Kris Allen t-shirts. Motion Carried.

Mayor Swaim announced that this was his last meeting, adding that the City Attorney would need to brief the Commission regarding his replacement.

It was noted that Mayor Swaim served as the "member at large", which is appointed by the City Council.

Commissioner Hurley questioned the procedure for filling a vacant position.

City Attorney Bamburg replied that a recommendation could be made by the Commission; however it is an appointment by the Council and up to them.

Alderman Ray stated that the CEO of the City should be on the Commission and he would recommend to fellow Aldermen that Mayor-Elect Fletcher replace Mayor Swaim.

Chairman Houchen expressed his appreciation to Mayor Swaim for his service and wished him the best of luck on his retirement. He added that personally, he would not know what he would have done without Mayor Swaim's input and answers to questions, noting that it was nice having that source of information.

Announcements:

Adjournment:

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

Next Meeting: July 20, 2009 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 regular meeting place of the Commission on July 20, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners: Ray Patel, Andy Patel, Jim Hurley, Alderman Stroud, and Chairman Houchen answered roll call and declared a quorum.

Alderman Ray and Mayor Swaim were absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Finance Director Paul Mushrush, Assistant Finance Director Cheryl Erkel, Director of Administration Jim Durham, Public Works Director Jimmy Oakley, City Planner Chip McCulley, State Representative Mark Perry, Mike Sells, Jerry Reichenbach, Ron Newport, Mary Twitty, John Hardwick, Pulaski County Clerk Pat O'Brien, Will Bond, Mr. & Mrs. Ben Rice, Rick Kron with The Leader newspaper, and interested citizens.

MINUTES:

Alderman Stroud moved, seconded by Commissioner Hurley to approve the minutes from the June 15, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Finance Director Paul Mushrush reviewed the financial report, noting that the hotel/motel receipts were lower than at this time last year with a sharp decline in March. He noted that in 2008 between May and October, there was a 16% decline. He added that if you extrapolate that for the remainder of this year, there will be a continual decline for the rest of the year. He noted that there will not be an Air Show this year to offset the decline. He related that even though this is a smaller revenue, it does show an indication that revenues are declining in this area.

He reviewed the prepared food tax revenues, noting 2% decline from last year. He pointed out that the trend from May thru October denotes an 11% decline. He noted that in 2008 there was a recession along with exorbitant gas prices, adding that it may or may not hold true. He urged caution because this year may follow the same trend.

In response to a question from Chairman Houchen, Finance Director Mushrush answered affirmatively; explaining that there is a trend toward more delinquencies than there have been in the past. He acknowledged that hotel/motel and prepared food tax revenues have declined but not significantly enough to warrant the increased delinquencies.

Alderman Stroud noted that the decline in hotel/motel revenues coincided with the opening

of the new housing facilities on the Air Base. He added that this would account for the 11% decrease because military personnel utilize the new facility, which is very nice.

Chairman Houchen stated his belief that through May, prepared food tax revenues were flat and hotel/motel revenues were down approximately 13%.

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

SELLS AGENCY REPORT:

Mike Sells of the Sells Agency presented the Commission with a binder containing all of the photography that has been compiled. The binder is on file in the recording secretary's office. He related that the photography belongs to the City and therefore can be used for other promotional items, noting that there is a lot of good photography.

Mr. Sells proposed the idea of the Commission developing its own website. He related that from a budgetary standpoint, there are funds available in the marketing budget to develop a very nice looking website for the Commission. He explained that the genesis of this idea came from the inability to track the amount of traffic to the City's website; along with the difficulty that potential visitors may experience in trying to find things within the website. He noted that the City is working on a new website; adding that the Agency is not wanting to usurp that process but feels that it would be beneficial to Jacksonville tourism to have a website dedicated to travel, tourism, and visitors. He provided the Commission with two possible layouts for the website, which are on file in the recording secretary's office.

In response to a question from Alderman Stroud, Mr. Sells stated that the Agency researched all possible URL addresses that were available and would work. He noted that he has a list of 5 to 8 addresses that would be good.

Alderman Stroud related that it has been previously discussed to have one website, which would be the City's website with everything included within that website

Mr. Sells explained that the idea is to have a link within the City's website that would take a visitor to the Commission's website. He added that there may be governmental information pertaining to the Commission on the website but the majority of the information would be geared toward incoming visitors. He noted that the City's website is governmentally oriented and geared toward the residents of Jacksonville, while the primary target audience of this website would be potential visitors.

In response to a question from Commissioner Andy Patel, Mr. Sells replied that a search would be linked to key words such as: Jacksonville tourism, Jacksonville travel, etc. He explained that this link would be listed on the Arkansas Parks & Tourism website, and the Heart of Arkansas website, which would allow for the tracking of website traffic along with knowledge of where visitors are going, what they are doing, and how they are acting, once they are on the website.

Mr. Jerry Reichenbach questioned what the projected costs would be for the website.

Chairman Houchen questioned the time frame needed to develop the website.

Mr. Sells replied that the website could be developed within 60 days, plus or minus 15 days,

and could be maintained by the City with a content management system or from an outside source. He replied that with regard to cost, it would not cost any additional funds over what has already been budgeted for the year. He noted that the project cost is approximately \$9,000.00 total, which is based on the costs to complete the art direction, write the copy, generate, and execute the website.

In response to a question from Commissioner Andy Patel, Mr. Sells replied that existing photography would be used on the website. He explained the Agency recommends that a small amount be budgeted yearly to update and upgrade the photography.

Mr. Sells explained that the original thought was to develop a content management system so that someone in Jacksonville could access the website and add new events or update information regarding restaurants or hotels; adding that it would be a user friendly content management system.

Mr. Sells stated that he did not expect a response at this time; however there are funds available in the marketing budget. The Agency realized when trying to market Jacksonville that there is a need for a website. He added that this is a need he feels the Agency can address within a two month time frame given the Commission's approval.

Alderman Stroud agreed that it was a good idea.

Chairman Houchen noted that the website would not cost anything, would be constructed in a timely manner, would be maintained better than a lot of websites throughout the country with protective software, and operating the way it is; would be user friendly.

Commissioner Hurley stated that he did not believe that the Commission was ready to vote at this time; expressing uncertainty regarding the cost of the website. He stated that he would like to research the cost of a website; adding that he feels that the overall concept is good.

Chairman Houchen suggested that between now and the next meeting, the Commission do some research and place this item of business on the August agenda.

Mr. Sells recommended that the Commission look at some comparable advertising and promotion commission websites within the State. He related that what the Commission will find is most advertising and promotion commissions have a separate website that is geared and targeted toward potential visitors.

Commissioner Hurley asked who maintains the City's website.

It was noted that the City's IT Administrator Barbara Daniel maintains the City's website.

Alderman Stroud stated that he was not against waiting, adding that if the Commission waits there will only be two months remaining out of this year's budget to utilize the services. He noted that if the Commission doesn't wait, there will be three months.

Discussion ensued regarding who would maintain the website and it was noted that during the first three months there would be minimal maintenance needed.

Mr. Sells related that the only items that would need to be regularly maintained would be

restaurants, hotels, and the events calendar. He noted that in order for the website to be utilized by the target audience, the information would need to be kept up-to-date. If visitors go to the website and find that the information is not up-to-date, they will immediately lose faith in the website.

Mr. Sells related that the Heart of Arkansas association is having a familiarity tour for over twenty "Welcome Center" managers and travel consultants. He explained that once a year, the association takes the "Welcome Center" managers and travel consultants on tours throughout the State to familiarize them with the different cities, restaurants, and attractions within those cities. This year they will be touring Central Arkansas and the Greers Ferry areas in September. They will be in North Little Rock and Jacksonville on Thursday, September 24, 2009 and will want to coordinate with the Commission regarding the tour to showcase Jacksonville. He noted that this will need to be coordinated within the next two months prior to the visit in September.

Mr. Sells noted that the "Spirit of Jacksonville" special section in the Three Rivers Edition will be running this weekend regarding the fall shopping, dining, and staying campaign.

Mr. Sells then related that the "Patriotic Spectacular" received a lot of coverage from Channels 7 and 16, and Marshall Smith was interviewed on KARN news radio. He noted that the Arkansas Democrat Gazette ran the event in the July "Styles" section event calendar and ran a feature story on Angie Mitchell in the Three Rivers Edition.

He noted that additional coverage was given to the Youth Fishing Derby and the Arkansas Parks and Tourism Department is going to include Jacksonville in an article that they are writing on urban canoe trails. He explained that the Parks and Tourism Department is writing and promoting the article themselves, however the Agency provided them with information so that Jacksonville could be included within the article.

He noted upcoming public relation's projects: "Wing Ding" and "Battle of the Cover Bands".

OLD BUSINESS:

1. Discussion "Welcome to Jacksonville" sign

Chairman Houchen questioned if additional bids had been received aside from the original bid; noting that \$15,000 had been allocated with a bidding process. He related that Alderman Ray is the sponsor of this item; adding that since he is not present he would move this item of business to the August agenda.

Ms. Mary Twitty related that a meeting was held last week regarding the sign; acknowledging that there was only one bid and the company could not complete the work prior to this weekend's concert.

Mr. Roger Sundermeir stated the problem has been that the sign companies could not complete the work in a timely fashion or the cost exceeds the budgeted amount. He noted that the original bid from Action Sign & Neon in Cabot is for \$13,518.19. He reviewed the proposal for the "Welcome to Jacksonville" sign that involves power washing and sprucing up the rocks. He related that the reflective tape on the letters has peeled, been removed from the sign, or is not visible, so they are proposing to use reflective paint for night visibility. He noted that interchangeable channel letters would be used across the top of the sign. He stated that the \$13,518.19 reflects a larger visual to include: painting the wood where the civic symbols were located and updating the community civic organizations listed.

Alderman Stroud questioned if area churches could be added to the sign.

Mr. Sundermeir replied that it would be up to the Commission's discretion.

Mr. Sundermeir noted that the other item would be a large metal structure that would allow for promotion of community events. He explained that messages would be displayed on the banner so that drivers could view it while commuting down Hwy 67/167. He explained rather than using an LCD or LED message system where drivers would be craning to view the message, which could cause traffic delays; this is a static board that could be changed as needed. He noted that if generic banners were purchased now, they could be used continuously. He pointed out that a Holly tree would need to be removed because it would be in the middle of the banner placement.

Mr. Sundermeir stated that if a path could be chosen, and if they could get it finished on time, they could get the media to Jacksonville on Friday morning since the concert is on Saturday, to draw attention back to Jacksonville. He related that it would be a good opportunity for the Commissioners and the Mayor to speak about future plans for the City instead of the focus being all about Kris Allen.

Mr. Sundermeir noted that other sign companies have not been as proactive as Action Sign & Neon; expressing his hope to move forward so that they can alert the media while Kris Allen is on everyone's minds, since the concert is on Saturday.

Chairman Houchen noted that the sign has low visibility due to the tree that is blocking it.

Mr. Sundermeir stated that the issue of property lines would need to be resolved; questioning if the trees are located on City or private property and how much could be cut. He noted that once a driver gets to the North Metro sign then the "Welcome to Jacksonville" sign is completely visible but if you remove a portion of the trees, it would be visible beyond the bridge.

Chairman Houchen asked Public Works Director Jimmy Oakley to speak to the Commission regarding this issue.

Commissioner Hurley questioned regarding the static banner sign, if the Commission would be the determining body as to what would be displayed on the static banner.

Mr. Sundermeir responded that it was included in the original quote; if the Commission were going to expend the funds, then the Commission would have a say as to what is displayed on the sign.

Chairman Houchen noted that the City owns the "Welcome to Jacksonville" sign; adding that the process would probably be the same as the one utilized for the City billboard.

Public Works Director Jimmy Oakley stated that the trees are on private property. He related that he had spoken with the owner previously regarding cutting the trees and the owner was not receptive to the idea. He stated that he even offered to cut the trees and erect a privacy fence around the owner's property and he was still unreceptive. He added that the owner contacted him at a later time and stated that he might be interested. He noted that it would be an added expense to erect a privacy fence on private property.

Mr. Sundermeir noted that the trees only obscure visibility for three to four seconds at the most.

Public Works Director Oakley stated that City Planner Chip McCully would need to review the banner to be sure that it complies with City Ordinances. He noted that he did not have a problem with addressing the landscaping or the red paint on the letters; however the concept would need the Mayor's approval.

Further discussion ensued and it was noted that two additional bids would be necessary due to the amount of funds to be expended.

Chairman Houchen stated that if an additional bid was obtained for the sign lettering, the Commission could proceed.

City Attorney Robert Bamburg clarified that they would need to obtain the required number of bids as per bid procedures before further action could be taken. He acknowledged that the Commission has already approved expenditure up to \$13,500.00 dependent upon the procurement of two additional bids. He noted that bids would have to be in place before action could proceed but it would at least allow for the lettering to be completed prior to Friday.

Mr. Sundermeir stated that it would not be accomplished by Friday; adding that they were looking for approval of the concept so they can proceed with contacting the media and then they would backtrack to get additional bids.

Discussion ensued with the Commission agreeing to the concept unveiling to media.

Alderman Stroud moved to approve the sign concept.

After further discussion, it was decided that the motion was not needed since the expenditure had been approved at a previous meeting.

In response to a question from Alderman Stroud, Ms. Twitty stated that seventy-five Kris Allen concert t-shirts were purchased and she was informed that Jacksonville was the only City that received the American Idol concert t-shirts. She noted that the t-shirts cost \$25 each and can be purchased at the Chamber of Commerce. She related that as of last Thursday, there were 35 t-shirts remaining.

NEW BUSINESS:

1. \$100,000.00 funding request from the Jacksonville Education Foundation for an independent school district

Mr. Will Bond stated that he was speaking on behalf of the Jacksonville Education Foundation regarding the \$100,000.00 funding request on the agenda. He noted that the Commission was provided with a substantial packet of information that was put together by the Chamber and the Foundation, acknowledging that it was more information than anyone would want to read regarding the significance of public schools and what schools mean to the community and City. He stated that there were a couple of things that he would like to briefly focus on and then he would answer any questions. He reviewed the Metroplan population percentage change from 2000-2009 graph that reflects significant growth in the

areas surrounding Little Rock particularly Bryant with a 75% growth, Cabot with over 50% growth, Vilonia over 60% growth, Conway 36% growth, and Greenbriar with a 43% growth. He noted that Jacksonville only has a 5.3% growth from 2000-2009, which is better than losing population. He related that when you consider who Jacksonville competes with, if you were in a business, you would be very concerned about Jacksonville's growth compared to the surrounding communities. He noted that the other information contained in the packet is per capita income information, which isn't as startling but if you were to go back to 1990 to the current projected amounts, you will see where Cabot has preceded Jacksonville in per capita income. He stated that he believes that Cabot is averaging \$3,000 to \$4,000 more per capita income per individual than Jacksonville.

Mr. Bond related that in reference to promoting the City, he did not know how he could verbalize it, but strongly feels that Jacksonville's future growth as a community is, to borrow a phrase from Martin Luther King Jr., "inescapably caught up" in the future of schools within the City and public schools in particular. He related that back in 2001, there was a new push for an independent school district and the State representative back then, his mother Pat Bond, passed a bill allowing a school district to be created by detachment from an existing district. He stated that if they had acted as they had tried to do at that time, Jacksonville would be in a great competitive position with the surrounding areas; but due to a process that has been kind of "one step forward and two steps back", over the last five to six years Jacksonville hasn't gotten to where it needs to be. He related his wholehearted belief that there is "a light at the end of the tunnel" now; noting that PCSSD has voted to allow Jacksonville to have its own school district. He acknowledged that there are still a few hang-ups but within the next 18 months to two years, it is going to occur. He stated that they are asking the Commission to help with the process; noting that Jacksonville will get no better promotion than to achieve its own school district. He stated that anytime it is in the news media that we are complaining or making progress on getting schools on a ten year plan, we get a tremendous amount of publicity. He related that if Jacksonville gets its own school district, he believes there couldn't be anything that would be greater than that. He stated that when people come to Jacksonville, they come for sporting events at the High or Middle Schools or different events, they see the facilities as they currently exists and that image needs to be improved. He added that the perception is that the schools are greatly damaged by the condition of the facilities. He stated that with the achievement of a new school district, those things will begin to change almost immediately. He related that he is personally too involved in this issue and has been for quite awhile, but now over the last couple of years there has been a plan to move this process forward. He noted that the Foundation has the council of Wright, Lindsey & Jennings, who is working along with an individual named Don Stewart, who is the school finance wizard, in pushing forward to get Jacksonville its own school district. He reiterated that we are on the edge of getting this accomplished and with the help of the Commission and the continued efforts of a lot of people who are in this room, with tremendous efforts it will get done. Jacksonville will have the ability to take off again and have the kind of growth, at least steady growth that Jacksonville has missed out on in the last decade.

Commissioner Hurley acknowledged that he has not read the information, questioning what the Foundation would do with \$100,000.00. He stated that he could understand that once Jacksonville has its own school district, there would certainly be a need. He also noted that the Commission is somewhat limited on how funds could be spent by State law. He asked what the Foundation wanted to do with the funds, and if it were legal, provided that the Commission has \$100,000.00.

City Attorney Bamburg stated that this was a bit conflicting, explaining that as much as he would like to support what is being promoted, stating his belief that the legal end of the picture does not allow for an expenditure of this nature. He explained that A & P funds are very limited about what items can be spent on and it's all focused on tourism events or conventions to advertise and promote. He stated that he does not disagree that promoting the City by getting an independent school district would occur, the problem is that it is not tied to a specific thing and there is a section of the Statute that specifically prohibits expenditures that he believes falls into this category. Support of a civic group, chamber of commerce, or other entity, even with a contract with the Foundation for actual services, the actual services have to be limited to tourism events, conventions, or something of that nature. He further explained that not necessarily a specific event, but it's to promote and encourage tourism, the community, and conventions; it's not to be spent to replace what is normally paid for by general funds. He noted that in this circumstance, he did not see a way to get around that prohibition. He stated that if Mr. Bond or any other attorneys present have an idea, he would love to entertain it because he could not find a way to work around it.

Alderman Stroud stated that he had spoken to the Springdale city attorney regarding the lawsuit that they were involved in, noting that what got them into trouble was the fact that when they passed their sales tax, they did not make it broad enough. He noted that the Springdale city attorney thinks that the legislature fixed that. He cited the case HASA versus the City of Springdale.

Alderman Stroud related that the Foundation would not be receiving the funds; the funds would be transferred to the Housing Facilities Board, which would be a governmental to governmental transfer.

Mr. Bond stated that when contacted for a legal opinion regarding this issue, he did not believe that it would be appropriate, as he previously relayed to the Chairman, to render a legal opinion on this issue because his opinion would obviously be in favor of the expenditure after a long history of support. He noted that Wright, Lindsey, & Jennings and Patrick Wilson, who is the lawyer who handles all of these issues for the Foundation, have opined that the expenditure is appropriate so long as it is used or directed at promoting the City of Jacksonville. He noted that there is a long running debate over whether the City could directly fund certain educational needs but he thinks that the Commission is well within its powers to do this.

Mr. John Hardwick noted that it was the opinion from Patrick Wilson and his firm, who commented and researched the same laws, that the Commission could give funds to a non-profit, such as the Foundation, as long as it is spent to promote the City of Jacksonville. He noted that there has been evidence tonight that this will promote the City by having its own school district.

Commissioner Hurley stated that there is no question that Jacksonville needs its own school district. He noted that his oldest three kids graduated from Jacksonville and he drives his two youngest children past an elementary school, middle school, and a high school to take them to private school. He stated that he would like nothing better than to place them into public schools, adding that he is totally supportive and in favor of doing that but from a legal standpoint, he has concerns. He stated his belief that the Commission needs an opinion from City Attorney Bamburg or someone else, noting that there are some things that need to be researched.

Mr. Hardwick asked if it were possible for the Commission to consider and pass it subject to the Foundation asking Wright, Lindsey, & Jennings to give City Attorney Bamburg information that would make him comfortable.

Alderman Stroud stated that an opinion could be obtained from the Attorney General.

City Attorney Bamburg related that the information he received from Wright, Lindsey, & Jennings did not have anything to do with A & P funds; it dealt with changing how the Housing Authority is set up in order to allow funds to go through that entity for the potential of using that fund for educational purposes. He noted that this is allowed under the Statutes that address the Housing Authority. He related that the Statute he is referring to specifically addresses the A & P Commission and prohibits expenditures in this circumstance; expressing uncertainty regarding how to get around the prohibition. He stated that he has not received anything from anyone in the process, advising him of a way this could occur.

Mr. Hardwick stated that it was the Foundation's opinion that Wright, Lindsey, & Jennings researched information on both of those avenues so that both could be pursued and would work.

Chairman Houchen agreed with Commissioner Hurley and Alderman Stroud, adding that no one has a problem doing something to help the schools; it is just a case of whether it would be legal. He stated that there are ways that the Commission could fund \$100,000.00, but the Commission would have to be assured that it was legal.

Commissioner Hurley questioned if Wright, Lindsey, & Jennings could compile additional information for City Attorney Bamburg that would make him more comfortable.

Mr. Bond answered affirmatively.

Director of Administration Jim Durham stated that with permission, he is present on behalf of Mayor Fletcher. He noted that this issue is the single most important issue that the new mayor has taken on. He stated that he has watched him for three weeks, day and night on this issue. He related that he respects City Attorney Bamburg's, Patrick Wilson's, and Will Bond's opinions, but if we don't take some chances, he agrees that some feeling is needed that we can survive a lawsuit. He reiterated that if we don't take some chances, this isn't going to happen. He related that he asked Judge Batton about the case in Northern Arkansas and was informed that on any given day, a judge can make a totally different decision. He stated that this is the challenge from the Mayor's office and the Mayor that you have got to be willing to take a chance. He stated that we could make it happen but it won't happen unless you have people willing to take a chance.

Commissioner Hurley questioned if 30 to 45 days would make a difference.

Director of Administration Durham replied that he was not present to argue the point but to state the Mayor's position.

Commissioner Hurley acknowledged that the Mayor has worked tirelessly on this; adding that the Commission would like to support the issue but that he did not believe that Mayor Fletcher would like to go to jail for being sued by the State of Arkansas or having to relinquish the funds.

Mr. Bond stated that he likes to say that no one is going to jail. He related that information could be produced from Wright, Lindsey, & Jennings. He reiterated that he was asked for a legal opinion but did not feel comfortable being the one to give the opinion; adding that it was not something that he, personally, does normally and because he has been involved for so long, the outcome of the opinion could be suspect. He acknowledged that there would be differing opinions, citing the Municipal League particularly, who has had differing opinions as to what a city could do, not through the A & P Commission but through other avenues of funding schools. He noted that the landscape has changed over the last five years but there is still a lot of debate. He acknowledged that the A & P Commission is more direct but Bald Knob for instance, took their sales tax revenues and funded their schools. He stated his belief that the Municipal League is concerned about the Bald Knob Position; noting that they have not been sued. He related that there are a lot of ways to "skin a cat" but he was informed prior to tonight's meeting that it was felt that this is an appropriate way to fund and promote the City of Jacksonville. He stated his understanding that the Commission is wanting something in writing particularly, noting that it can be provided probably within the next seven days or maybe by the end of the week. He related that he had not spoken to Mr. Wilson today, but believes that the information could be provided quickly. He noted that ultimately their opinion, if pressed to put into writing, somehow agreed or disagreed with City Attorney Bamburg, the Commission could debate the issue and get a feel for where the Commission is and what it can do with the funds.

Alderman Stroud related that he was with Mayor Swaim when he contacted Don Zimmerman with the Municipal League and specifically questioned this. He related that Mr. Zimmerman's opinion was that based on new laws, you can get by with it now. He noted that his idea and he thought everyone else's, was to make a governmental transfer from the Commission to the Housing Facilities Board, which would be governmental to governmental. He related that what they would do with the funds would be to promote Jacksonville and that is all he is really concerned about. He stated that if the Commission gives the Housing Facilities Board \$100,000.00 to promote Jacksonville, how they do it is up to them. He reiterated that as far as he is concerned, it is promotion and there is not one single thing and not very many people in Jacksonville that do not realize that schools are the number one priority to get Jacksonville back on a straight and even keel to start progressing as we should.

Alderman Stroud questioned how long it would take to get a response from the Attorney General

Mr. Bond expressed uncertainty regarding whether the Attorney General would issue a clear opinion on this issue. He added that obtaining an opinion from Wright, Lindsey, & Jennings could be completed quickly and then it could be weighed against the advice that has already been received. He apologized to the Commission, stating his understanding that there had been some previous discussion regarding this issue prior to the meeting. He related that however the transfer is handled; the idea is that there is no greater way to promote the City, to help restaurants and hotels, with the idea that this could happen very quickly. He added that it is not as if we are back in 2001, now there has been a foundation laid by a lot of different people, and we have a Mayor's office who is committed to accomplishing this as quickly as possible. He stated that the "window of opportunity" is as wide as its ever going to be and we have to jump through that window now or it may be slammed and we fall back another five years. He noted that we all know from living here that a decline in the number of school age kids and our socio economic status does not bode well for the future of the

City and attracting new businesses.

Chairman Houchen questioned how this would be funded through the Commission; adding that he knows the Commission does not have \$100,000.00 lying around to spend.

Finance Director Mushrush related that when the Commission started, one of the primary presets was to maintain a fund balance so they could fund a signature event in the event that it arose. He added that in his personal opinion, this is the event. He noted that the funding mechanism based on the funds available through cash flow basis etc., half could be funded now through amending the budget with an opening balance and the other half at the next budgetary cycle if the Commission so chooses.

Mr. Bond related one thing that is significant to the promotion of the City, noting that the Air Base's report is included in the packet, when you see how dollars turn over in the City and you have money that is out there, the creation of a new school district will give the City and the surrounding North Pulaski County area the ability to fund new school facilities with a contribution from the State that is going to be somewhere between 50-65%. So if you take a 20 million dollar elementary school, the State of Arkansas is going to fund somewhere between 10-12.5 million dollars of that elementary school. In Pulaski County, the State funds either zero, at times it has been zero, it moves around based on the wealth index, or less than 10% of the cost of constructing a school building. With the City being in Pulaski County, the County has to come up with a funding mechanism to raise almost the entire amount that they are going to spend on a school building. Whereas on our own, based on our State wealth index, which would be essentially equal to Cabot's, we will have the opportunity to take a lot less money and do a lot more rebuilding and infrastructure for our schools, which is really going to put a new face on Jacksonville. He stated his belief that with the funds that the Foundation has collected, hopefully with some funding from the Commission, that a larger impact will be made, if the goal is achieved, than what has been spent on any other endeavor in the City.

Mr. Hardwick stated that the Foundation does not care if the funds come directly to the Foundation or through the Housing Facilities Board. He then addressed Commissioner Hurley's question, replying that timing is an issue, noting that there is a meeting Thursday night at Bayou Meto Elementary School where the PCSSD Board members will be talking to families regarding whether they want to join our district. We need funds to pay for attorneys, pay for people like Don Stewart to provide information so that we can negotiate in good faith with PCSSD. No one is going to do that for us, and the City has no entity to represent them, the Foundation is the non-profit way of funding the need right now for statistics and legal representation to negotiate in good faith with the County. Without money, that can't be done.

Director of Administration Jim Durham conveyed Colonel Otey's desire to serve on the Mayor's new committee. Colonel Otey is checking with the Base's legal department to see whether he can serve. As Base Commander though, it is important to him. He concurred with Mr. Hardwick, saying that time is of the essence and the question is "do you want to take a chance?"

Alderman Stroud stated that if he were going to jail for spending taxpayers money, this is what he would go to jail for. He added that there is nothing more important than getting this accomplished and quickly because we are losing people. He noted that there are people in the audience that moved out of Jacksonville because of the schools.

Alderman Stroud moved to authorize the transfer of \$100,000.00 to the Facilities Board, \$50,000.00 now and \$50,000.00 after January 1, 2010. Commissioner Andy Patel seconded the motion.

Chairman Houchen stated that the penalty, if this is not legal, is to repay the funds along with penalties and legal fees.

Alderman Stroud stated that he would take that chance.

Motion carried unanimously.

Chairman Houchen requested a legal opinion from Wright, Lindsey & Jennings within the next two to four days if possible.

2. \$40,000 funding request from Keep Jacksonville Beautiful for "Gateways Project"

Mr. Ron Newport stated that it is a real privilege to present this program to the Commission, explaining that this gives the Commission the rare opportunity to change the history of the City and the nature of the City. He related that it does not come along very often that you can change the nature of the City in one fell swoop. He noted that there were three requests before the Commission, explaining that the first one involves "gateways". He introduced City Planner Chip McCully to further explain this project.

City Planner Chip McCully presented a PowerPoint presentation on "gateways". He explained that the project a gateway for the Northern and Southern city limits of Jacksonville on Hwy 161. He related that he is considering relocating the sign that was addressed earlier and erecting one that is larger in scale to our southern city limits side, noting that it is not correctly located at the city limits. He noted that it is difficult to see because it is located in a curve, so acquiring a right of way from the Highway Department would allow us to locate a sign further south down Hwy 67/167 at the Sherwood/Jacksonville line. He explained that it is a straight stretch of highway with higher visibility with the bean field is on one side and Two Pines Landfill's property on the other. He related that it would be one location for a "gateway" and the other would be at the northern end; noting that we are looking at annexing that area, so we would like to annex property at the northern most point along Hwy 67/167. He related that it gives people driving through an idea that they are entering Jacksonville. He related that it could have something with a C130, not only "Home of Kris Allen" but "Home of the LRAFB". He stated that they would like to establish and expand it East and West and then in between residential and commercial areas. He explained his desire to revitalize downtown with a gateway onto Main Street that states that this is our historic, downtown area.

Alderman Stroud questioned whether there was anything specific to show for \$40,000.

City Planner McCully replied that there wasn't any specific yet but he would put together a plan, adding that he has a landscape architecture background, and stating that he would be happy to put together a plan and bring it before the A & P Commission, Planning Commission, and/or City Council. He then replied that \$40,000 would fund the North and South gateways, adding that he has been working with the Arkansas Highway Department

to obtain grants but has been unsuccessful.

Alderman Stroud questioned if Keep Jacksonville Beautiful was/was not requesting \$108,000 tonight, adding that the Commission does not have \$100,000 in discretionary spending that could be allocated.

Mr. Newport stated that there was not expectation but that the gateways would be something that could be completed in the future. He explained that in 2007 the Commission expended \$12,000 for a tourism plan, noting that on page 4 "gateways" was one of the feature items suggested for Jacksonville. He stated that he would like to get the idea approved so that they could begin working on obtaining rights-of-way.

Commissioner Hurley questioned if they had a design in mind and an estimate or bid on what the costs would be.

City Planner McCully answered negatively, explaining that the projected costs were based on prior designs that he completed at northern and southern interchanges.

Commissioner Hurley stated that he would like to review the information to obtain a better idea of the design and a hard cost estimate. He agreed that this is a good idea and included in the Tourism Study.

3. \$22,000 funding request from Keep Jacksonville Beautiful for Sculpture for City Hall

4. \$46,000 funding request from Keep Jacksonville Beautiful for "Soaring" sculpture

5. "Brand" presentation

Mr. Newport stated that the difference in last year's sculpture presentation and this year's presentation is that he has included specific projects with costs and time tables. He related that the first sculpture is called "Soaring in the Wind", adding that the proposal is for all the sculptures to be purchased from one sculptor. He noted that Arkansas has one of the world's up and coming sculptors, who has been adopted actually as the "Sculptor of the State", because he has the three major sculptures on the State grounds, the Arkansas Seven, the Medal of Honor, and the Vietnam Memorial were all completed by John Deering. He related that Mr. Deering's sculptures would appreciate over the years and increase in value. He stated that the first sculpture is 31" high and would sit on a base directly in front of City Hall. He added that it would take five to six months to complete.

He related that they are starting a Public Art Initiative to involve the local community, noting the existence of a Public Art Committee.

He then related that the Commission would not have to expend the total amount up front. He explained that payment is made on four different levels in an eight month period of time for one project. He stated that you never pay in full for a project up front.

City Planner McCully verbalized his desire that this would kick off a sculpture project that would hopefully bring entities, private corporations, groups, and families to purchase smaller

bronze statues that would be placed throughout the City, noting that at the base of the sculpture would be a small bronze card that would have the donor's name or "In Memory Of" that could be placed throughout the City on public property or could be on private property if businesses would like to purchase them. He offered examples of where they could be placed such as: parks, the library, or on school grounds. He related that it is his hope that this would spread throughout the City. He stated that a flyer or pamphlet could be developed that explain the project with a listing of sculptures on a map, stating where they are located and who donated them.

City Planner McCully related that he is working on a comprehensive downtown master plan that will go from Municipal Drive to Oak Street across the tracks, completely reworking the Main Street streetscape, hopefully relocating the utilities underground or rerouting them, doing a overhaul of pedestrian and bike trails throughout the City that would like downtown to neighborhoods, schools, and parks. He stated that this directly ties into the "gateways" and public art initiative.

Commissioner Hurley stated that it would seem to him that the "gateways" and the public art initiative should be completed in the future when the canoe, walking, pedestrian, and biking trails are established and then you would have more places for sculptures. He stated that he does not disagree that it would be a nice thing to have.

City Planner McCully stated that it was a concept that was just beginning and would grow as funding is available. He noted that the trails and bike paths would be completed by December 2009 with the comprehensive downtown plan taking another 18 months to complete.

Alderman Stroud stated that culture and art is what makes communities grow, adding that he is not suggesting the Commission fund this, but we need to start looking at it. He clarified by stating that it is a great idea and something that the Commission should look forward to. He stated that he wants more art in Jacksonville, adding that some funds should be budgeted toward it.

Commissioner Hurley agreed, questioning if there are matching fund grants available and whether they had been applied for.

Mr. Newport related that the Arkansas Arts Council does have matching grants for particular things and sculptures are included. He noted that they have not applied for a grant because they do not have matching funds. He stated that if the Commission were to approve the idea, he would begin to apply for grants the following day.

Commissioner Hurley questioned the cost of smaller statues for the public art initiative.

City Planner McCully replied that the statues cost \$3,000 to \$7,000 per piece.

Mr. Newport stated that they were purchased online at a garden supply store.

City Planner McCully explained the Public Art Initiative would receive from all mechanisms as a non-profit organization, further explaining that the funding could be compiled or separate entities could purchase pieces.

Commissioner Hurley questioned if the recommendation would be to purchase one large

sculpture or nine smaller sculptures that could be placed strategically throughout the City.

City Planner McCully replied that he would recommend purchasing one large sculpture.

In response to a question from Commissioner Hurley, Mr. Newport stated that installation costs were not included.

Commissioner Hurley stated that it was a worthwhile project that should be considered when discussing next year's budget.

Mr. Jerry Reichenbach questioned the purchasing process; noting that the "Welcome to Jacksonville" sign needed two additional bids versus purchasing the sculpture from one sculptor.

In response to a question from Commissioner Andy Patel, City Attorney Bamburg replied that if the Commission approves the expenditure from a sole source, the City Council would have to waive competitive bidding based on the Commission's recommendation.

City Attorney Bamburg further clarified that any purchase over \$20,000 has to be competitively bid or be waived by the City Council.

6. "Presenting Arkansas" presentation

Removed from the agenda prior to the meeting due to a lack of funding.

Announcements:

Chairman Houchen announced that Mayor Swaim is still a member of the Commission and will be serving for the next three or four months. He related that it would be Mayor Fletcher's decision whether he wants to serve on the Commission; adding that Mayor Swaim and Mayor Fletcher have already discussed this issue. He stated that if Mayor Fletcher would like to serve in the "at large" position, the Commission would love to have him or if he would like to appoint someone to fill the position, that would be his decision to make.

Adjournment:

Chairman Houchen adjourned the meeting at 8:25 p.m. without objection.

Next Meeting: August 17, 2009 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 regular meeting place of the Commission on August 17, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioner Andy Patel, Alderman Ray, Alderman Stroud, and Mayor Swaim answered roll call. Chairman Houchen declared a quorum. Present (5) Absent (2)

Commissioners Ray Patel and Jim Hurley were absent

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Mayor Fletcher, Parks & Recreation Marketing Manager Marlo Jackson, Chamber of Commerce CEO Amy Mattison, Sells Agency CEO Mike Sells, Mr. Jerry Reichenbach, Mr. Ron Newport, Ms. Joan Zumwalt, Ms. Laura Peoples, Mr. Warren Dupree, Rick Kron, and interested citizens.

MINUTES:

Alderman Stroud moved, seconded by Alderman Ray to approve the minutes from the July 20, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the financial report for the month of July, noting that the \$311,501.00 cash balance does not reflect the \$10,710.00 hotel/motel and \$96,310.00 prepared food tax general fund transfer. She related that the cash balance is \$204,479.00.

She noted that hotel/motel gross receipts for the year are \$1,937,161.00, adding that \$38,351.00 has been collected. She related that hotel/motel revenues have considerably decreased from previous years. She stated that gross receipts for the month of June are \$374,258.00, noting that this is the least amount that has been reported since the inception of the hotel/motel tax.

She related that prepared food tax gross receipts for the year are \$19,117,397.97 with a total remittance of \$379,613.41. She reviewed the prepared food tax revenues chart, noting that compared to the same month last year, there is a slight decrease.

Chairman Houchen noted that prepared food tax revenues have decreased .24% and hotel/motel revenues have decreased 17%, adding that nationwide hotel/motel revenues are down 21%.

Alderman Stroud questioned if the cash balance reflects the \$50,000.00 transfer to the Facilities Board that was approved last month.

Assistant Finance Director Erkel replied negatively, explaining that the payment has not been processed due to a lack of documentation.

Alderman Stroud stated that he was under the assumption that it was known where the payment was to be remitted, noting that the Commission approved the transfer of the funds, adding that he is unaware of any additional paperwork that would be needed.

Assistant Finance Director Erkel expressed uncertainty regarding the paperwork that was needed, adding that to her knowledge, the payment has not been processed.

Alderman Ray moved, seconded by Alderman Stroud to approve the financial report for July as presented. Motion Carried.

In response to a question from Alderman Stroud, City Attorney Robert Bamburg replied that he had no knowledge of the financial transaction, expressing his assumption that funds could not be transferred until the Residential Facilities Board completed all of the appropriate expansion and changes that are required under the ordinance that was approved at the last City Council meeting. He related that he was unaware of the progress, if any, that has been made, adding that he has not been contacted by the Board to address any changes.

SELLS AGENCY REPORT:

CEO Mike Sells stated that the Agency has been working with the Arkansas Parks & Tourism Department, Heart of Arkansas, and the Military Museum to schedule the "FAM Tour" for Central Arkansas, which was discussed at the last Commission meeting, where representatives from the State "Welcome Centers" will tour cities within Central Arkansas. He related that the agenda has been completed, adding that representatives will be in Jacksonville on Thursday, September 24, 2009 to tour the Military Museum and have lunch.

He stated that 35 sales leads were distributed from the Arkansas Parks & Tourism Department's website this month.

He related a meeting with Cary Martin, formerly of Channel 7 news, who left the industry and started Little Rock Tours. He noted that Mr. Martin gave a presentation at the Governor's Conference on Tourism regarding his company and the tours that they offer around Central Arkansas. He related that the Agency was impressed with his company, noting that a lot of the tours they provide originate from the Little Rock Air Force Base, where incoming families are taken on a tour to familiarize them with the area. He explained that the meeting was to make Mr. Martin aware of the attractions and activities in Jacksonville and to ensure that Jacksonville is included in future tour agendas. He noted that Mr. Martin was very receptive to the idea, adding that they left some Visitor's Guides and made suggestions as to places to visit. He noted that Mr. Martin provides tours to the McArthur Military Museum and suggested including the Military Museum on the next tour.

Mr. Sells noted that he and Rachel Earls attended a Wing Ding Festival Committee meeting and have been working on a proposal regarding the \$5,000.00 budgeted by the Commission for additional advertising and promotion of the event. He related that the Wing Ding Committee and Chamber of Commerce would provide art work, so it would be cohesive, which would be included as newspaper inserts. He stated that the Agency has been working with the Leader regarding printing of the inserts. He provided the Commission with

a copy of the Combat Airlifter, demonstrating the size and paper stock that has been proposed on the estimate. He related that the Agency is proposing to have 45,000 inserts printed and inserted into the Cabot Star Herald, Sherwood Voice, North Little Rock Times, Maumelle Monitor, Jacksonville Patriot, Leader, and the Democrat Gazette daily circulation for Jacksonville and all of Lonoke County. He stated that the Agency would continue to work with Chamber CEO Amy Mattison and Roger Sundermeier to finalize the details and to ensure that they are comfortable with this as a promotional plan for the Wing Ding Festival.

Mr. Sells related that a meeting was held with Parks & Recreation Director Kristen Griggs and Marketing Manager Marlo Jackson regarding ways the Agency could help promoting upcoming events and tournaments. He related that the Parks & Recreation Department would like to have a "tournament guide" so that when teams register for upcoming tournaments, they can send out information packets that promote the City and contain information regarding where to stay, eat, and visit. He provided the Commission with a conceptual layout, adding that a page of coupons was included per their request. He stated that they hope area restaurants, hotels, or attractions will offer some kind of discount to the teams coming into town.

He noted that a disc of all the photography taken by the Agency was given to Parks & Recreation Marketing Manager Marlo Jackson.

He noted that the fall advertising campaign began last week and will be running for the next two months.

OLD BUSINESS:

1. Discussion A & P website

Mr. Sells related that at the last meeting, he had stated that the City would basically have three websites and one of them would be the City of Jacksonville's website, which is a governmental website that would have a primary target audience of residents and businesses within the City. There is a Chamber of Commerce website, which is primarily for business, commerce, and development; and then there would be an A & P website that would primarily target visitors. He stated that several cities have the same setup, where there is a City, Chamber, and A & P website. He provided the Commission with two examples; the City of Hot Springs and the City of Fayetteville. He also reviewed two designs for the Commission's website.

In response to a question from Commissioner Andy Patel, Mr. Sells explained that the Agency feels there should be a website solely dedicated to visitors and tourists. Within that website, there would be a links to the Chamber of Commerce and City's website.

Mr. Sells confirmed that each entity would be responsible for the content on their websites. He explained that someone who is accessing the Heart of Arkansas website or the Arkansas Parks & Tourism website and links to Jacksonville, is looking for tourism information. He further explained that an A & P website would allow for online marketing on websites where banner signs and links could be utilized to attract visitors to stay, eat, and recreate, with a link that would take them to the Commission's website.

Chamber of Commerce CEO Amy Mattison noted that the City of Conway has a "seamless" website.

Mr. Sells stated that each entity within the City has similar colors and branding so there would be a more cohesive look.

Mr. Sells confirmed that there will be a robust analytic system in the background to track the number of visitors to the site, where they are from, how long they are staying, and what pages they are viewing.

In response to a question from Chairman Houchen, Mr. Sells replied that funding would come from budgeted funds. He noted that the Agency's budget has funds available without any additional expenditure.

Chairman Houchen stated that the website would be beneficial in attracting additional visitors to the City and would encourage future growth. He expressed his feeling that a website would be beneficial to the Commission.

Mr. Sells related that he was informed that due to a lack of ball fields, tournaments are played in Jacksonville and Sherwood, adding that it is a challenge to get teams to stay in Jacksonville. He explained that if everyone is working together, the teams will sign up and receive a packet of information and emails that will link them to the website containing information they will need to stay in Jacksonville instead of North Little Rock.

Chairman Houchen stated, and Parks & Recreation Marketing Manager Jackson confirmed, that the Parks & Recreation Department is finally being marketed to a degree that has not been achieved in the past and bringing additional business to the City.

In response to a question from Chairman Houchen, Mr. Sells replied that the estimate given last month was \$9,000.00.

Mayor Swaim moved, seconded by Commissioner Andy Patel to proceed with the development of a website and that all three entities work together to develop the website. Motion Carried.

Chairman Houchen confirmed with Mr. Sells that the website would be operational in 60 to 75 days.

In response to a question from Commissioner Andy Patel, Mr. Sells replied that the Visitor's Guide content would be the basis of the content contained within the website.

Chairman Houchen reminded everyone that there are several boxes of Visitor's Guides available for distribution.

Alderman Ray related that he had stopped by a "Welcome Center" and inquired about a visitor's guide for Jacksonville, noting that the staff was very complimentary.

2. Update "Welcome to Jacksonville" sign

The item was business was tabled until the September meeting.

3. Update "Christmas Contest"

Chamber of Commerce CEO Amy Mattison related that she has spoken to Chip McCully (Keep Jacksonville Beautiful) and Wendy with the Garden Club regarding the contest,

presenting the Commission with a preliminary outline, adding that she did not have a budget or anything. She stated that the information would be sent out with the Christmas Parade information, judging would be anonymous, and yard signs would be placed denoting the winner and second place. She related that she reviewed the minutes from previous meetings and could not find any information regarding budgeted funds.

It was noted and Alderman Stroud concurred, that the budgeted amount was \$1,500.00.

Chamber CEO Mattison stated that additional placements could be added such as an "honorable mention". She related that the divisions would be residential, churches, commercial, and government municipalities such as fire, water, wastewater, etc.

4. Funding request to acquire the "Soaring" sculpture discussed at the July 20, 2009 meeting

Mr. Ron Newport expressed uncertainty regarding the procedure but would like approval to initiate this project.

Alderman Ray noted that he was unable to attend last month's meeting and confirmed with Mr. Newport that he is requesting funding to initiate the plan that he presented at the last meeting.

Mr. Newport stated that the first installment of the project would be \$3,851.00 and every five months additional funding would be expended.

Alderman Ray moved to expend \$3,851.00 to begin the process of acquiring the "Soaring" sculpture.

Chairman Houchen stated that since the total cost of the project is over \$40,000.00, the item would need to go through the bidding process.

Mr. Newport replied negatively, explaining that this is the reason that there is a Public Art Initiative, adding that if it is put out for bid, the Commission would not get the sculpture.

City Attorney Bamburg clarified that if the funds were expended through the Commission, it would have to be addressed in some form or fashion. He noted that there are some incentive programs for art activities and situations that would not qualify in this instance, however he would double check. He expressed concern that this is an unbudgeted expenditure being addressed without consideration for the bidding process or whether there were requests for proposals or qualifications, adding that to his knowledge, nothing has been completed.

Mr. Newport stated that if you put the Public Art Initiative under the bidding process, you might as well forget about it.

Chairman Houchen suggested that this request be considered for the 2010 budget. He explained that there may not be funds available this year due to the recent expenditure of \$50,000.00 for a separate school district, and that it would also give City Attorney Bamburg the opportunity to research the legalities. He further explained that there may not be funding available in the 2010 budget for this project due to the economy and other priorities.

Mr. Newport stated that he would return for the September meeting.

Alderman Stroud stated that there should be some funding mechanism for art, explaining that art is a sole source item.

NEW BUSINESS:

1. "Wing Ding" status report

Ms. Denise Goforth related that in 2008, the Commission budgeted \$10,000.00 for entertainment at the 2009 Festival. She stated that as part of the festival, and to encourage additional attendance, the Committee is changing how the "entertainment factor" is handled. She related that there will be an increase in the prize money that is awarded for the cooking contest and a competitive eating contest will be implemented. She explained that competitive eating is one of the fastest growing sports in the country, citing the Nathan's hotdog eating contest. She further explained that the sport has taken 20 years to grow through a company called Major League Eating, adding that there are two sanctioning bodies for competitive eating. She related that the Committee contacted Major League Eating, who gave them some guidelines regarding how to proceed with a contest. She stated that the thought process was to contract with Major League Eating in 2010 to utilize their name and clout to really expand to a nationwide event. She expressed understanding that it would take time to expand the event to a multi-day festival. For this year, the Committee is planning to have two divisions of competitive eating, an amateur and celebrity/military division to tie back to the Air Base, because the Little Rock Air Force Base has two wings, the 19th and 314th. She related that they would like to issue invitations to Colonel Otey, Chief Brinkley, and Chief Turcotte, Jr. to participate in the contest. She added that they are also speaking to local television and radio celebrities. She noted that they have been communicating with Pat Neely, owner of Neely's Barbeque in Memphis, who has proposed himself as the "Wing Ding Chicken King". She noted that Mr. Neely sits on the Memphis Chamber of Commerce Board of Directors. She related that prize monies for the celebrity/military division would be awarded to the recipients' favorite charities, adding that this will show the Festival is not only giving back to Jacksonville, but to charities as a whole. She noted that the prize monies would be awarded in the cooking contest for first and second place, people's choice, judge's choice, and a prize will be awarded to the best decorated booth.

She related that additional entertainment would be needed, adding that funds are budgeted for Radio Disney and \$4,000.00 for additional acts to entertain between the eating competitions.

In response to a question from Chairman Houchen, she replied that she did not know who the acts would be at this time.

Announcements:

Adjournment:

Chairman Houchen adjourned the meeting at 7:22 p.m. without objection.

Next Meeting: September 21, 2009 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved

A & P Commission
Scheduled Monthly Meeting
September 21, 2009

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on September 21, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Alderman Ray, and Mayor Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (5) present (2) absent

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Public Works Director Jimmy Oakley, Chamber of Commerce CEO Amy Mattison, Sells Agency CEO Mike Sells, Mr. Jerry Reichenbach, Mr. Ron Newport, Mr. Warren Dupree, Mr. Roger Sundermeier, Rick Kron with the Leader newspaper, and interested citizens.

MINUTES:

Alderman Ray moved, seconded by Commissioner Andy Patel to approve the minutes from the August 21, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the financial report for the month of August, noting hotel/motel gross receipts of \$2,212,699.00 with a total remittance of \$50,766.00. She related that the June and July Cranbury Inn remittance was not reflected in the report, adding that June's remittance was received in September. She stated that even with factoring the estimated gross receipts from Cranbury Inn, revenues have declined approximately 10%.

Chairman Houchen noted that hotel/motel revenues were down approximately 21% this year.

Ms. Erkel noted prepared food tax gross receipts of \$22,319,344.38 with a total remittance of \$505,131.94. She related that this is a 2% decrease from last month.

Chairman Houchen noted that prepared food tax revenues were down .8% for the year. He related that when reviewing preliminary figures, it appears August could be a tough month not only for the hotels but restaurants as well. He expressed his belief that we are entering the time of year where things are going to be tough, adding that the economy might rebound. He urged caution regarding spending and projections because he does not want the Commission to run out of funds.

Mayor Swaim questioned and Ms. Erkel clarified that the balance sheet reflects the most accurate balance.

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

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells reviewed the public relations report, noting work on the Wounded Warrior Soldier ride that was held last weekend. He related that Emily Canada collaborated with Military Museum Director DannaKay Duggar to get a letter out to the community requesting support, secured coverage in the Democrat Gazette's weekend calendar's top ten, a three minute morning show appearance with Co-Chairman Mark Leonard on KTHV, and the event was included in several printed and online calendars.

He related that Emily Canada also worked with Steve Shore regarding the Reed's Bridge Fall Encampment, obtaining prominent coverage in the Arkansas Democrat Gazette's September Style issue and the Arkansas Parks and Tourism E-News letter.

He noted that on the marketing side, the Agency has been looking for a new north-bound outdoor billboard location.

Chairman Houchen related his concern that with the ongoing construction and the barriers, drivers have no time to pay attention to what is on the opposite side of the freeway.

Mr. Sells noted that presently there is a mound of gravel blocking the view of the billboard.

Chairman Houchen stated that the Agency should look at obtaining a north bound sign on the right side of the freeway.

Mr. Sells explained that outdoor media boards are based on "supply and demand", noting that presently there are three right-hand read locations available between the Kiehl Avenue and Redmond Road exits. He related that Chairman Houchen has been given the information concerning the available locations, noting that the contract ends this month so if a decision could be made this week regarding preference, the Agency could complete the contract.

In response to a question from Commissioner Andy Patel, Mr. Sells replied that the billboard wrap would have to be changed.

Mr. Sells related that the tournament brochure was still in process, adding that he has not received a progress report from the Parks and Recreation Department regarding ad sales.

He stated that the Wing Ding Committee reviewed the newspaper insert idea and decided to proceed in an alternate direction, going with radio advertisements.

He related that the A & P website is over half-way complete, noting that the majority of work has been on the programming side. He presented the website to the Commission, noting that it is still in progress. He related that hotel email links would be added.

Commissioner Andy Patel suggested including area codes with the telephone numbers.

In response to a question from Mayor Swaim, Mr. Sells replied that if the hotels wanted to utilize a photograph, they would need to submit photos to the Agency.

Mr. Sells stated that the Agency would design the event calendar in such a way that it can be easily updated through a content manager. He questioned who would be responsible for updating the website, noting that it should be someone from the City or the Parks and Recreation Department. He stated that by the next Commission meeting, the Agency should have completed its work and it should be ready to go "live" shortly after the next meeting.

Discussion ensued regarding photography suggestions for the website.

Mr. Sells stated that he would forward five URL addresses to the Commission for review.

OLD BUSINESS:

1. Update "Welcome to Jacksonville" sign

Mr. Roger Sundermeier conveyed the difficulty in obtaining additional bids regarding this project. He reviewed the bid from Action Sign, one proposal would place lettering on top of the existing sign for \$6,991.18 for the letters and \$560.00 to paint the existing lettering on the sign with reflective paint. The second proposal would add a banner sign and update the civic organization sign for \$13,518.00. He expressed uncertainty regarding the Commission's intent to complete all of the work versus updating the "Welcome to Jacksonville" sign at this time. He stated that they have focused on the "Welcome to Jacksonville" part, acknowledging that the sign could be relocated futuristically.

He noted that the second bid was from Seiz Sign Company out of Hot Springs per Commissioner Andy Patel's recommendation. He related that if the company installs cast aluminum letters along the top of the sign and utilizes the existing flood lights for lighting, the cost would be \$2,300.00. The other option would be to install a raceway on top of the sign with individual channel letters for \$4,051.00, adding that re-facing the existing signage would cost approximately \$600.00 for a total of approximately \$4,800.00. He noted that the bid includes parts and installation but no electrical work.

He related that when speaking with other companies, they either did not have the time or the desire to bid on this project.

Mayor Swaim questioned and Mr. Sundermeier confirmed that the bid from Action Sign in the amount of \$13,518.00 includes re-staining the wood, removing and updating the civic club logos, and installing a metal structure between the two signs where banners could be displayed.

Mayor Swaim questioned if the second bidder made a similar proposal.

Mr. Sundermeier replied negatively, explaining that he felt the Commission was leaning toward a more permanent solution to the banners regarding community events, noting that banners may be less attractive than a permanent structure.

In response to a question from Commissioner Hurley, Mr. Sundermeier replied that his preference was to save money. He explained that the flood lights might provide enough illumination, making Seiz Signs Company's bid more cost effective, noting that they utilize the same materials.

Discussion ensued and it was noted that a motion had been approved in a prior meeting to expend up to \$13,500.00 to update the sign.

Chairman Houchen agreed that there might be changes forthcoming that were unknown at this time, pointing out that if the original goal could be achieved for \$4,800.00, it is definitely better than spending \$13,500.00.

It was noted that the civic organizations provide their own logos while the City provides the structure for display.

In response to a question from Chairman Houchen, Mr. Sundermeier replied that if the banner were changed, the only cost incurred would be for new channel letters and installation, which would be approximately \$2,500.00.

Mayor Swaim noted the increased traffic flow coming from the north, explaining that he is not averse to approving this expense but would like the Commission to consider a possible location for a sign to the north.

Alderman Ray moved, seconded by Commissioner Andy Patel to amend the original motion of \$13,500.00 to update the "Welcome to Jacksonville" sign to \$4,800.00.

Discussion ensued regarding the cost to pour a base for a secondary "Welcome to Jacksonville" sign to the north.

Mayor Swaim related that Mr. Tom Cory of Arkansas Precast poured the base for the existing sign, explaining that it was completed before his tenure in office; suspecting that it was donated. He stated that it would cost \$9,600.00 to duplicate the work for another sign but the base would need to be erected.

Discussion ensued regarding where to place a sign with Mayor Swaim agreeing to speak with the executor of Mr. Dick Jones' estate regarding a possible sign location.

Motion Carried.

2. Funding request to acquire the "Soaring" sculpture

Mr. Newport agreed to allow this request to be considered for the 2010 budget.

NEW BUSINESS:

1. Jacksonville Military Museum PowerPoint presentation

Mr. Warren Dupree related that the Wounded Warrior event held last weekend raised over \$12,000.00 and after expenses, approximately \$8,100.00 went to the Wounded Warrior project. He related the Museum's hope to make this an annual event.

He presented a PowerPoint presentation regarding the Military Museum's accomplishments, noting that the Museum opened May 01, 2005, containing approximately 2,500 square feet of display space. He further noted the construction of a 9,500 square foot addition in 2006 with approximately 6,500 square feet of display space, a 70 seat theater, and a walk through video theater.

He related that the Museum has displays covering World War I & II, the Civil War featuring the Battle of Reed's Bridge, Arkansas Ordnance Plant, home front World War II, Korean War, Desert Storm, Iraqi Freedom, Vietnam War, Arkansas Air National Guard, and 304TH Strategic Missile Wing.

He then noted that a rebuilt Arkansas Ordnance Plant guard shack was placed on the front lawn and is now on the national registry of historic places.

He related that collections and archives currently include over 5,000 items with additional items added daily.

He stated that there have been 10,700 registered visitors since the Museum's opening, which includes tourists from all 50 states and 22 countries.

He related that the F105 dedication would be held on Friday, September 25th at 2:00 p.m., encouraging everyone to attend.

He related that planning is underway to provide a permanent home for the "Fallen Heroes" memorial, explaining that it is a flag tribute to all Arkansas soldiers, and other military personnel who have Arkansas ties, who have fallen in valor or combat situations. He related that they would be placing this display around the F105 display.

He then noted that planning is underway for the Museum to host its first major exhibit called "Return to Rohwer", which is a presentation of the most extensive collection of artwork and artifacts from one of the World War II Japanese internment camps located in Rohwer, Arkansas. He explained that these were cultural and historical treasures of national and international significance. He noted that the former mayor of McGhee, Rosalie Gould put together the collection and is the steward for this group.

Mayor Swaim questioned and discussion ensued regarding the possibility of placing a mural on the exterior of the Museum's addition with both Mr. Newport and Mr. Dupree agreeing to the idea.

Mr. Dupree related that there is a designated C130 sitting on a hearth stand at the LRAFB, explaining that a request for funding to move the aircraft has been presented to the Lockheed Martin Corporation.

Announcements:

Chairman Houchen related that the deadline for 2010 budget requests is September 30, 2009.

Adjournment:

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

Next Meeting: October 19, 2009 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved



A & P Commission
Scheduled Monthly Meeting
October 19, 2009

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on October 19, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Alderman Ray, Commissioner Hurley, Alderman Stroud, and Mayor Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (7) present (0) absent

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Mayor Fletcher, Finance Director Paul Mushrush, Sells Agency Account Executive Rachel Earls, Yikes Interactive Designer Thad James, Mr. Jerry Reichenbach, Mr. Ron Newport, Mr. Warren Dupree, Ms. Joan Zumwalt, Ms. DannaKay Duggar, Mr. Jack Danielson, Mr. Tommy Dupree, Mr. & Mrs. Ben Rice, and interested citizens.

MINUTES:

Commissioner Andy Patel moved, seconded by Alderman Ray to approve the minutes of the September 21, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Finance Director Paul Mushrush stated that he compared 2008/2009 revenues, noting that hotel/motel revenues were down 23% from last year. He related that he completed an analysis by hotel and there are only two hotels that are within a couple of percentage points from where they were last year, adding that the rest of the hotels are down 18 to 50%. He related that hopefully with the Air Show next year, there will be an increase in revenues. He explained that without knowledge of the hotel/motel industry and the lack of a broader range of hotels in town, he could not explain the differences. He related that regarding budgetary purposes, he would budget the same amount for next year as was budgeted this year, adding that he is expecting an increase.

He reviewed the prepared food tax revenues chart on page 26 of the report, explaining that if you take the areas above and below the curve, add and subtract, the number literally comes out to zero, noting that it is actually \$2,000.00 off between the two years. He related that prepared food revenues year to date have remained consistent, adding that with increased fuel prices, that could change.

Chairman Houchen stated that for the month of August, particularly regarding hotels, if you collect the outstanding revenue, August would only be \$5,000.00 less than the same month last year.

Finance Director Mushrush concurred.

Chairman Houchen noted that August was the best month for hotels regarding revenues this year. He further noted that there are only four hotels that have been inspected and approved for military personnel stay, which means that the hotels are not 100% compliant. He stated that he did not know whether this would affect hotel revenues, speculating that it would have some affect.

Commissioner Andy Patel agreed that it does affect revenues.

Finance Director Mushrush pointed out that there are differences regarding the application of taxes, explaining that if the military directly pays for the hotel then they are not subject to the tax; however, if the individual pays for the hotel, they are subject to the tax.

Chairman Houchen stated that his main concern was the gross revenue and sales of the hotels, explaining that he would like to see them rebound to where they were previously. He expressed his understanding that some personnel are exempt from paying the tax, suggesting that gross sales be reviewed to get a better indication of revenues.

Chairman Houchen noted that prepared food tax revenues, if you consider the outstanding account balances, are up \$100,000.00 over this time last year, which should make us even for the year.

Alderman Stroud stated that the reason August hotel/motel revenues increased was probably due to ball tournaments.

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

SELLS AGENCY REPORT:

Sells Agency Account Executive Rachel Earls related that a north bound billboard location has been chosen by Chairman Houchen, adding that the billboard would be up in December. She noted that there is a delay due to the upcoming holidays. She stated that she would send a file of the new layout for approval, explaining that it would be the same layout but with updated photography.

In response to a question from Commissioner Andy Patel, Chairman Houchen explained that the new location for the billboard was just before I-440 where the CenturyTel sign was, adding that it is the tallest sign on the right-hand side. He further explained that the left-hand sign has poor visibility, especially with the ongoing construction.

Ms. Earls related that the Sells Agency's photographer took photographs of the Wing Ding Festival, the Military Museum's F105 static display, and the Reed's Bridge cabin.

She noted that the Agency would develop a 2010 plan and budget to be presented at the November meeting.

She stated that the tournament brochure has been updated regarding edits from Marlo Jackson and the Commission.

Commissioner Hurley requested a current media plan.

Ms. Earls reviewed the updates to the website, noting new photography and descriptions. She stated that she would send a link to Recording Secretary Wilmoth for distribution and further input.

Yikes Interactive Designer Thad James gave a brief description of Contribute, which is a program for updating website content that can be installed on two computers.

Discussion ensued regarding specifics of the website.

It was noted that the new URL address will be *jacksonvillesoars.com*

Ms. Earls updated the Commission regarding recent public relations projects, noting that the F105 dedication was pitched to television while DannaKay Duggar pitched the print media. She further noted that the event was covered on the KTHV 10:00 p.m. news cast. She related that the Agency is currently working on media and calendar inserts for the Military Museum's Stars and Stripes golf tournament and the Reed's Bridge Haunted Halloween. Through September 28th and October 12th, the Agency distributed 36 sales leads from the Arkansas Parks & Tourism website and will begin working on the upcoming Holiday Craft and Gift sale.

Commissioner Hurley asked if a "value" was assigned to the public relations work regarding costs or target points.

Ms. Earls responded that she does not handle the public relations aspect of the account.

Commissioner Hurley stated that he would like to see that in next month's report, adding that it is part of the job to advertise for the Museum and others, explaining that the value helps to determine the cost benefit.

OLD BUSINESS:

NEW BUSINESS:

1. Commissioner's discussion regarding the 2010 budget requests

Mayor Swaim noted that there were significantly more requests than there were available funds.

Chairman Houchen related that there is \$71,000.00 more in requests than available funds, stating that the Commission can not operate on a deficit. He expressed his opinion that he would like to see \$100,000.00 in discretionary funds to be used for other projects that might occur during the year.

Commissioner Hurley related that he reviewed the requests that were submitted year-to-date for next year's budget, suggesting that each entity prioritize their funding requests. He noted that the Military Museum has requested a total of \$115,850.00, Reed's Bridge \$51,600.00, Patriotic Spectacular \$30,000.00, Wing Ding Festival \$27,000.00, Keep Jacksonville Beautiful \$108,000.00, for a total of \$332,450.00 with projected revenues of \$459,000.00. He noted that this does not include funding for the Sells Agency, discretionary funds, Heart of Arkansas, or anything else. He stated that the Commission is not going to have the funds to fulfill the "wish list", adding that he is not saying that each request is not valid nor has a good purpose but there needs to be a determination, with the entities' help, as to what is most needed and will be cost effective.

Chairman Houchen suggested that the entities review their requests, keeping in mind what the Commission gave them last year. He noted that there would not be any 25-50% increases. He stated that revenues have been projected but there are no guarantees regarding collections. He explained that the Commission is dealing with a marketplace that could change drastically, adding that it could go up or down depending on the economy. He asked that the entities be realistic regarding needs and requests.

Mayor Swaim suggested that the entities remit a prioritized list regarding requests with a two to three year plan.

Mr. Jack Danielson related that in past years, they have been discouraged from submitting multi-year requests, questioning what to call these plans.

Chairman Houchen replied that the Commission has a better history regarding revenues and direction, explaining that last year was the first full year of tax collection. He added that the Commission now understands the revenue collection and what may happen futuristically, which means that it is easier to consider a two or three year plan as opposed to doing everything in one year.

Alderman Stroud addressed Mr. Danielson's question, stating that it does not mean that the request would automatically be included in future budgets, but would be considered for funding.

Finance Director Paul Mushrush clarified that the City has a much larger budget, which requires long-term planning. He related that the City uses the "phase process", noting that a phase is: something tied to something else that places it in a specific priority.

Mayor Swaim clarified that the priority list offers the Commission an idea of what is most important for each year. He stated that the Commission has to decide how everything fits together in the overall promotion plan for the City, explaining that something one entity is doing may help promote another entity. He related that if the Commission looks at the requests in phases, the Commission may decide to fund priority one and five because priority five may be better for promoting the City.

Commissioner Hurley noted that Public Works Director Jimmy Oakley has submitted a budget request in the amount of \$3,350.00.

Mayor Swaim noted that this does not include support for the LRAFB or other budget items that are normally funded.

Alderman Stroud noted that \$50,000.00 has been promised to the Public Facilities Board.

Commissioner Hurley noted that the total requests are \$335,700.00.

Alderman Ray stated that the Commission is discussing a 30-40% cut regarding the requests.

Chairman Houchen asked the entities to email their priority lists to Recording Secretary Wilmoth by November 12th. He then asked that the entities keep their lists simple, noting that the Commission is already aware of the details regarding each request. He related the Commission's intent to make cuts in November with final cuts and approval in December.

Mr. Ben Rice stated that Mayor Swaim made a good point when he stated that what one entity may request might benefit another entity, adding that priorities could be assigned but this is a factor that should be reviewed as well.

Chairman Houchen stated this is why the Commission needs time to review the requests and make determinations.

Announcements:

Chairman Houchen read the announcements regarding details of the Reed's Bridge Haunted Halloween Bloody Barn Tour & Haunted Hayride as well as the Military Museum's upcoming lecture and dedication of the D-Day exhibit.

Chairman Houchen complimented the Museum regarding the F105 static display.

Commissioner Hurley questioned, and Mr. Danielson replied that two cannons have been ordered and will be ready on November 1st.

Mayor Swaim stated that he was impressed with the work that has been completed at Reed's Bridge.

Ms. Joan Zumwalt stated that the Museum's golf tournament will be held at Foxwood Country Club this Friday.

Chairman Houchen noted that Recording Secretary Wilmoth will be updating the website, asking entities to email or remit requests to her regarding events or announcements for publication.

Adjournment:

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

Next Meeting: November 16, 2009 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Scheduled Monthly Meeting
November 16, 2009

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on November 16, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Alderman Stroud, and former Mayor Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (5) present (2) absent

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Assistant Finance Director Cheryl Erkel, Sell Agency CEO Mike Sells, Sells Agency Account Representative Rachel Earls, Mr. Jerry Reichenbach, Mr. Warren Dupree, Ms. Danna Kay Duggar, Mr. Jack Danielson, Mr. Tommy Dupree, Mr. Steve Shore, Mr. Rick Kron with the Leader newspaper, and interested citizens.

MINUTES:

Alderman Stroud moved, seconded by former Mayor Swaim to approve the minutes from the October 19, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the monthly report for October, noting yearly hotel/motel gross receipts of \$2,794,734.00 with a total remittance of \$62,425.11. She estimated the yearly total remittance to be \$72,140.00 utilizing 2007 revenues as a guide. She noted that gross receipts for November are \$277,036.00, which is a 10% decrease from last month.

In response to a question from Commissioner Andy Patel, Assistant Finance Director Erkel replied that Cranbury Inn was approximately one month behind, adding that they are remitting payment prior to a "cease and desist" notice issuance.

Further discussion ensued regarding Cranbury Inn's situation with Chairman Houchen requesting that a letter be sent to them stating that they need to be more diligent regarding their tax payments or the Commission could raise the penalty for failure to remit timely payments.

Assistant Finance Director Erkel noted yearly prepared food tax gross of \$28,440,857.13 with a total remittance of \$623,003.42. She related that the projected total remittance for the year would be \$762,000.00 utilizing 2008 revenues as a guide. She noted that gross receipts for November are \$3,099,815.00, which is a 3% increase from last month.

Alderman Stroud questioned the decrease in hotel/motel and prepared food tax revenues in September.

Commissioner Andy Patel pointed out that there was a lot of rain in September and school was beginning.

Alderman Stroud moved, seconded by former Mayor Swaim to approve the October financials as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells reviewed the proposed 2010 media guide. He recommended renewing ads in the Arkansas Parks & Tourism Guide, Central Arkansas Newcomer's Guide, placing ads in AAA (Arkansas Automobile Association), and Southern Traveler. He explained that Southern Traveler is doing a co-op with Arkansas Parks & Tourism, recommending that a third page ad be placed in the spring and fall issues. He further recommended renewing the ad in the Arkansas Meeting & Planners Guide to promote the area facilities for meetings and conventions and the ad in the Sport Events Magazine to promote the ball fields for tournaments. He noted a lot of print around the time of the LRAFB Open House, Patriotic Spectacular, and the year-end community update report.

He related that the Agency recently held a team meeting to come up with ideas to increase hotel/motel revenues in 2010. He noted that several members of his staff are from Northeast Arkansas and people from that area drive down Hwy 67/167 to Central Arkansas to attend concerts, shopping, plays, and other functions while staying in hotels in North Little Rock. He related that they are driving through Jacksonville to North Little Rock and staying in comparable hotels that cost \$30.00 more per night. He stated that people from Northeast Arkansas would feel more at home in a town the size of Jacksonville without the traffic and congestion of North Little Rock but it doesn't occur to them. He related that they are recommending that some of the LRAFB Open House print be included in the Northeast Arkansas newspapers. He noted that they have spoken to Channel 7, explaining that Channel 7 did a series called fifty cities in fifty days on their morning show where they would focus on one city for a day. He related that they are looking to do twenty-five cities in twenty-five days for 2010, adding that the Agency would like for Jacksonville to be one of the featured cities. He stated that they would like to run a television ad on Channel 7 before and after the airing of the Jacksonville segment, and then use the same television ad in Northeast Arkansas on KAIT, and possibly some of the cable channels, to get people thinking about Jacksonville as a place to stay when they come to Central Arkansas for events. He then presented the Commission with copies of the media plan for 2010.

He presented two television ad concepts to the Commission, explaining that one was animated and does a good job of branding the Jacksonville "soaring higher" logo, the eagle, and the "red, white, and blue". He related that the cost to produce the ad is already included in the 2009 budget, suggesting that the Commission go ahead and produce the ad in 2009, and then there would only be media costs in 2010. He stated that the second ad concept is a little more straight forward, which is to film a family while they are in Jacksonville. He explained that the visitor's guide would open to a photo of a family that becomes interactive. A copy of both concepts is on file in the recording secretary's office for review.

Alderman Stroud stated that the first three slides of the second concept seemed to be geared toward residents and not visitors, adding that he prefers the animated concept.

Commissioner Andy Patel questioned if both concepts could be produced, commenting that reality is preferred to animation.

Mr. Sells acknowledged that reality is a "safer approach", adding that he likes the concept. He explained that what he likes about the animated concept is that it is different than what is usually seen on local television, so visually it would stand out more.

Discussion ensued regarding both concepts; former Mayor Swaim expressed his disappointment that television ads were not produced earlier because that is the "biggest splash" regarding advertisement that can be made. He acknowledged that it is expensive but Jacksonville needs to get into that market. He questioned the cost to produce both concepts.

Mr. Sells replied that they have not gotten cost estimates from the production companies.

Chairman Houchen asked Mr. Sells to proceed with obtaining estimates to produce both concepts.

Mr. Sells agreed, explaining that the Agency hires production companies to produce the ads and they usually require half the budgeted funds up front.

Chairman Houchen stated that if the Commission abides by the budget regarding expected revenues to be received by the end of the year, the Commission should break even or have a small surplus of funds.

It was noted that the Agency would obtain and email to the Commission for review the cost estimates to produce both ads.

Discussion ensued regarding having a television station produce the ad versus a production company. It was noted that a production company would produce a higher quality ad that would be more marketable.

Chairman Houchen announced that the website is up and running, noting that the website address is jacksonvillesoars.com. and features links to the City and Chamber websites.

Sells Agency Account Representative Rachel Earls provided the Commission with copies of the 2009 progress ad that has an outline of the items that were funded by the Commission with pictures and a screen shot of the new website. A copy is on file in the recording secretary's office for review.

CEO Sells related that at the last Commission meeting, the Agency was asked to obtain a value regarding the public relation's work. He noted that the Commission is probably familiar with advertising value equivalency (a.v.e.), explaining that if a story is printed in the newspaper and it is three columns wide by five inches deep then it is fifteen column inches,

If you purchased fifteen column inches of advertising in the same newspaper, what would the cost be? He explained that some people multiple by five to obtain the public relation's value, which is based on whether it is an editorial piece because people tend to believe that more than an ad, pointing out that the Agency uses the times four value. He related that the total is \$25,340.00 in advertising value equivalency for the public relation efforts in the third quarter.

Mr. Jack Danielson commented that the Commission is advertising the low cost of area hotels, adding that he feels the Commission should advertise the high quality, national chain hotel in Jacksonville. He expressed his assumption that once the ads were ready, they would be available for viewing on the website.

OLD BUSINESS:

1. Discussion 2010 budget

Chairman Houchen noted that at the last meeting, the entities requesting funding were asked to remit a priority list because the Commission could not fund all of the requests that were submitted. He related that two entities submitted priority lists to the Commission for consideration. He entertained a motion that he and Commissioner Hurley along with another individual schedule a meeting with Finance Director Paul Mushrush to prepare a proposed 2010 budget for approval at the next meeting. He explained that Finance Director Mushrush could incorporate the items into a worksheet, along with another month of reported revenues from the restaurants and hotels.

Former Mayor Swaim moved that a budget sub-committee be formed consisting of Commissioner Hurley, Chairman Houchen, and Alderman Stroud. Alderman Stroud seconded the motion. Motion Carried.

It was noted that changes could still be made in December to the proposed budget.

Alderman Stroud expressed his appreciation to the Jacksonville Military History Museum submitting a priority list, adding that it is helpful.

NEW BUSINESS:

Mr. Tommy Dupree stated that he would like to update the Commission regarding Civil War aspects of the community and State. He offered the Commission pictures of two cannons that are ready to be picked up, adding that he hopes to have them by the first of the month. He called attention to item number two of the handout, which lists the number of inquires onto the Sesquicentennial website for the year. He noted the continued growth regarding inquires, adding that the Sesquicentennial will be held in 2011. He related that they will have five state-wide events, noting that the first and last events will be held in Little Rock with the other events being held in Northwest Arkansas and other places. He suggested that Jacksonville find a way to "tag onto" the State regarding advertising, noting that the State will be advertising in Missouri, Kansas, Oklahoma, Iowa, Wisconsin, Ohio, Michigan, Indiana, Illinois, Delaware, New York, Texas, and Louisiana. He stated that he would like to find a way to have those individuals, who will be coming to Central Arkansas for the events, stay in Jacksonville. He related that there will be a full re-enactment next year and in 2012, adding that they try to have a re-enactment every couple of years. He stated that the actual

event will be held in 2013 and 2015. He related plans to hold a meeting with the Chickasaw nation to set up an event, explaining that they have dancers who arrive via bus, adding that he would like to schedule these events every couple of years. He recognized Steve Shore, Mike Kisch, DannaKay Duggar, Jack Danielson, and Warren Dupree for their hard work. He stated that they are trying to get the "rock house" finished by mid-year so that they could have a tourist information and interpretive center. He related that any help from the Commission would be greatly appreciated.

Announcements:

Chairman Houchen read the announcements concerning the upcoming lecture "Afghanistan...What's really going on?" at the Jacksonville Museum of Military History on November 19th at 6:00 p.m., the City Hall Christmas lighting ceremony on December 3rd at 6:30 p.m., the fifty-second annual Christmas Parade on December 5th at 1:00 p.m., and City Hall Open House on December 11th from 11:30 to 2:00 p.m.

Adjournment:

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

Next Meeting: December 21, 2009 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Budget Sub-Committee Meeting
December 03, 2009

The A & P Commission budget sub-committee held a meeting on December 03, 2009 in the Library of City Hall. Chairman Houchen called the meeting to order at 9:00 a.m.

Those present included: Commissioners Ray Patel, Andy Patel, Jim Hurley, Alderman Stroud, Recording Secretary Nikki Wilmoth, Finance Director Paul Mushrush, Assistant Finance Director Cheryl Erkel, and Mayor Fletcher. There were no members of the media present.

Chairman Houchen informed those present that he called this meeting because funding requests were considerably more than the proposed budget and to discuss some things that are being considered in the future. He related that there was no way that the Commission could fund all of the requests that it has received, suggesting that they start at the top. He expressed his opinion that Recording Secretary Wilmoth's salary be raised to 150.00 per month, noting that the increase has been incorporated into the proposed budget. It was the consensus of those present to approve the proposed increase in salary. He noted that there were no other changes to the administrative/operational expenditures except for the \$800.00 increase per year in Recording Secretary Wilmoth's salary.

Commissioner Hurley called attention to the \$5,000.00 city attorney line item, questioning whether he was going to be employed full time as the City's attorney.

Finance Director Mushrush replied affirmatively, explaining that the Commissions, who he serves in the function of city attorney, are contributing.

It was noted that this is a new budget line item for 2010.

In response to a question from Commissioner Andy Patel, Mayor Fletcher replied that he has spoken to all of the commissions who utilize legal services for the City, explaining that Mr. Bamburg's position is part-time but with a full-time work load. He further explained that with the increased demands for Mr. Bamburg's services by his office and other commissions, it has become necessary to make the position full-time. He related that he consulted with the Water and Wastewater Commissions, who have been utilizing Mr. Bamburg's services the most and they agreed to give Mr. Bamburg \$15,000.00 each. He stated that each commission that utilizes his services and generates revenue for the City is paying a portion of his salary.

Commissioner Hurley addressed the proposed revenues portion of the budget, stating that he would feel more comfortable proposing revenues of \$800,000.00, adding that if \$916,000.00 is collected, that will give the Commission additional funds. He explained that half of \$800,000.00 is \$400,000.00 less the \$30,000.00 in operating expenses; give the Commission \$370,000.00 to work with today.

Finance Director Mushrush stated that the revenues are based on more realistic terms. He related that the prepared food revenues are based on the same revenue stream as projected for 2009.

Commissioner Hurley concurred, stating his uncertainty regarding whether 2010 would follow 2009. He related that from a budgetary standpoint, he feels it is best to budget conservatively and then midway through the year, if it is equal to or above 2009, then the Commission could review and fund some items that will not be funded today. He explained that in 2009, his restaurants were up 5-7% percent every week until the lottery started, and now they are down 5-7% since the lottery's inception. He noted that according to Arkansas Business publication, the lottery has generated \$86 million in 57 days, out of that approximately \$1.6 million per day used to be used for food purchases. He noted concern regarding this issue, stating that if the Commission tentatively budgets the same as in 2009, there may be a short fall.

Chairman Houchen stated that he would like to have a large budgeted/undesignated balance.

It was the consensus of those present to adjust the proposed revenues to reflect a more conservative estimate based upon the information given.

Finance Director Mushrush noted that there were two revenue line items that were coming out of the fund balance: Chamber \$36,500.00 and the Facilities Board \$50,000.00.

Discussion ensued and it was the consensus of those present to address the revenues portion of the budget since the Chamber line item was a new line item to the budget.

Finance Director Mushrush confirmed with the Commission that between the hotel/motel and prepared food tax, the proposed revenues should reflect a net income of \$800,000.00.

Discussion ensued regarding the \$36,500.00 revenue line item with Assistant Finance Director Erkel explaining that the remaining balance from all of the revenues less the expenditures is called the fund balance. At the beginning of the year, if the fund balance is needed to fund items that new revenue is not projected for, the fund balance can be used to fund these items.

Further discussion ensued.

Alderman Stroud noted that the Commission has never funded the Chamber of Chamber and now, all of a sudden, the Commission is funding them. He also noted that the City is no longer funding the Chamber, adding that it was in the paper that the Chamber is loosing 80% of their revenue. He questioned whether the Commission wanted to give the Chamber \$36,500.00.

Further discussion ensued with Mayor Fletcher giving a brief history of the situation, noting that the majority of the funding that was given to the Chamber in the past was for economic development. He informed the Commission that the City has contacted with an economic developer whose contacted salary starts out at \$60,000.00 per year. He related that the

Council approved the contract, which decreased the Chamber's funding to \$9,000.00 (\$7,500 for the Wing Ding Festival and \$1,500.00 for the Business Expo). He expressed his intent to send a letter to the Chamber regarding this issue but was advised by legal counsel not to remit the letter until after the City Council approved the budget. He related that he is asking the Commission to fund the Chamber in 2010, adding that there is a need for the Chamber.

It was the consensus of those present to give the Chamber one time funding in the amount of \$36,500.00.

It was the consensus of those present to make the following adjustments to the proposed budget: reduce the Patriotic Spectacular's request from \$30,000.00 to \$20,000.00, reduce the Museum's operating request from \$48,000.00 to \$36,000.00, to fund the Museum's aircraft transport request in the amount of \$10,000.00 and the Titan reentry vehicle transport in the amount of \$6,000.00, to decrease the Wing Ding Festival's funding from \$27,500.00 to \$15,000.00, to fund the Reed's Bridge Homestead project in the amount of \$4,900.00, to give Keep Jacksonville Beautiful \$5,000.00, and to not renew the Heart of Arkansas membership in the amount of \$2,500.00.

With no further business, the meeting adjourned at approximately 10:08 a.m.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Scheduled Monthly Meeting
December 21, 2009

ALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on December 21, 2009. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Jim Hurley, Alderman Ray, Alderman Stroud, and former Mayor Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (6) present (1) absent

Others present included Recording Secretary Nikki Wilmoth, Assistant Finance Director Cheryl Erkel, Mr. Jerry Reichenbach, Mr. Warren Dupree, Ms. Danna Kay Duggar, Mr. Jack Danielson, Mr. Tommy Dupree, Ms. Joan Zumwalt, Mr. Rick Kron with the Leader newspaper, and interested citizens.

MINUTES:

Alderman Ray moved, seconded by Commissioner Hurley to approve the minutes from the November 15, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the monthly report for November, noting that the balance sheet reflects an accounts payable amount of \$51,700.00. She explained that the amount reflected was lower than last month due to the third quarter installment payment to the Parks & Recreation Department.

She related hotel/motel gross receipts were \$3,027,588.00 with revenues of \$232,854.00, which is a decrease of 16%.

Chairman Houchen noted that the Air Base Inn, Cranbury Inn, and the Howard Johnson have not remitted for October.

Assistant Finance Director Erkel clarified that the Howard Johnson has remitted payment.

She noted that the prepared food tax gross receipts were \$31,458,510.61 with revenues of \$317,653.00, which is a 3% decrease from last month. She related that according to the graph, revenues were equal to last year at the same time.

Chairman Houchen stated that revenues were basically flat, adding that two restaurants were behind on remittances Crooked Hook and CiCi's Pizza. He confirmed that appropriate action is being taken to bring the two restaurants into compliance. He then noted that their remittances would add approximately \$75,000.00 in gross receipts.

Alderman Stroud moved, seconded by Commissioner Hurley to approve the November financials as presented. Motion Carried.

SELLS AGENCY REPORT:

Chairman Houchen related that Mr. Sells was unable to attend tonight's meeting, but would be at the January meeting.

OLD BUSINESS:

1. Approval of the 2010 budget

Chairman Houchen related that the budget subcommittee met approximately ten days ago to work out a budget that is hopefully fair to everyone. He stated that 2010 projected revenues have been decreased so the Commission does not over extend itself. He noted that no one received everything they were requesting due to the current economy.

Alderman Stroud moved to amend the 2010 budget by reallocating \$10,000.00 presently budgeted for aircraft transportation to operational funds per the Military Museum's request for a total operational fund of \$46,000.00. Mayor Swaim seconded the motion. Motion Carried.

Alderman Stroud moved, seconded by Commissioner Hurley to approve the 2010 budget as amended.

Chairman Houchen related that City Attorney Bamburg has requested that the Chairman be allowed to execute all contracts for the funding that has been approved and requested that it be included in the motion to allow the Chairman to sign contracts.

Mayor Swaim moved to allow Chairman Houchen to sign any agreement or document needed. Commissioner Hurley seconded the motion.

Both motions were approved unanimously.

NEW BUSINESS:

ANNOUNCEMENTS:

Chairman Houchen noted that City Hall will be closed on December 24th, 25th, and January 1st. He also noted that the next meeting would be held on Tuesday, January 19, 2010 due to the holiday on the 18th.

Mr. Reichenbach questioned if the minutes from the special meeting were approved because the minutes state that Recording Secretary Wilmoth's contracted payment was \$800.00 instead of \$1800.00.

It was noted that the minutes were correct as written as an \$800.00 increase from the previous year.

Alderman Stroud moved, seconded by Alderman Ray that the minutes from the budget sub-committee meeting be approved. Motion Carried.

Chairman Houchen wished everyone a Merry Christmas and a Happy New Year.

Adjournment:

Chairman Houchen adjourned the meeting at 6:40 p.m. without objection.

Next Meeting: January 19, 2010 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved