

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on January 18, 2011. 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 former 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 Bobby Bamburg, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Sells Agency CEO Mike Sells, Sells Agency Account Executive Kristen Burgeis, Sells Agency Media Director Greg Harrison, Alderman Howard, Jerry Reichenbach, Warren Dupree, Ben Rice, Jack Danielson, Tommy Dupree, DannaKay Dugger, and Rebecca Kron.

MINUTES:

Alderman Ray moved, seconded by Alderman Stroud to approve the minutes from the October 18, 2010 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel noted total assets of \$482,044.00. She further noted hotel/motel gross receipts of \$2,950,239.00, with a total remittance of \$62,421.90. She reported prepared food tax gross receipts of \$34,012,560.84 with a total remittance of \$731,826.17. She pointed out that three businesses have not remitted payment.

Mrs. Erkel reviewed the summary noting that compared to 2009, hotel/motel revenues were down 12% and prepared foods were down 2% for an overall decrease of 3%. Since January 2010, hotel/motel revenues are down 1% and prepared foods are down 7% for an overall decrease of 6%. When comparing December 2009 to December 2010, hotel/motel revenues increased 7% and prepared foods decreased 5% for an overall decrease of 4%.

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

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells reviewed the website statistical report, noting an increase in activity during the months of June through October. He also highlighted the increase in the number of unique visitors to the website.

Mr. Sells provided the Commission with a 2011 marketing plan draft outlining goals, target audiences, objectives, and strategies. A copy of this document is available in the Recording Secretary's office for review.

Sells Agency Media Director Greg Harrison reviewed the media recommendation's spreadsheet provided to the Commission. He elaborated on the Facebook.com Pay-Per Click line items for softball/baseball tournaments and history/military buffs, explaining that on Facebook there are small ads featuring a photograph with some headline and text that can be targeted geographically, by age, or interest. He related that niche ads do very well and are paid for on a "click basis", explaining that if someone sees the ad but does not click on the link, there is no charge. He stated that he estimated the cost based on a thousand clicks, noting that the number could be capped so it does not exceed the budget.

He stated that the television promotion's line item is funded in the budget however, there has been no specific discussion regarding expenditures due to budget uncertainties so this amount could vary. He recalled that last year, they ran the commercial with a banner promoting the Air Show and the Wing Ding Festival. Since there is no Air Show this year, the Commission may want to look at expanding and promoting other activities or events.

He addressed the travelers to Central Arkansas online display behavioral targeting (impressions) line item, explaining that there is a network of approximately 7,200 websites they are working with so that if someone nationwide is planning a trip to Arkansas, we can identify them if they go to one of the websites and an ad will be generated. He related that if someone accesses one of the websites, a pixel "tracking cookie" will be generated onto the individual's computer and the ad will be seen again should they access a website in this network for approximately a month. He related that if someone goes to the A & P website and downloads a visitor's guide, once they receive the "thank-you" page, then a second "tracking cookie" will be placed onto the individual's computer turning off the first "tracking cookie". He stated that these ads would be available nationwide but would primarily target those individuals in the surrounding states that would be coming to Arkansas. It would also target Arkansans who travel the State looking for things to see and do in general.

In response to a question from former Mayor Swaim, Mr. Sells replied that the ads do not specifically target the proximity of Jacksonville to the Clinton Library, but that it could be addressed.

Mr. Harrison clarified that the figure of 7,234,780 was the number of impressions and the cost is not based on the number of "clicks".

In response to a question from Commissioner Andy Patel, Mr. Harrison explained that the Community Center runs a half-page ad in the Arkansas Meeting Planner's Guide promoting the facility and the A & P Commission has a half-page ad promoting other activities in Jacksonville.

Commissioner Andy Patel stated his certainty that there is a way to track the amount of business generated from the ads placed in the Guide.

Mr. Harrison related that there is a community report line item, explaining that it is an ad generated at the end of the year outlining the Commission's accomplishments for the year. He noted that the ad was not printed in 2010.

Mr. Sells stated that any requests from the Commission for brochures or other projects would impact the media plan and the overall budget.

**A & P Commission
Regularly Scheduled Meeting
January 18, 2011**

In response to a question from Commissioner Andy Patel, Mr. Sells replied that the overall budget last year was \$150,000.00 but the total Agency expenditures were \$138,000.00, which is \$12,000.00 under budget.

Chairman Houchen noted that billboard contracts were not renewed because of all the construction and lack of a prime location. He related that he asked the Agency not to produce the community report ad because he believes that the community knows what the Commission is doing, adding that he does not believe in "self-serving" advertising.

Chairman Houchen related that there is a new City Map, revised Visitor's Guide, and a new Museum of Military History brochure, adding that the Commission would be open to producing a new Reed's Bridge brochure. He noted that there is no mention of the Commission on any of the brochures only the "Soaring Higher" logo, explaining that it is the Commission's responsibility to promote Jacksonville operating as one. Therefore, the Commission does not take credit for the majority of its accomplishments.

Alderman Stroud stated that he likes the marketing plan, adding that he would like to find a way to incorporate a tour of the LRAFB if possible.

Former Mayor Swaim stated that prior arrangements would need to be made and clearance granted, to tour the Little Rock Air Force Base.

Mr. Sells stated that these tours are usually planned four to six weeks in advance.

Alderman Stroud stated that he would like to see the timeline adjusted to a little later in the year, adding that February is the worst month regarding weather.

Alderman Ray expressed his approval of the marketing and media plans.

Chairman Houchen noted that the Commission has already produced a generic commercial that can be modified with banners to promote specific events.

In response to a question from Commissioner Hurley, Mr. Sells replied that the online behavioral targeting line item is based on a cost per action basis. He explained that the Commission would receive a report that would be based on the number of visits to the website, and of that number how many downloaded or requested a Visitor's Guide.

Mr. Harrison clarified that the network of websites would be reviewed on an ongoing basis, explaining that if you are buying impressions on Site A that are being seen but not responded to, but Site B is getting more responses, then they are going to switch the impressions from Site A to Site B.

Commissioner Hurley questioned and Mr. Harrison replied that this feature could be stopped at any time.

Commissioner Hurley stated that he would like to have someone with some expertise evaluate the effectiveness of the site and to make sure that the Commission is spending money prudently.

Mr. Sells stated that the Agency would be monitoring the activity on a weekly and monthly basis regarding the results and the number of Visitor's Guides downloaded or requested.

Mr. Sells related that the cost per impression is so low, that it is the most cost-effective advertising that is available at this time.

Mr. Sells stated that if the Commission approves the basic approach of both plans, they would return with a detailed budget outlining the cost for public relations etc.

Commissioner Hurley moved to accept the marketing plan and the media recommendations as presented so that the Commission could move forward in reviewing the expenditures from a budgeting perspective. Former Mayor Swaim seconded and the Motion Carried.

OLD BUSINESS:

1. Approval of the 2011 budget

Chairman Houchen noted per Finance Director Paul Mushrush's request, there is a \$3,000.00 operating expense line item in the budget for the Chairman's discretion regarding expenditures not specifically covered in the budget.

Alderman Stroud moved, seconded by Commissioner Hurley to approve the \$3,000.00 operating expense budget line item to be used at the Chairman's discretion. Motion Carried.

Chairman Houchen related that there have been several reviews of the budget and providing that there are no questions from Commissioners, he entertained a motion for approval of the budget.

Alderman Ray moved, seconded by Alderman Andy Patel to approve the 2011 budget.

Former Mayor Swaim stated that for the benefit of those present who have requested funds, it would be prudent to list the funded projects.

Per Chairman Houchen's request, Recording Secretary Wilmoth read the list of approved projects and the funding amount for each. A copy of the budget listing the 2011 funded projects is on file in the Recording Secretary's office for review.

Chairman Houchen noted that there is \$106,000.00 unbudgeted because there will be items throughout the year the Commission will want to fund as well as the current economic uncertainty. He stated that along with the proper funding requests, this amount could be expended later in the year.

Motion Carried at this time.

NEW BUSINESS:

1. Election of officers for 2011

Chairman Houchen asked for nominations for Chairman.

Alderman Ray moved, seconded by Alderman Stroud to elect officers by acclamation. Motion Carried.

In response to a question from Commissioner Andy Patel, Recording Secretary Wilmoth replied that Commissioner Hurley and former Mayor Swaim's current terms expire in March.

Former Mayor Swaim stated that he has enjoyed his time on the Commission.

Chairman Houchen noted that there are no term limits for Commissioners.

Alderman Ray stated that if former Mayor Swaim would consent to serve another term, the Commission would love to have him continue to serve. He iterated that he would like to have him serve another term.

Chairman Houchen stated that he would like to have former Mayor Swaim and Commissioner Hurley serve another term.

Former Mayor Swaim stated that he would consider it, noting that there is another meeting before his term expires.

Announcements:

Chairman Houchen noted that City Hall will be closed on Monday, February 21st in observance of Presidents' Day. He also noted that the Reed's Bridge Battlefield Preservation received an award for outstanding service in neighborhood preservation from the Historic Preservation Alliance of Arkansas.

Warren Dupree noted that the Museum of Military History should have a C130 on display by September.

DannaKay stated that a production house for the new Oprah Winfrey network has contacted the Reed's Bridge Battlefield Preservation Society. She related that they will be coming to Arkansas to produce another show and while here, they want to film some local activities and have asked them to put together a quick re-enactment to be filmed. She stated that it will be shown on another program to be aired on the new Oprah Winfrey network. She noted that it is tentatively scheduled for Sunday, February 6th and the show is called "House Arrest", which is a makeover show. She expressed appreciation to Oliver's Antiques for providing the information to the producers regarding the re-enactment.

Commissioner Hurley asked DannaKay to keep the Sells Agency informed regarding additional media coverage.

DannaKay stated that Colonel O'Sullivan's documentary of being shot down in World War II will be released to the History Channel. She added that the documentary is available for purchase in the Museum of Military History's gift shop.

She then related that the dedication of the three Reed's Bridge historic panels will be on February 6th.

Alderman Ray expressed his appreciation to all entities regarding the promotion of events in Jacksonville and his hopes that they will continue to work together to promote Jacksonville.

Adjournment:

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

Next Meeting: February 22, 2011 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
February 22, 2011

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on February 22, 2011. Chairman Houchen called the meeting to order at 6:35 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Jim Hurley, Alderman Ray, Alderman Stroud, and former 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 Bobby Bamburg, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Sells Agency CEO Mike Sells, Sells Agency Account Executive Kristen Burgeis, Alderman Howard, Alderman Robinson, Chamber CEO Amy Mattison, Jerry Reichenbach, and Roger Sundermeier.

MINUTES:

Commissioner Andy Patel moved, seconded by Alderman Ray to approve the minutes from the January 18, 2011 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel noted total assets of \$506,598.00. She related that the December 2010 financials are included because revenues received in January are actually for the month of December, explaining that they are set up as accounts receivables. Therefore, when looking at the January financials it looks as if there have been no revenues when actually the revenues collected have been credited as 2010 revenues.

In response to a question from Commissioner Andy Patel, Mrs. Erkel replied that expenditures occurring in 2010 that were paid in 2011 are included in the December financials. Expenditures made in 2011 are included in the January financials.

Mrs. Erkel noted 2010 year-end hotel/motel gross receipts of \$3,122,662.00, with a total remittance of \$62,421.90. She pointed out that the hotel/motel gross receipts for January will not be received until February and therefore, the total revenues are credited against the December receivables. She reviewed the hotel/motel revenues chart, noting that in December gross receipts were \$172,423.00.

She reported 2010 year-end prepared food tax gross receipts of \$37,073,652.28 with a total remittance of \$731,826.17. She noted that January prepared food tax revenues are \$59,095.89, which are credited against the December receivables.

It was noted that Crooked Hook was the only delinquent account at this time.

Mrs. Erkel addressed the prepared food tax revenues chart, noting December gross receipts of \$3,061,091.00.

She reviewed the hotel/motel summary page, noting that year-to-date revenues were down 12%. She stated that comparing December 2010 to 2009 there was a 1% increase. She then related that year-to-date prepared food revenues are down 1%. When comparing December 2010 to 2009, there was also a 1% increase. She summarized that overall there was a 2% decrease in revenues year-to-date, a 3% increase in revenues since January 2010, and a 1% increase in revenues when comparing December 2010 to 2009.

Chairman Houchen pointed out that hotel/motel revenues increased substantially in the last quarter of 2010. He related that restaurants are breaking even; adding that with the addition of China Wok and First Street Diner revenues increased approximately \$46,000.00 in December.

In response to a question from Alderman Stroud, Commissioner Andy Patel replied that the increase in hotel/motel revenues was due to the Air Show, Flea Market, and a few long-term Base personnel stays. He also pointed out that with the ongoing Base construction; there are a lot of contractors staying in the hotels. However, he added that construction should be completed within the next month.

Chairman Houchen stated that if there is a downturn in revenues for January, it could be attributed to inclement weather; adding that he wouldn't anticipate January having a marked improvement over last year at this point.

In response to a question from Commissioner Andy Patel, Mrs. Erkel replied that with the low interest rates, she is investing in short-term certificates of deposit until the rates increase.

Chairman Houchen clarified that funds in short-term certificates of deposit are to be used for emergencies or major projects such as the State Fair if needed.

Mrs. Erkel explained that when there are funds that are not immediately expensed out, they are invested into certificates of deposit, which have higher interest rates. She clarified that funds utilized to purchase certificates of deposit are included in the present budget. She added that as the certificates of deposit mature, if needed they can be utilized or reinvested into another certificate of deposit to accrue more interest.

Chairman Houchen noted that the Commission is limited as to how it can invest funds.

City Attorney Bamburg clarified that the Commission could invest in bonds however, the problem with bonds is the long-term nature and the low rates.

Alderman Stroud moved, seconded by Alderman Ray to approve the January financials as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells related that at the last meeting, the Commission approved a media plan approach that included a small amount of print, moderate television exposure, and a significant investment in online marketing. He presented a creative concept ad that could be utilized in print and online marketing.

Former Mayor Swaim suggested having the eagle show at the end of the ad as it does during.

Mr. Sells stated that they liked the idea of the eagle leaving the screen because it takes the photos all the way up however, it could then loop back down and stop in the frame; adding that he liked that better than what was proposed.

He stated that they are looking to utilize various sites and purposes for the online ads that are going to be user specific, such as someone who uses Facebook and is interested in military history would be directed to a page within the website that addresses how they got there and what their interest level is. He noted that they will be reviewing the website to make sure that the content is maximized to meet advertising campaign demands and would be recommending some minor changes to the website.

It was then noted that banner ads would be made to highlight specific events such as "Jacksonville takes your tournament to a higher level".

Mr. Sells commented that the media plan would be implemented upon the Commission's approval.

He then clarified that by clicking the "more information" link located within the ad, the individual would be directed to a specific web page.

He noted that there would be different versions of the online ad with various photos.

Mr. Sells confirmed that he would have a finished product by the next meeting.

In response to a question from Mrs. Erkel, Mr. Sells replied that an individual would not be able to click on a picture and go elsewhere on the website.

He noted that once the campaign begins, there will be several reports to review throughout the year regarding the number of impressions, number of click-throughs, cost-per-click-throughs, and cost-per-thousand impressions.

In response to a question from Chairman Houchen, Mr. Sells replied that the television commercial was included in the budget and would again be utilized to advertise Wing Ding and other area events.

Chairman Houchen offered that hotel/motel and prepared food tax revenues increased in part due to the commercial.

Former Mayor Swaim asked the Commissioners if they were in a similar situation, would they feel this type of advertising was beneficial to their businesses.

Commissioner Andy Patel replied that it would be beneficial however; he would be very selective regarding where he is spending money, adding that every franchise or organization has an advertising budget.

Former Mayor Swaim stated that he believes in advertising, adding that he wondered if what the Commission is doing is successful for both the City and local businesses.

Commissioner Andy Patel agreed that it is hard to measure but it gets the word out to the public and is therefore beneficial to his business.

Commissioner Hurley stated that market penetration and frequency is difficult to measure, explaining that a billboard going over the river into downtown Little Rock might be \$3,000.00 a month; the effectiveness of that billboard is unknown, but it is part of an overall package. He expressed his opinion that the Commission can try, with the guidance of the Sells Agency, to explore as many options as possible. He noted that the majority of people utilize the Internet for online shopping, adding that it was why he initially questioned the cost-per-click prior to approval. He stated that the Commission needs to review the results every other month to determine the effectiveness in reaching the target audience.

In response to a question from Commissioner Hurley, Roger Sundermeier replied that First Arkansas Bank & Trust has a website, a Facebook page, a Twitter feed, and they have also participated in pay-per-click campaigns. He added that you can see daily, the trends of who is clicking on your ad on Facebook and set price thresholds. He acknowledged that he did not know the price of a media plan for one channel. He suggested that instead of purchasing media on one channel that would only be viewed by individuals watching that channel, the Commission should consider purchasing Interconnect, which gets your commercial on AT&T U-verse, Suddenlink, Charter, and Cox. He added that there is a certain window of opportunity that Comcast can buy spots on every cable provider and specific channels such as the Travel and History channels.

Commissioner Hurley stated that it was not his intent to put Mr. Sundermeier on the spot but since he was voted "marketer of the year" in the banking industry, it is expertise that the Commission could utilize. He asked if Mr. Sundermeier found Internet advertising to be effective.

Mr. Sundermeier replied that short-term effectiveness is hard to measure because the adoption rate is lower; explaining that older communities are generally late adopters of all the nuances of today's technologies such as online shopping. He stated that mobile apps, direct text messaging, and anything interactive is the future but there is a need to not alienate the current demographic by looking toward the future.

Former Mayor Swaim agreed that well placed television advertising is good, which is why the Commission split the advertising budget. He expressed his desire for the Commission to monitor throughout the year the effectiveness and make changes if needed.

Mr. Sundermeier stated that First Arkansas Bank & Trust is considering purchasing online video messaging, saying that the thought was that everyone recorded their television shows and watched the entire show including commercials however, that is not the case. He related that everyone can now watch shows online at their convenience. He explained that with Hulu and all of the networks who broadcast their shows online, there is advertising that the viewer cannot skip. He related that the spots are fifteen seconds in length, adding that our attention spans are getting shorter and fifteen seconds is enough time to get the message across to the viewer.

He noted that they are also utilizing QR codes, which have been prevalent in Europe and China for about ten years, and are now starting to migrate to the United States. He stated that QR code generators can be obtained without cost online. He explained that with a smart phone, an individual can go into a store and scan a bar code, which then takes the individual directly to a micro-site built by the company that has product details and reviews. He related that the Bank's QR codes take the individuals to various web pages regarding their products. He stated that this could be utilized with newspaper ads that would take the individual to the website. He related the need to stay in tune with how the consumer wants to be reached versus known methods.

Commissioner Hurley moved, seconded by Alderman Stroud to proceed with the creative marketing plan as presented stipulating close monitoring of results. Motion Carried.

OLD BUSINESS:

Chairman Houchen presented the appreciation plaque received from AirPower Arkansas regarding the Commission's support of the 2010 "Thunder Over The Rock" Air Show.

Alderman Ray stated that Alderman Robinson had expressed concerns regarding some of the line items approved in the budget and would like to address the Commission.

Alderman Aaron Robinson introduced himself to the Commission, explaining that as a newly elected alderman, he is trying to get acclimated. He related that in January, he requested some basic information regarding the Commission, which was supplied by Recording Secretary Wilmoth. He related that he requested the current budget, the Ordinance that established the Commission, and a list of current Commissioner's terms. He said that the item that stood out on the budget was the sculptures. He stated that as a taxpayer who eats a lot of food and lives in Jacksonville, those seem like awful large numbers to him.

Commissioner Hurley along with Chairman Houchen informed Alderman Robinson that there was a request to fund sculptures that the Commission did not approve.

Chairman Houchen further noted that the Commission has received sculpture funding requests for several years but has not approved them simply because the Commission does not have the funds available to purchase them.

Alderman Robinson stated that he has read some of the minutes from previous meetings and seen the artist's renderings, questioning if this is one of the top two priorities.

Commissioner Hurley replied that it is a top priority for Mr. Ron Newport and the Keep Jacksonville Beautiful organization. He explained that they have requested funding on two separate occasions, noting that they are beautiful sculptures. He stated that they are nice sculptures from a nationally known artist that would be a nice addition however; it would not be good stewardship to spend this kind of money at this time and therefore, were not approved in the 2010 or 2011 budgets.

Chairman Houchen stated that it would be very difficult for the Commission to approve a \$48,000.00 or \$70,000.00 sculpture at this time with the present economy and when funding is needed for events such as Wing Ding, Patriot Spectacular, the purchase of a stage, and other activities such as the Air Show, ball tournaments, and other events.

Alderman Robinson expressed his appreciation of that and questioned how the Patriotic Spectacular's budgeted funds would be utilized.

Commissioner Hurley replied that the information is included in the funding request, adding that some of the funds will be used for advertising. He then explained that some of the funds would be utilized to offset the expense since it is a volunteer event that is put on for the City. He expressed the Commission's hope that not only would it be for the enjoyment and pleasure of the citizens of Jacksonville, but that it would also draw citizens from the surrounding areas to Jacksonville. He noted that it is a very nice event, explaining that he could not state where all of the funds would be spent since he was not directly involved. He related that Angie Mitchell, who is the event coordinator, would have that information. He noted that Ms. Mitchell requested \$28,000.00 but was only approved for \$20,000.00, which is the amount that the Commission approved in 2010 and slightly more than what was approved in 2009.

Commissioner Andy Patel related that the Commission previously funded \$10,000.00 but increased that funding to \$20,000.00.

Alderman Robinson stated that he has attended the event and is also aware that they request donations from civic organizations.

Chairman Houchen related that according to Ms. Mitchell last year, donations decreased due to the economy and people are not giving as they have been in past years.

Commissioner Hurley stated his opinion that the biggest expense was the purchase of fireworks, adding that they are just as spectacular as the ones that are set off during Riverfest and the fourth of July celebration. He explained that since they are very nice fireworks, they are expensive and there are not enough donations to offset the cost.

Alderman Robinson remarked that when the civic organizations found out that the Commission was funding the majority of the event, they started to limit their donations.

Commissioner Hurley stated that it was not the intent of the Commission to be the total funding entity for this event but to supplement donations that were received.

Alderman Robinson questioned if the City is looking to do any Christmas lighting.

Commissioner Hurley replied that funds were expensed in 2009 to purchase new lights that extend down Main and North First Streets. He expressed his long-term plan to continue the lights down to Wal-Mart and back over the overpass.

Chairman Houchen stated that those items are generally reviewed later in the year to determine if there are funds available. He related that the Commission did not expense funds for lighting last year because there was \$100,000.00 pre-appropriated and the Commission did not have any additional funds. He noted that the Commission does not have that kind of expense this year.

Commissioner Hurley stated his uncertainty that lighting Main Street would be enough, suggesting the possibility of lighting Dupree Park around the lake. He related that he spent an hour waiting to go through the lighting display in Sherwood, expressing his desire to see something similar around the lake where people could drive or walk, adding that people will tend to stay in town and visit area restaurants.

Former Mayor Swaim stated that if he is not mistaken, according to former Mayor Harden, when Sherwood started their lighting display a City Council member took on the goal of obtaining donations to have those displays built; they were not funded by the City or the A & P Commission.

Alderman Stroud related that for the last couple of years, there has been a lighting competition to try and get citizens more involved.

In response to a question from Alderman Stroud, Chamber CEO Amy Mattison replied that there were only ten entries in the competition.

Alderman Robinson stated that he places lights on his home every year and was encouraged to enter by Mrs. Mattison but declined since he was newly elected. He stated that it was the first time he had heard about a competition.

Mrs. Mattison explained that previously, the Parks & Recreation Department and the Chamber had separate competitions but decided to combine forces this past year. She related that the Parks & Recreation Department's entries were by nomination. She noted that it was advertised in the Leader newspaper, postcards were mailed, and it was included in the Chamber newsletter. She added that the Parks Commission, along with Dana Rozenski, was very helpful in promoting the event.

Chairman Houchen noted that funding was increased last year to \$2,800.00 to increase participation and will be continued this year.

Commissioner Hurley informed Alderman Robinson that during his tenure on the Commission, the mind set has been to be good stewards, recognizing that the citizen's hotel/motel and prepared food tax revenues are supposed to be used in a way to help advertise and promote the City of Jacksonville. He stated that he did not know if every nickel has necessarily been spent as effectively as the Commission would have liked for it to be; adding that the first couple of years were a learning curve. He related that during those years, the Commission purchased ads that may or may not have been effective, but they had no knowledge at that time. He explained that through the years the Commission has become more efficient and effective at reaching the target audience but at the same time are trying to be economical, adding that at times they have debated spending a hundred dollars. He stated his opinion that the mindset has always been that it is the citizen's money and the Commission needs to spend it as wisely as possible. He related that his "rule of thumb" is if it were his money, would he spend it on that?

Alderman Robinson stated that he was glad to hear that.

Chairman Houchen stated that any budgeted expenditure has been unanimously approved by the Commission. He related that there may have been discussions but there has never been a dissenting vote.

Commissioner Hurley agreed, stating that there may have been some disagreement but after discussion, there is a consensus. He related that it is not a given, there are some concessions and modifications to the funding requests. He explained that the Commission reviews the funding requests with a serious, sincere, honest heart to try to determine, to the best of the Commissioner's ability, if the expenditure is a wise decision; questioning if the expenditure is something that could potentially benefit Jacksonville by enticing people to stay in the hotels and eat in the local restaurants. He noted that Wendy's has forty-nine stores throughout the State and most of the cities have a prepared food tax, which is used by the A & P Commissions. He related that there have been other expenditures such as the portable stage that is used at Wing Ding and various other events throughout the City. He stated that he cannot enumerate all the expenditures that the Commission has approved; but they are in line with what the Commission has been counseled is in the best interest of the City.

Alderman Robinson related that his next questions are not funding related but more ordinance driven. He related that from what he has read in the newspaper and the minutes, he understands that former Mayor Swaim may or may not stay on the Commission for another term, which is yet to be determined.

Former Mayor Swaim agreed that there has been some discussion.

Alderman Robinson stated that if former Mayor Swaim does not wish to participate on the Commission anymore, he feels that the Commission ought to consider Roger Sundermeier. He explained that with his marketing background, what he has done for the bank, growing up and graduating from Jacksonville, living in Jacksonville, and being very well spoken; he feels that he will be a very good asset to the Commission from a marketing standpoint. He stated that Mr. Sundermeier is willing to serve since he is sitting in the audience. He further stated that it is a thought to keep in mind.

Commissioner Hurley asked former Mayor Swaim to address this issue, stating that it was not what he understood.

Former Mayor Swaim stated that he did not say that he did not want to participate explaining that he had discussed with other Commissioners whether he was still effective, a problem, or if he is still able to do what needs to be done from a Commission standpoint. He stated that definitely, after his retirement, he wanted to limit his activities. Having served on many boards and commissions, he related that he does not serve on any board or commission if he does not feel that he is effective. He stated that it was the only question determining whether he would serve another term.

Alderman Robinson asked City Attorney Bamburg if reappointments go before the City Council or does the Commission make reappointments.

Mr. Bamburg replied that the Commission makes a recommendation for reappointment, which then goes before the City Council.

Alderman Robinson questioned if the recommendation would be addressed at the first City Council meeting or the second meeting in March because the terms expire on the 31st of March.

Mr. Bamburg replied that City Clerk Susan Davitt would add them to the agenda prior to the terms expiring.

Former Mayor Swaim stated that a position could not be filled until it is vacant; adding that a recommendation could be made but it cannot be filled before it is vacant. He related that there are some commissions whose State statutes dictate how some commissioners can be appointed and reappointed, noting that some are appointed by the City Council and some are confirmed by the City Council. He asked Mr. Bamburg to correct him if he is incorrect, but this Commission is one that recommends to the City Council, which can deny the recommendation but cannot make an alternate recommendation. The Commission then comes back before the City Council with another recommendation to fill the position.

Mr. Bamburg stated that it is not uncommon.

Former Mayor Swaim noted that this applies to the Water Commission, Wastewater Commission, and the Hospital Board. He related that the Mayor or the City Council can make appointments to the Planning Commission, Board of Adjustments, and the Parks Commission. He expressed his dislike, adding that he tried to change the fact that the Water and Wastewater Commissions did not have input from the Mayor or City Council but it is under State statute.

Alderman Robinson stated that his last question is related to something that he has read in the newspaper. He related that he really did not want to address it in front of the Commission but when reading the Ordinance, it states "that there are seven members, four who are owners and/or managers of businesses in the travel industry, three who own and/or manage a restaurant, hotel, motel, bed and breakfast, or other lodging facilities located within the City of Jacksonville, and one at-large member". He stated that he has been asked and does not have an answer and is curious, does Mike Houchen still own Sonic?

Chairman Houchen replied "not anymore".

Alderman Robinson asked Mr. Bamburg how someone can serve on the A & P Commission if they do not own a business.

Mr. Bamburg replied that the appointments are outlined by State statute and that is how the Ordinance was drafted. There are certain positions that are to be representatives of the industries that are affected by the Commission such as restaurants and hotels and there are certain members that are "at large" or appointments depending on the nature. Whether a circumstance changes during the time period that the appointment is in place, sometimes affects the nature of the appointment or sometimes does not. In circumstances where residency is a requirement and a move is made, that might affect it. In a circumstance where a business interest may be sold or transferred, or changed in some form or fashion, it depends. There is nothing in the statute that specifically addresses whether a commission member who owns or did own a portion of a business that is affected by the commission; when that changes, whether they have to be removed or resign from the commission. At this point, he stated that he does not know what Chairman Houchen's ownership interests are in the industry; but obviously he is someone who has been in the industry for several years and has a great deal of knowledge regarding the food industry. He added that there is nothing statute wise that prohibits his continued service.

Chairman Houchen clarified that in order for him to become involved in anything else in Jacksonville; he cannot be involved with Sonic. He related that there are things that are going to happen in the future that he will not divulge at this time because quite frankly, it is no one's business what his future plans are. He stated his intent to get back into the restaurant business. He explained that the reason he left Sonic was due to health concerns that hindered his ability to do a proper job, which have since improved. He stated that once you give up your responsibilities, it is difficult to ask for them to be returned. He further stated that he is exploring other avenues and with over twenty years of experience in the restaurant business, he knows what it takes to do this job and how to be fair and honest with people. He stated that he would not address this issue further and with the full support of the Commission he feels that he has done nothing wrong. He acknowledged that he had some life changes that needed to be addressed and he doesn't feel that anyone in any walk of life should be penalized for having to make life changes, do you?

Alderman Robinson replied negatively, stating that is what life is.

Chairman Houchen then asked "what is the point, sir"?

Alderman Robinson replied that it was the reason why he was asking the question. He added that as an elected official accountable to the people who live here and pay taxes here, and since it was in the newspaper, he felt that it was his job to come before the Commission and ask the question. He stated that he did not know Chairman Houchen and had nothing against him, adding that he eats at Sonic all of the time, probably everyday. He reiterated his question, acknowledging that this could have been addressed with Mr. Bamburg privately, but the press was not present so he decided to address it before the Commission. He stated that with legislation pending to make it to where the citizens can vote every four years, he doesn't want Jacksonville to be affected by any of that. He further stated that he wants to make sure that if he is approached by someone who, after reading the newspaper article, questions why Chairman Houchen is still serving; he can definitively reply that he has spoken to Chairman Houchen, the Commission, and the City Attorney regarding this issue.

Alderman Stroud stated that in the first place if you put something in the newspaper but you won't put your name on it that is bad. He added that it is cowardly and most of the time untrue, which is why they do not put their names on it. He acknowledged that there are little frictions going, that no one knows who is putting this stuff out, but it is a stain on the City's reputation.

Alderman Robinson agreed, stating that it wasn't him. He added that Alderman Traylor is probably getting some of the same questions because they are the newest aldermen. He acknowledged that he did not have Alderman Ray's or Alderman Stroud's tenure and therefore he would not answer a question unless he had all of the facts.

Alderman Stroud cautioned Alderman Robinson to be careful and not be misled.

Alderman Robinson stated that it was not his personality, explaining that he is a leader not a follower.

Alderman Stroud related that since he is retired, he is at City Hall a lot and has seen Chairman Houchen in discussions with Secretary Wilmoth on several occasions, he is well prepared for the meetings, and he knows what is taking place. He stated that he supports Chairman Houchen one hundred percent, noting that he has done a tremendous job in his opinion.

Commissioner Hurley agreed, expressing his support as well. He then noted that at the time of Chairman Houchen's appointment, he was actively involved as a part-owner, again with no statute calling for a resignation, perhaps that is something that would need to be evaluated when his term expires but not mid-stream because he has done a good job. He jokingly stated that since the Commissioner's make a lot of money sitting on the Commission, Chairman Houchen sure wouldn't want to give it up. He acknowledged that Chairman Houchen spends quite a bit of his own time working on behalf of the City. He stated that sometimes life changes and you get thrown a curve ball that affects you even though it has nothing to do with you. He then reiterated his full support of Chairman Houchen.

Alderman Robinson said he understood and was glad to hear it.

Commissioner Hurley stated that he would gladly address any of the Alderman's constituents that may have concerns; adding that they can call him and he will explain. He related that the Commission meets every third Monday of the month unless it falls on a holiday, and if any constituent has a concern regarding the budgeted expenditures, they are invited to attend the meetings and hear how the Commission arrives at their decisions.

Just like the statues, the funds were requested but the funding was not approved. He acknowledged that there are some misconceptions and one thing that the Commission has tried to do is to stay out of the politics because the commissioners are appointed and serve on a volunteer basis. He reiterated his concern that the Commission continue to be good stewards of the citizen's money regarding the promotion and advertising of the City. He asked Alderman Robinson if he would have handled things differently if the press had been present.

Alderman Robinson replied that he would have spoken privately to Mr. Bamburg and Chairman Houchen but he really wanted to hear what everyone had to say. He stated that he is glad that Alderman Stroud and Commissioner Hurley are supportive of Chairman Houchen, adding that Alderman Ray is as well. He noted that Alderman Ray encouraged him to address the Commission. He related that he is a civil engineer who is a "fact finder" who needs to know the nuts and bolts of everything along with being a "money" person dealing with large budgeted projects.

Commissioner Hurley stated that he respects what Alderman Robinson does, acknowledging that an alderman is accountable and responsible to the citizens who elect them. Whether that is oversight of a commission or a line item out of the general budget, that is what an alderman is supposed to do and he appreciates that.

Alderman Robinson acknowledged that the Commission has answered all of his questions and he is happy. He stated that he hopes that Chairman Houchen is able to quickly open a thriving business in Jacksonville.

Chairman Houchen related that he has received a lot of criticism because he does not allow politics to get involved with any business that the Commission conducts; adding that he has stood in front of audiences in the past and stated that the Commission will not become a political pawn for one group or another. The Commission will do what it has to do and what it feels it needs to do to promote the City of Jacksonville, get tourists in town, promote restaurants, activities, events such as Wing Ding and the Patriotic Spectacular, Christmas lighting shows, the Museum, Reed's Bridge, brochures etc. He reiterated that the Commission will not become political because once you become political, then things like this come up when they shouldn't. He thanked Alderman Robinson for attending the meeting and possibly clearing the air.

Alderman Robinson thanked the Commission for listening and answering his questions. He stated that the Commission is doing a good job from what he has seen and heard; adding his opinion that the Commission is trying to do the right thing for Jacksonville.

NEW BUSINESS:

1. Recommendation to fill the terms expiring March 31, 2011

Chairman Houchen noted that there are two recommendations, former Mayor Swaim and Commissioner Hurley who currently serve on the Commission.

Alderman Ray moved, seconded by Commissioner Andy Patel to recommend the reappointment of former Mayor Swaim and Commissioner Hurley. Motion Carried with former Mayor Swaim and Commissioner Hurley abstaining.

Announcements:

Chairman Houchen noted that the Parks & Recreation Department would be holding a "trash to treasures" yard sale on Saturday, March 5th from 7:00 a.m to 12:00 p.m. at the Farmer's Market pavilion.

Sells Agency Account Executive Kristen Burgeis stated that Emily Canada and Sarah Kurses, who has been handling public relations, are aware of the event and are looking for additional ways to promote it.

Adjournment:

Chairman Houchen adjourned the meeting at 7:50 p.m. without objection.

Next Meeting: March 21, 2011 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
May 16, 2011

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on May 16, 2011. Chairman Houchen called the meeting to order at 6:35 p.m.

ROLL CALL:

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

Others present included Recording Secretary Nikki Wilmoth, Director of Finance Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Sells Agency Account Representative Kristen Burgeis, Sells Agency Media Director Greg Harrison, Tommy Dupree, Jack Danielson, Paula Chanicka, and Rick Kron with "The Leader" newspaper.

MINUTES:

Commissioner Andy Patel moved, seconded by Alderman Ray to approve the minutes from the February 22, 2011 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Director of Finance Cheryl Erkel noted that as of April 30th total assets were \$565,749.00, total liabilities were \$100,502.00, with a fund balance of \$465,246.00.

Mrs. Erkel reported hotel/motel gross receipts of \$811,226.00, with total remittance of \$20,947.00. She related March gross receipts of \$259,005.00.

Mrs. Erkel reported prepared food tax receipts of \$9,363,745.39, with total remittance of \$242,301.98. She further reported March gross receipts of \$3,363,394.00.

In response to a question from Commissioner Andy Patel, Mrs. Erkel related that the receivables column of the report contains amounts that were due in January for the month of December. She noted that since the revenues were not received in 2010, the amounts had to be included in the 2011 report.

Mrs. Erkel reviewed the comparison analysis chart of the report, noting that year-to-date hotel/motel revenues increased 18%. She further noted that when comparing March to January there is a decrease of 8%. When comparing March 2011 to March 2010 there is an increase of 19%.

Mrs. Erkel noted that year-to-date prepared food revenues increased 1%, with a 12% increase when comparing March to January. She related that there was no change when comparing March 2011 to March 2010.

In response to a question from former Mayor Swaim, Mrs. Erkel replied that the year-to-date comparison chart compares the first three months of 2011 to the first three months of 2010. She stated that due to the slow economy revenues did not increase until the later part of the year, which is why the increase is significant.

Mrs. Erkel reported that overall year-to-date revenues increased 2%. When comparing March to January, there is an overall increase of 10%. March 2011 compared to March 2010 reflects an overall increase of 1%.

Chairman Houchen stated that hotel/motel revenues have steadily increased since August 2010, with a minor increase in prepared food tax revenues. He acknowledged the closing and opening of several businesses recently, which could increase prepared food tax revenues.

Commissioner Andy Patel related that the current decrease in hotel/motel revenues is due to the weather, adding that hopefully business will improve during the summer months.

Discussion ensued regarding the new restaurants that have opened recently.

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

Chairman Houchen asked if anyone had attended the Memphis Flea Market.

Commissioner Andy Patel related that vendors have complained about the lack of business due to the recent flooding.

SELLS AGENCY REPORT:

Sells Agency Account Representative Kristen Burgeis reviewed the public relations report, noting coverage of the "Trash to Treasures" yard sale and the Easter egg hunts on April 12th. The Farmers Market opening ad was sent to the local media on May 5th and will continue to be covered. She related that there are forthcoming news releases for the Splash Zones/Friday Nite Flick event and the 14th Annual Fishing Derby that will be sent to the local media and posted on online calendars.

Mrs. Burgeis distributed copies of the Tournament Brochure to the Commissioners to review. She noted that there are three coupons on the back of the brochure, adding that participation increased this season due to ads from the Military Museum, Subway, Cody's Cafe, and Wendy's.

In response to a question from Commissioner Andy Patel, Mrs. Burgeis replied that these are the Spring/Summer brochures that will expire in September.

Chairman Houchen related that he was only aware of two vendors who have purchased permits for the Farmer's Market, noting that one vendor has received a refund. He questioned if there was anything that the Commission could do to attract additional vendors; adding that it is pointless to advertise a Famer's Market when there is only one vendor.

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Mrs. Burgeis related that the Agency ran an ad last year to try and attract vendors. Due to the lack of response, they did not run a Farmer's Market ad. She stated that it is definitely an option if the Commission wanted to reach out to vendors again.

Chairman Houchen reiterated the need for the Commission to find a way to attract additional vendors to the Farmer's Market.

Mrs. Burgeis stated that the Agency would look for ways in the upcoming months to increase attendance at the Farmer's Market and the Memphis Flea Market.

Sells Agency Media Director Greg Harrison stated that as a Commission, the primary goal is to increase awareness and the image of Jacksonville by trying to increase hotel stays, restaurant visits, and shopping in the city. He related that Arkansas Parks & Tourism along with Arkansas Business publish "Living in Arkansas" magazine that is promoted to people who are considering moving or retiring to Arkansas. He stated that he did not know if attracting residents to Jacksonville is part of the overall goal of the Commission but a message in this publication would definitely help to build Jacksonville's image.

In response to a question from Chairman Houchen, Mr. Harrison replied that the deadline for materials is June 1st. He related that there are various options available, adding that after reviewing the media plan regarding possible modifications, if the Commission decided not to place the three end-of-the-year community report ads that are scheduled for December, there would be \$3,000.00 available. He stated that with those funds, a half page color ad could be purchased. He related that this year they are doing a feature titled "best places to retire", which is basically an editorial type ad with a photo and a story used to promote the City as a great place to retire. He noted that the cost for a half-page ad is \$3,300.00.

In response to a question from Chairman Houchen, Mr. Harrison replied that they print and distribute approximately 50,000 copies.

Chairman Houchen asked if the magazine was delivered "by request" only.

Mr. Harrison replied "yes and no", explaining that the State spends \$200,000.00 on a national advertising campaign placing ads in retirement and tourism publications. He noted that this magazine is available at tourism information centers, chambers of commerce, visitor centers, hotels, realty offices, and other various locations. He related that they claim to have a readership of 150,000, explaining that this may or may not be something that the Commission would like to do but since it is an option, he did not want to decline the opportunity without discussion.

Commissioner Andy Patel asked Mr. Harrison for his opinion regarding this opportunity.

Mr. Harrison replied that it is a good publication, noting that that the State spends money to promote and distribute it. He related that the when the State advertises, they always make sure they have a lead generation request form enclosed. He noted that a list of leads would be available every quarter of the people who have requested additional information. He stated that especially with having the LRAFB here, military retirees would be more likely to retire here than somewhere else. He related that presently Jacksonville is not included, adding that it would be a good way to get a message out that would be focused on things that would interest that demographic.

Alderman Ray stated that he would like to give it a try and see what happens.

Mr. Harrison stated that the Commission could try it once and see how many leads are received within the year.

Former Mayor Swaim questioned if the Agency was looking at doing this instead of something else later in the year that would not affect the budget.

Mr. Harrison replied that if the Commission decided against placing the end-of-the-year community reports ads in December, noting that the Commission did not place them last year, it would almost cover the cost of this ad.

Chairman Houchen stated that half of the content within the magazine is ads so the Agency would need to place something that would get Jacksonville noticed.

Further discussion ensued regarding the distribution locations and other entities included in the magazine.

Mr. Harrison stated his preference for the editorial option.

Discussion ensued regarding readership and possible content.

Alderman Ray moved, seconded by Commissioner Andy Patel to approve funding not to exceed \$3,300.00 for an ad in the "Living in Arkansas" magazine. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

1. \$2,000.00 funding request from Reed's Bridge for landscaping

Mr. Jack Danielson, Vice-President of the Reed's Bridge Preservation Society, related a conversation with Paul Davis of Whit Davis Lumber, who questioned why the homestead area of Reed's Bridge Battlefield did not look like the Ole Mill in North Little Rock regarding the flowers, shrubs, and trees. He stated that after considering this, he came up with the idea to plant approximately one hundred plants around the homestead buildings and the other properties up and down the highway at a cost of \$20.00 per shrub or tree. He stated that they would continue to plant additional native plants requiring very little maintenance. He related that there are no formal gardens planned, no dirt moving required, just the planting of azaleas, crepe myrtles, dogwoods, and red bud trees around the edges of the property and along the Bayou to kind of "spruce it up" in the springtime. He stated that in the battlefield areas, where all the green grass is, they plan to plant daffodils so that in the springtime, they could have their own daffodil or jonquil festival.

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Mr. Danielson stated that once planted and growing; the daffodils will need no maintenance, will bloom in the spring for three to four weeks, and are then mowed over. He further stated that they are not requesting funds for daffodils because they have been acquiring them from different places. He stated his opinion that the daffodils would become a major battlefield attraction.

Chairman Houchen asked if the Parks and Recreation Department had been consulted regarding employee utilization.

Mr. Danielson replied affirmatively, explaining that he had spoken with both Kristen Griggs and Jimmy Oakley, who is over the Beautification Department. He related that the Society has volunteers who have been planting the daffodils. He reiterated that once the initial planting is over, there should be no additional maintenance.

Former Mayor Swaim questioned if the authenticity of the field would be affected if over decorated.

Mr. Danielson replied that there is a lot of debate about what to do with battlefields now, explaining that if anyone has visited Vicksburg, MS; the battlefield is covered with concrete monuments and marble statues. He stated that now they have drifted away from that and are now placing historical markers, split rail fencing, and cannons. He added that as far as he could tell, there is no issue with making the battlefields more aesthetically pleasing. He explained that if you really want to look like a battlefield, bring in a backhoe to dig a bunch of holes, bury a bunch of cows and let them stink because that was what the battlefield was really like. He stated that no one commemorates the battles and the horror of the battle; they are trying to honor the veterans and those that have passed on during the battles. He added that cemeteries are full of flowers, trees, and shrubs; adding that people died in that area and he feels that it would be completely legitimate to honor those individuals by adding more color and increasing tourism and knowledge of the area and battle. He stated his feeling that it is not a real issue.

Alderman Ray expressed his approval of the idea, adding that he likes the idea of beautifying all of the sites.

Chairman Houchen thanked Mr. Danielson. He then informed those present that Ms. Paula Chanicka would like to address the Commission regarding this request.

Ms. Chanicka stated that she is the Secretary for the Reed's Bridge Preservation Society. She related that this request was not presented to the Society's board for approval prior to being brought before the Commission. She noted that there are several different nurseries and other business who will donate. She related that she has several business connections, suggesting that the request for funds be placed on hold to give her a chance to try and contact some of these agencies to see if the plants can be donated. She stated that right now Reed's Bridge is not ready for landscaping and with several upcoming events, it is too late to plant some of these plants and too early to plant others. She added that there is no guarantee of plant viability once they are planted. She stated that she does not want to disappoint or upset anyone, reiterating that this item of business has not been addressed by the Society's board prior to being submitted to the Commission. She related that upon receiving notification of this funding request, she contacted the president who stated that she did not want this request approved at this time.

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Chairman Houchen suggested that the item of business be tabled until the Society decides what it wants to do according to its bylaws.

Ms. Chanicka stated that according to the bylaws, the item has to be brought before their board first. She then passed out information regarding their annual membership drive explaining that there are several membership classifications available.

Chairman Houchen asked Mr. Danielson if he would like to reply.

Mr. Danielson stated that it is a volunteer organization and that is all that he is going to say.

Chairman Houchen questioned if there are bylaws that they abide by.

Ms. Chanicka replied that they do have bylaws that they are supposed to abide by.

Chairman Houchen asked Mr. Danielson for a response.

Mr. Danielson again stated that it is a volunteer organization.

Mr. Tommy Dupree agreed that there are bylaws.

Chairman Houchen related that it sounds like there is an internal problem.

Mr. Dupree offered that there is some dissention that needs to be worked out.

Former Mayor Swaim stated that rather than tabling the item of business, it would be easier to address it at a later date.

Chairman Houchen agreed that the item of business should be dismissed at this time, explaining that a new funding request would need to be submitted.

Alderman Ray moved, seconded by Commissioner Andy Patel to remove the item of business from the agenda at this time. Motion Carried.

Announcements:

Chairman Houchen read a listing of upcoming area events.

Adjournment:

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

Next Meeting: June 20, 2011 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

09/19/2011

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
September 19, 2011

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on September 19, 2011. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioner Ray Patel, Commissioner 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. Commissioner Andy Patel was absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Mayor Fletcher, Director of Administration Jim Durham, Alderman McCleary, Alderman Robinson, Finance Director Cheryl Erkel, Parks & Recreation Director Kristen Kennon, Parks & Recreation Marketing Manager Marlo Jackson, Sells Agency CEO Mike Sells, Sells Agency Account Representative Kristen Burgeis, Sells Agency Media Representative Greg Harrison, Angie Mitchell, Jerry Reichenbach, Ron Higgins, Jack Hill, and Greg Rayburn with the Jacksonville Patriot newspaper.

MINUTES:

Alderman Stroud moved, seconded by Alderman Ray to approve the minutes from the May 16, 2011 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Finance Director Cheryl Erkel gave a brief overview of the balance sheet for the period ending August 31, 2011. She explained that the upper section of the balance sheet contains current assets and the lower portion contains the current liabilities and fund balance. She related that the fund balance is the total assets less liabilities and is divided into unreserved or undesignated. She explained that the only items that can be designated on the balance sheet according to accounting standards are items that are legally imposed by outside entities. She stated that the balance sheet offers an overview and does not reflect what is budgeted, allocated, or promised elsewhere. She noted total assets of \$666,115.00, total liabilities of \$152,649.00, leaving a fund balance of \$513,465.00. She pointed out the list of current investments located at the bottom of the balance sheet.

Mrs. Erkel reviewed the budgetary revenues and expenditures, explaining that the appropriation column contains the amounts that are presently budgeted, the current period column contains amounts that were earned during the current month, and the year-to-date column contains yearly totals. She reported total revenues of \$491,397.77 and current expenditures of \$401,194.15, noting that revenues are greater than expenditures at this time. She stated that based on the current budget, the unallocated amount of \$105,942.00 is listed on the report as "other special projects-unbudgeted". She related that information is based on the current budget, which is just an estimate given at the beginning of the year.

Mrs. Erkel then reviewed the comparison analysis chart of the report, noting year-to-date hotel/motel revenues of \$298,234.00, which is an increase of 16%. She noted a 5% increase since January, further pointing out a 13% increase when comparing July 2011 to July 2010.

Mrs. Erkel then reported on year-to-date prepared food revenues of \$3,261,782.00, which is an increase of 3%, with a 6% increase since January, and a decrease of 1% when comparing July 2011 to July 2010. She noted overall revenues of \$3,560,016.00, which is up 4%. Since January, revenues have increased 6%, and there was no difference when comparing July 2011 to July 2010.

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

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells distributed copies of the marketing plan approved in January for review regarding status of execution. Mr. Sells reviewed the primary goal, which is to promote and improve the Jacksonville brand among key target audiences: business leisure travelers, considering a visit to Central Arkansas, individuals in Arkansas who participate in baseball, softball, or who might travel to Central Arkansas for a tournament, military history buffs, retired military traveling to or through Central Arkansas, and residents of Jacksonville who promote City tourism to their friends and family.

Mr. Sells stated that he would focus on the objectives, which are the measurements of what the Agency is hoping to accomplish this year, to increase hotel/motel revenues by 2% or greater compared to last year. According to Mrs. Erkel's report, hotel/motel revenues are up 16%, which would be worth celebrating except that revenues were down so much last year; so any increase is good. Increase prepared food revenues by 3% or greater when comparing 2011 to 2010; presently revenues are up 3%. He related that with tourism clients, the Agency looks at overall State collections and how they compare to the client's collections. He noted that overall State collections are up 2.7% for the same time period, while Jacksonville's are up 4.3%. He pointed out that Jacksonville is trending better than the State as a whole.

Sells Agency Account Representative Kristen Burgeis related that the two main focal points for achieving the objectives listed are the 2011 branding campaign "the higher level" that was presented/approved by the Commission in February. This "higher level" campaign yielded new ads for print and online media channels. Since February, the Agency has been executing the media plan with the new ads and finding different opportunities such as the "Living in Arkansas" publication to showcase the "higher level" campaign. She related that one of the goals of this campaign was to increase traffic to the website by targeting those individuals who have a specific interest in Jacksonville's rich military history and sports complexes. She then related that the other item that they have been diligently working on is the website revisions, which were completed in July. The goal of updating the website was to create a more "user friendly" approach regarding the calendar of events page and the hotel page. She stated that they wanted the hotel page to be a little more "user friendly" so that people can get to the booking section of the hotel or the local hotel website page. She related that another goal was to create individual pages that can be directly linked by online advertising, explaining that the individual pages allowed for more information and photos to be showcased. She encouraged everyone to visit the updated website: jacksonvillesoars.com. She stated that she would be presenting website statistics later, adding that traffic has definitely increased since the update. She noted that the website was established in 2008 and updated this year for content and online advertising purposes.

Mr. Sells presented the Commission with the option to add the "book a room" feature to the website, explaining that it is handled through a booking agency called bookdirect.net. He further explained that it will allow visitors to the website to input the dates when they will be staying in the City, and will then direct them to a travel website with a list of available hotels and the average room rates. If they choose to book a room, they are then directed to the hotel's website to book the room through the hotel directly and not through a third party. He related that the cost is based upon the number of hotels that are searched to get the information, adding that Fayetteville's cost is roughly \$4,000.00 per year. He stated that if the Commission were interested in this option, it could easily be incorporated into the website so that a visitor could obtain information regarding booking a hotel room. He related that a lot of tourism websites are finding that once traffic is driven to the website, it makes it very efficient to get them to book a hotel room.

In response to a question from Chairman Houchen, Commissioner Ray Patel agreed that this would increase business.

Mr. Sells distributed information regarding the two Facebook campaigns that were directed to Facebook users who listed on their profiles softball or baseball interests. He noted that the campaign was launched the week of August 8th and there were 298,000 impressions, which led to 65 click throughs to the website. He then noted that the numbers have steadily declined since then, questioning if the decline was due to being a seasonal activity. He recommended placing the softball/baseball Facebook campaign on hold until spring. He then noted that the military history campaign is performing well, explaining that it has a broader coverage of Arkansas and the surrounding states. He related that there have been 1.8 million impressions resulting in 400 click throughs at an average click through of \$1.36 per click. He stated that this is the perfect reason why a "book a room" search engine on the website makes sense because when an ad is served regarding military history, the individual can click to visit the website, and then make a hotel reservation.

Mr. Sells reviewed the website statistical report, noting that average monthly visits to the website January through May was 139 visitors per month. June-September monthly average is 213 visitors per month. He related that the online advertising is working and driving traffic to the website.

Mr. Sells stated that they are working to improve the website's Google search ranking.

Commissioner Hurley questioned why someone wasn't covering the Reed's Bridge reenactment and if there was any added value or human interest pitches to the media prior to the event to draw people, explaining that this event is now occurring every other year.

Mrs. Burgeis responded that she felt there was good media representation; adding that she did not have the documentation at this time but she would bring it to the next meeting. She related that photography and video was shot at the previous reenactment, so in terms of promotional material, there was enough. She stated that they could definitely return for additional footage.

Commissioner Hurley agreed that there may be enough material, explaining that his main concern is that prior to the event, what did the Agency do to help publicize the event?

Mr. Sells replied that an untold number of media advisories were distributed to newspapers and television stations with follow up phone calls. He related that the Agency was very involved in the last two Reed's Bridge reenactments by letting the media know the history of it, the time, date, and location of the event, and encouraging the media to cover the events. He stated that it is no accident that the last two reenactments have been covered extensively by the media.

Commissioner Hurley stated that he did not see any coverage by the Agency prior to the event taking place this year.

Mr. Sells stated that he should have installed a webcam in the public relations office of Sarah Kuris and Emily Canada who are working on the Commission's behalf by making phone calls, sending out the media alerts, and sending out press releases to inform the media.

Commissioner Hurley stated that a webcam isn't necessary however, a report outlining the media outlets that were contacted would be helpful so that the Commission knows that someone is working on behalf of the Commission.

Mr. Sells apologized for not presenting a formal report regarding that information. He related that the reason photographers were not sent this time was because at the previous reenactment, the Agency recommended spending some of the Commission's funds to obtain better photographs and video of the event. He recalled that funding was approved and better photos and video was obtained; adding that no one anticipated that this reenactment would have more reenactors and be a better event to photograph.

Commissioner Hurley noted that there are additional primitive structures as wells as tents that are set up prior to the event along with other activities.

Alderman Stroud noted that the website statistical report reflects a big peak in July and August, which was probably a result of the publication work.

Mr. Sells stated that they would provide a report at the next meeting of all the contacts that were made regarding the event.

Sells Agency Media Representative Greg Harrison presented an updated media flow chart for review; stating that most of the items have been approved and placed with the exception of the third larger item, which is television media. He related that an adjustment was made to the online media item, explaining that originally the campaign was budgeted for six to eight months however, with the website revisions the campaign was delayed, which made additional funds available for more television. He noted that in the past, the commercial has been shown locally for a week at a time; what they are proposing is to show the commercial locally the week prior to the Wing Ding Festival with the promotional crawl. He proposed running the commercial in the Jonesboro market, explaining that geographically that market is better suited to feed the hotels, restaurants, and events here than a market such as Fayetteville or Pine Bluff.

Mr. Sells clarified that this is the Jonesboro television market, which is geographically all of Northeast Arkansas.

Mr. Harrison proposed running the commercial for three weeks, explaining that it is a much smaller market that has basically one television station KAIT; making it much easier to reach everyone in that market for less money. He noted that there were several events happening during the month of October such as Race for the Cure and the Arkansas State Fair that will bring in people from around the State who will be needing accommodations.

Mr. Sells noted that almost 40% of the budgeted external media is television.

Mr. Harrison related that in one week the Little Rock media will reach an estimated 74% of the people in the market an average of 2.8 times. In Jonesboro, the three week schedule is estimated to reach 95.7% of the people in the market an average of 7.5 times. He related that this is something that is unaffordable in the Little Rock market because it is so much more expensive and scattered from a station standpoint.

Mr. Harrison noted that the Wing Ding crawl would probably run in the Jonesboro market for one week as well as in the Little Rock market.

Mr. Jerry Reichenbach questioned if the Commission knew that the Wing Ding Festival is providing the only southern major league eating contest with a number five contestant for the chicken wing eating contest. He stated that ten contestants have signed up and seven of them are ranked eating champions.

Chairman Houchen questioned and Mr. Sells confirmed that the budget would not change with the media purchase.

Chairman Houchen commended the Sells Agency for never having spent all of the funds allocated to them by the Commission. He related that there is a point that is reached in advertising that it does no good to advertise, the market is oversaturated, the product is oversaturated, and there is no sense in spending money that does not need to be spent. He stated that the Sells Agency is just as frugal as the Commission, adding that over the last twelve months attendance to all of the events has increased along with restaurant and hotel revenues. He then stated that the plan that the Commission has been following is finally coming to fruition. He continued saying that Jacksonville does not have a negative image and the Commission has always tried to put forth a positive image, tried to promote the quality of life issues, and increase business to hotels, restaurants, and other businesses in town. He added that the Commission has done a good job in reaching those goals and there are more planned in the future to make it better for all the citizens.

Discussion ensued regarding possible improvements.

Mayor Swaim moved, seconded by Alderman Stroud to approve the proposed Northwest Arkansas and Little Rock television media plans with a Wing Ding Festival crawl. Motion Carried.

In response to a question from Mr. Sells, the Commission requested that a proposal of cost regarding the "book a room" search engine be available for the next meeting.

OLD BUSINESS:
NEW BUSINESS:

1. Funding request documentary "Arkansas and the Civil War"

Mr. Jack Hill, with Television for Arkansas, began his presentation by stating that unlike the items previously discussed, the Civil War is not a seasonal item and that there is always an interest. He stated that the last time he addressed the Commission in 2006; it was regarding a proposal for a documentary on the Ordinance Plant "An Arsenal for Democracy" that the Commission funded. He related that his current project is titled "War in the Sixties", which will be an hour long documentary on the Civil War in Arkansas and will tie into the Sesquicentennial. He stated that the purpose is to generate interest in and visitation to the Civil War sites of Arkansas, which includes Reed's Bridge. He asked the Commission if they were aware that during the Civil War there were 772 engagements in the State, adding that only three states had more. He related that the Civil War was fought here, explaining that Arkansas is a border state and civil wars tended to be fought in border states. He noted that the documentary that was produced in 2006 was a half hour documentary that was shown on commercial television as well as AETN. He stated that this is an hour documentary because they are looking at the arc of the Civil War involving Arkansas that will not be shown on commercial television, adding that public television provides for more viewings. He noted that the last documentary was aired five times on AETN in a matter of weeks, adding that he researched and found that AETN has aired the documentary seven times since, noting that the last time was in March of this year. He then related that he recently learned that the documentaries can be aired on the public stations of neighboring states. He stated that since this documentary has references to Midwestern regiments; why not try to get it aired in the Midwestern states. He related that this documentary would tie into the 150th anniversary of the Civil War, adding that they would like to maximize it in as many ways as possible. He acknowledged that there are no commercials on public television however, if the Commission was to approve funding, the Commission would still get ample identification in the documentary. He noted that Reed's Bridge is included in the script in the context of the Little Rock Campaign. He stated that the Commission would have the opportunity to be mentioned three times, during the opening billboard, the closing billboard, and within the contact directory at the end of the documentary. He related the possibility of utilizing the documentary in some way on the website.

Discussion ensued regarding open/closing billboards and the funding already raised.

Mr. Hill stated that they have been raising funds and shooting video for the past two years.

Commissioner Hurley stated that one of the Commission's main objectives is to promote tourism and business to Jacksonville. He expressed uncertainty regarding whether the Commission benefited from the last documentary. He stated his belief that there was a copy available at the library for viewing, expressing uncertainty regarding the number of people who may have viewed it. He stated that with cable/satellite he questioned the number of people in the room who could say that they have watched AETN in the last six months, adding that he has not. He then acknowledged that there may be others who have.

Mr. Hill stated that the information contained within the documentary is targeted to the educational interests of those individuals who have an interest in heritage tourism.

In response to a question from Commissioner Hurley, Mr. Hill replied that they have one more day of taping and should be finished by the end of the year.

Mr. Hill stated that they do not use reenactment footage, explaining that their style is to use historical documentation to tell the story by in large in the words of the people who were there. He acknowledged that the documentary opening is footage of the biggest reenactment in Arkansas, which is at Prairie Grove.

Chairman Houchen stated that he did not have a vote however, unless the Commission could be guaranteed that they will be listed first in the opening/closing billboards because otherwise the Commission would be missed in the list.

Mr. Hill agreed that he could do that.

Discussion ensued regarding the length of time that the Commission would be listed, which totaled approximately 44-45 seconds.

Alderman Ray stated that if the Commission approves the funding request, he would like for Mr. Hill to work with the Sells Agency because the community has put a lot of work into Reed's Bridge and will continue to do so in the future. He further stated that he would like to see the Commission fund the documentary.

Mr. Hill stated that they would work with the Sells Agency and that they would do everything that they could to promote the documentary.

Alderman Ray moved, seconded by Commissioner Hurley to table the item of business until the October meeting. Motion Carried.

2. Discussion Christmas lights

Alderman Robinson stated he would like to develop a drive thru Christmas light show at Dupree Park. He explained that he is trying to get together a group of people to form an organization to take care of the display, unless the Commission would like to take on the responsibility. He stated that he is basically going to solicit businesses, churches, non-profit organizations, civic groups, and the community to try and get donations to have a place where people in Jacksonville can drive thru and view a lighting display during the Christmas season. He pointed out that in his letter; he proposed the Commission's assistance in the amount of \$75,000.00. He stated that after talking to several individuals he learned that the cost to establish a display would be approximately \$120,000.00 to \$130,000.00. He related you have to have enough of something so that people will want to return the next year to see what has been added. If you don't do enough the first year, people will not return. He stated that his other idea is to have a different civic organization and Air Base personnel to staff a donation booth or to collect money if admission is charged. He added that he would like to have people stay in Jacksonville as opposed to going to Sherwood or Searcy.

Commissioner Hurley related that he had expressed a similar idea at the last meeting, adding that Jacksonville has the perfect location around the lake at Dupree Park. He related that one of the things that the Commission has done in the past is to extend the Christmas decorations all the way up Main Street and down North First Street, adding that he would like to see the Christmas decorations continued past the Wal-Mart area and back up the access roads, culminating at Dupree Park. He stated that he could not speak on behalf of the Commission but offered his support, expressing his pleasure that someone has stepped forward. He added that this could not be accomplished by one group or entity but will have to be a community effort. He then related that he sees this as a benefit to Jacksonville that could potentially draw people to Jacksonville whether they stay in the hotels or eat in the restaurants; it is another reason for them to come. He reiterated his support, asking that the request be submitted on a funding request form to be considered for the 2012 budget.

Chairman Houchen asked Alderman Robinson if he had considered going with a medium sized display instead of starting with a larger display that could eventually grow; adding that people will come to Jacksonville instead of going elsewhere because the display will impress them and will stand out from the other displays that are out there.

Alderman Robinson stated that he has considered the possibility of developing a walk-through display around the lake, adding that this would require a bigger commitment level and more funds.

Director of Administration Jim Durham stated that he liked Commissioner Hurley's idea of taking people through the business district, cautioning that Dupree Park is sometimes under water in December because it is a water retention area.

Further discussion ensued regarding the size of the decorations in the business district and whether the utility companies would allow for additional decorations.

Former Mayor Swaim asked Alderman Robinson to research how many times Dupree Park has flooded in the month of December.

Alderman Robinson stated that during his discussions, it was conveyed that a metal platform would be built five feet above the ground so that the displays would be elevated.

Chairman Houchen asked Alderman Robinson to provide a list of semi-commitments so that the Commission could review them prior to a budget meeting.

Alderman Robinson agreed stating that he wanted to obtain the Commission's support prior to going to area businesses.

Chairman Houchen expressed his belief that there was a consensus the Commission would do what it could to support this idea. He then questioned how the costs for repair, storage, and insurance would be handled.

Alderman Robinson replied that in other communities, yearly donations support upkeep and improvements to the displays.

3. Discussion: repairs to the Community Center's pool

Director of Administration Jim Durham stated that presently the City has a proposal from Jones Engineering to basically be the engineer to rehab the Community Center. He related that there are still some questions remaining before it can be finalized. He stated that there are no specific dollar amounts because the City cannot request bids without having written specifications from the engineer, but the City is looking in the neighborhood of one million dollars; which breaks down to a half million dollars for a pool pack and a half million dollars for removal and restoration of the roof. He explained that the engineer continues to be concerned about the possibility of having to remove the south wall or possibly the entire end of the building because there are so many unknowns. He stated that he would like the Commission to help with some long-term financing, explaining that they are looking at 15-year small bond financing, which is what the City decided to do regarding the Public Safety building. He then related that payments on a million dollars at the rates that are being quoted are 1% for the first five years gradually increasing up to 3.6%, which makes the payment roughly \$7,500.00. He stated that the City has to pledge a revenue stream because it is a formula and it has to be tied to something like a franchise fee but that it has to be reimbursed because if the money is taken from that then there would be no money for payroll.

Chairman Houchen stated that this has not been previously discussed but he feels that the Commission would have a hard time going 15 years on any kind of project.

Alderman Stroud noted that the Commission can only allocate funding for one year.

Mr. Durham stated that if the Commission could help for five years with allocated approved yearly, adding that anything would help since there have been decreases in general revenues and the building needs to be repaired and reopened. He related that the City needs some short-term help and that their theory is that revenues will improve.

Former Mayor Swaim commented that an architect said it would work, designed it that way, an engineer was paid a significant amount of money who said "no problem" it would work, now there is going to be a third engineer.

Mr. Durham stated that Bill Jones was recommended by more people than anybody that he could find, adding that he is a structural engineer. He related that Mr. Jones has predominantly, in his latter years, worked on schools and things like that. He stated that Mr. Jones is a guy who is not going to do something unless it is done correctly. He related that the ceiling has been taken out, the super structure and the purlines are rusted and falling apart; adding that when they went up on the sky lift to take the clips out to look at the edge, you could raise the roof up. He stated that if a big wind blew, the roof on the south end would blow off because there is nothing holding it down. He related that ultimately, the engineer would like to remove that end of the building but they are trying to keep from having to do that.

Chairman Houchen requested some additional information regarding specific costs.

Commissioner Hurley questioned and City Attorney Bamberg replied that Commission funds could be utilized for this project.

Commissioner Hurley related his understanding that when the tax was passed, the revenue was split 50/50, and the 50% that the Parks & Recreation Department received was not to be used for operating revenue, questioning if this were correct.

Former Mayor Swaim stated that funds could be used for operations; adding that it was passed to help operate a growing Parks & Recreation Department that the general fund could not continue to fund.

Alderman Stroud stated that the Parks Department lives off of the sales tax, which is part of the general fund. He noted that it has gotten up to \$2.2 million dollars a year however, that does not mean that they get \$2.2 million out of the general fund plus an additional \$400,000.00 from the Commission to spend as they see fit. The Parks Department tries to raise as much money as they can to offset it, adding his uncertainty of the percentage, but it is a whole lot less than 30%.

Mayor Fletcher stated that recently there was a move to abolish the prepared food tax; he related that he spoke to a senator and stated that you cannot go into a community and basically cut the Parks Department's budget like that because it is a quality of life issue. He stated that the movement is not dead and this may be an issue that will have to be addressed again. He related that regarding the pool, the City will have to pass a sales tax and Jacksonville already has a higher tax, so they are trying to do something without passing a tax and living within our means. He added that the citizens have been very understanding but the pool needs to be reopened and possibly improved to draw citizens back into the Community Center.

Announcements:

Chairman Houchen noted that 2012 budget funding requests are due by 5 p.m. on Tuesday, October 11th. He then invited everyone to stop in at Cody's and eat, announcing his affiliation with the restaurant.

Adjournment:

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

Next Meeting: October 17, 2011 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

10/17/2011

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
October 17, 2011

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on October 17, 2011. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Mayor Fletcher, Alderman Howard, Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Sells Agency CEO Mike Sells, Sells Agency Account Representative Kristen Burgeis, Jerry Reichenbach, Jack Hill, Warren Dupree, and Jeffrey Smith with The Leader newspaper.

MINUTES:

Alderman Ray moved, seconded by Alderman Stroud to approve the minutes from the September 19, 2011 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Finance Director Cheryl Erkel reviewed the financial report for September, noting total assets of \$601,560.00 and total liabilities of \$70,443.00. She pointed out that current investments were listed at the bottom of the balance sheet.

Mrs. Erkel addressed the budgetary revenues and expenditures sheet of the report, noting total revenues of \$559,193.20 and current expenditures of \$451,337.45.

Mrs. Erkel then reviewed the comparison analysis chart of the report, noting that year-to-date hotel/motel revenues have increased 15%. She related that there has been a 7% increase since January and an 8% increase when comparing August 2011 to August 2010.

Mrs. Erkel noted that year-to-date prepared food revenues have increased 4%, with a 7% increase since January, and an 8% increase when comparing August 2011 to August 2010. She noted that overall revenues increased 5%. Since January, revenues have increased 7% and there was an 8% increase when comparing August 2011 to August 2010.

Chairman Houchen stated that six months of this year, prepared food tax revenues have been the highest since its inception.

Discussion ensued regarding the decrease in County sales tax revenues and the possible reasons for decline.

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

SELLS AGENCY REPORT:

CEO Mike Sells stated that when comparing the Commission's overall revenues for the first seven months of this year to North Little Rock, since he could find no records online for Sherwood or Cabot, Jacksonville is up 15% year-to-date on hotels and North Little Rock hotel revenues are up 2% year-to-date. Jacksonville is up 4% on prepared food tax collections while North Little Rock is up 1.4%. He related that overall Jacksonville is up 5% when comparing the same period over last year and North Little Rock is up about 1.5% to 1.6% overall.

Chairman Houchen noted that prepared foods are up 7% since January 2010.

Mr. Sells noted that State collections are up 1.75%, adding that Jacksonville is trending above the State as a whole.

Mr. Sells related that the three weeks of television coverage in Northeastern Arkansas concluded yesterday. He stated that one week of television was run locally on four different channels, relating that Channel 4 KARK had a trafficking error that was caught Thursday night which caused the wrong crawl to be played. He stated that Monday-Thursday on Channel 4, the commercial ran with the Patriotic Spectacular crawl, adding that on Friday, they ran the commercial with the correct crawl from morning until evening. He noted that they ran the incorrect crawl twice on Friday after catching the error. He stated that the Agency caught the error when looking at the ISCI number on the invoice. He related that on all the newscasts, they had all their anchors read a live announcement reminding everyone to attend the event. He further related that Channel 4 ran crawls during each of their newscasts and sent out emails to the 40,000 people in Central Arkansas who have opted in to receive emails from their website. He stated that the Agency will be receiving additional paperwork noting the number of times the commercial ran correctly and incorrectly and the remaining balance.

Mr. Sells related that the online advertising has been active for approximately three weeks, explaining that at the beginning a larger audience is targeted and then it is narrowed to those media channels and online websites delivering the best return. He noted that there have been over 842,000 impressions over the last three weeks, adding that over the next two to six weeks the number of websites will be narrowed as the Agency determines which of the websites is getting the best click-through rate. He explained that the Agency measures this on what is called the effective rate of conversion, noting that the company they purchased through is incented to get it down to where the cost per action continues to drop. He related that the cost per action is pretty high at the beginning, adding that what the Agency looks for at the beginning is whether there is a difference in the quality of traffic that is driven to the website, noting that the answer is absolutely. He related that three weeks prior to the start of the online campaign, on average each visitor would look at 1.3 pages of the website. In the last three weeks, that number has increased to 2.3 pages. The bounce rate of people who go on and stay for 10 seconds or less then leave has dropped from 86% to 50%. The average time on the website has increased from 22 seconds to a minute and 40 seconds. He further noted that 80% of the visitors to the website were new visitors.

He related that Facebook ads targeting military history had 350,000 impressions last week and 78 click-throughs. He stated that if it wasn't Facebook, that would be a horrifically low click-through rate however, that is a pretty standard rate for Facebook.

Sells Agency Account Representative Kristen Burgeis presented the Commission with a third party proposal from Jackrabbit regarding the book-a-room feature. She pointed out that there is a \$1,500.00 set up fee and a yearly cost of \$5,000.00.

Mr. Sells related that the proposal is for what is called the core search engine, noting that it is presently used by the City of Fayetteville, along with a proposal to add some of the social media components that would increase the cost. He commented that he would not recommend adding the social media components at this time, stating that it makes more sense to install the core search engine so when you go to the website, it is there.

Mrs. Burgeis stated that if the Commission decides to add the social media components, the Agency can look at and try it to see if it is working and if not, that can be discussed then. She reiterated the recommendation to purchase the most basic option for now and let the Agency track it to see if it is working.

Mr. Sells stated that the Agency is not looking for the Commission to comment or make a decision at this time. He related that it does not make sense for the Commission to purchase this through the Agency but to purchase it directly from Jackrabbit, adding that the Agency would work with Jackrabbit to install it on the website if the Commission decides to proceed with the purchase. He stated that the Agency wanted to give the proposal to the Commission so that it could be reviewed and discussed during the budgeting process.

Alderman Stroud commented that the Commission gets its expertise from Commissioners Andy and Ray Patel, adding that it would benefit the Commission to discuss this with other hoteliers.

Mr. Sells distributed copies of the public relations initiatives for 2012 to the Commissioners for review and comment. He related his hope between now and year end to come up with a good solid list of activities, happenings, and events in Jacksonville that warrant public relations efforts from the Agency.

OLD BUSINESS:

1. Funding request documentary "Arkansas and the Civil War"

Alderman Stroud moved, seconded by former Mayor Swaim to move the item of business off the table. Motion Carried

Chairman Houchen acknowledged Mr. Jack Hill with Television for Arkansas. He then reminded everyone present that in the last meeting, Mr. Hill agreed that for \$2,500.00, the Commission would be one of the sponsors in the opening and closing billboards.

Mr. Hill agreed, adding that the Commission would also be listed in the contact billboard at the end of the documentary. Mr. Hill stated that he wrote a copy to give the Commission an idea, adding that it is not set in stone. He stated that the opening billboard is the device used to introduce the underwriters and sponsors. The closing billboard is used to reinforce the opening billboard and the contact directory is something that hasn't been done before, explaining that the purpose of the piece is to generate interest in and visitation to the Civil War sites in Arkansas, which includes Reed's Bridge; so the contact directory has been added to the end of the piece.

The opening billboard would state "War in the Sixties this video in conjunction with the Sesquicentennial the 150th Anniversary of the Civil War is underwritten by Jacksonville home of Reed's Bridge, the best interpreted battlefield site of the Little Rock campaign, Jacksonville 'Soaring Higher'." He noted that the appropriate graphics would be incorporated, adding that this is 10 seconds in length, which is pretty standard for an opening and closing billboard. He stated that they don't believe in making the closing credits just a throw away, they are still trying to convey information that hasn't been shared earlier in the documentary. He explained that when the narrative comes to an end, the closing billboard would repeat the information stated in the opening billboard, time wise bringing it up to 20 seconds. He stated that since the Commission asked, he confirmed that the Commission would be listed first in the opening and closing billboards, and also in the contact directory. He related that after the closing credits, he would suggest utilizing something like this: "for more information on the Civil War sites in Central Arkansas you can contact the Jacksonville Museum of Military History at 501-241-1943 for a schedule of reenactments and public programs at Reed's Bridge, the best interpreted battlefield site of the Little Rock Campaign, Jacksonville 'Soaring Higher'." He commented that this would add an additional 20 seconds.

Chairman Houchen related that Commissioner Hurley is in favor of funding this documentary as long as it can be linked to the website.

Mr. Hill replied that it would not be a problem.

Alderman Stroud moved, seconded by Alderman Ray to approve the expenditure of \$2,500.00 to fund the documentary "War in the Sixties". Motion Carried.

Mr. Hill thanked the Commission and stated that he was looking forward to working with the Commission. He related that it is an interesting experience coming before the Commission, adding that previously he has always worked with one individual. He congratulated the Commission, stating that it makes things interesting for him, explaining that it is obvious that the Commission takes seriously its obligation to look after the public's money, which is a good thing. He reiterated his thanks.

NEW BUSINESS:

Chairman Houchen noted that the Commissioners have packets that contain the 2012 funding requests that were due on October 11th. He stated that a budget sub-committee would be formed that would meet in November. He related that Commissioners would be notified once the specific time and date were set. He then asked the Commissioners to review the funding requests in the interim.

Announcements:

Per Chairman Houchen's request, Recording Secretary Wilmoth read the announcements which included the Arkansas Numismatic Society Coin Show on November 11-13 at the Jacksonville Community Center with free admission and the 34th Annual Holiday Craft & Gift Sale at the Jacksonville Community Center on November 19-20 with a \$2.00 admission for adults and a \$1.00 admission for children.

Alderman Stroud asked Mr. Warren Dupree when the Museum would be acquiring a tank for display.

Mr. Dupree clarified that admission to the Coin Show is \$2.00. He then replied that the in reference to the tank, they are still trying to get paperwork filed. Also, the C130 is still in limbo so until that is resolved, the Museum will not commit to the placement of the tank.

Alderman Stroud noted that recently North Little Rock obtained a tank, commenting that the Museum needs a tank. He stated that the C130 was going to overpower the building, the community, and everything else.

Mr. Dupree noted that the Museum is also committed to a Huey helicopter, relating that there is a question of ownership, paperwork, and a contact issue with TACOM (the Army Management Command) that effectively owns all of the equipment. He related that they are working on it from their end and are trying to make sure that they are in line with TACOM. He further related that some of this material is coming through Camp Robinson and their take on the paperwork isn't exactly line by line.

Alderman Stroud related a conversation with DannaKay Duggar who stated that the paperwork had been lost.

Mr. Dupree agreed that the submission paperwork to TACOM was lost and the Museum has had to start over. He related that the paperwork has been sitting on his desk for almost two months trying to get some response. He stated that he has a blanket mailing that they are going to do, adding that they are also going to send it to Senator Pryor's office to request his help.

Adjournment:

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

Next Meeting: November 21, 2011 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

11/21/2011

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
November 21, 2011

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on November 21, 2011. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioner Ray Patel, Alderman Ray, and former Mayor Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (4) present (3) absent. Commissioners Andy Patel, Jim Hurley and Alderman Stroud were absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Mayor Fletcher, Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Sells Agency CEO Mike Sells, Sells Agency Account Representative Kristen Burgeis, Chamber CEO Amy Mattison, State Representative Mark Perry, Jerry Reichenbach, Warren Dupree, and Sarah Campbell with The Leader newspaper.

MINUTES:

Mayor Swaim moved, seconded by Alderman Ray to approve the minutes from the October 17, 2011 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Finance Director Cheryl Erkel reviewed the financial report for October, noting total assets of \$590,241.00 and a total fund balance of \$467,142.00. She further noted year-to-date revenues of \$627,197.59, and total expenditures of \$583,317.65.

Mrs. Erkel asked the Commissioners if the vendor portion of the financial report could be condensed to a summary of the previous quarters and detail for the current quarter, explaining that it would decrease the size of the report, which is currently thirty-four pages.

Chairman Houchen stated that at times it is beneficial to be able to look at the history of a business by month instead of by quarter. He stated that the Commission would consider it for 2012. He pointed out regarding hotels, to find a month worse than last month, you would have to go back to March 2010, stating that if the report were presented by quarters, then you wouldn't be able to do that.

Mrs. Erkel reviewed the comparison analysis chart of the report, noting that year-to-date hotel/motel revenues have increased 11%. She noted that year-to-date prepared food tax revenues have increased 4%, and an overall increased of 5% in revenues.

Chairman Houchen questioned why the hotel/motel revenues have decreased while prepared food tax revenues have increased. He stated that there is one hotel that is down approximately \$30,000.00 and another one down \$16-17,000.00.

Alderman Ray Patel remarked that with the slow economy, there hasn't been much work and therefore a lack of business.

Former Mayor Swaim questioned and Mrs. Erkel clarified that the graph portion of the financial report would remain unchanged, only the vendor listing of the report would be condensed.

Chairman Houchen stated that he would not object if the Commissioners agreed to change the report's presentation, adding that he would like to review the numbers regarding the development of possible trends or issues.

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

SELLS AGENCY REPORT:

CEO Mike Sells stated that he is also concerned with the decline in hotel/motel revenues, offering to look at the hotel/motel revenues of North Little Rock, Little Rock, and the surrounding areas.

Chairman Houchen stated that he would like the Agency to research this issue. He related that the Commission will be adding the book-a-room feature to the website in 2012, and he is curious as to how it will affect hotel/motel revenues.

Mr. Sells referenced page eight of the financial report, noting revenues of \$259,609.00 in September 2007, \$490,232.00 in September 2008, \$234,895.00 in September 2009, \$334,658.00 in September 2010, and back down to the September 2009 figure in 2011 of \$233,488.00. He related that they will look at surrounding cities to see if there is a trend.

Chairman Houchen related that he was curious, explaining that since August 2010 the hotels were on a strong upward trend and had exceeded the prior year's revenues. He wondered if it was something that is systematically occurring everywhere.

Mr. Sells questioned and Chairman Houchen replied that the Commission has not discussed the booking agent proposal, expressing his feeling that the Commission would want to include it next year.

Mr. Sells related his understanding that there is a four to eight week time frame to process contracts and implement the feature.

Chairman Houchen stated that the Commission would have an answer in December.

Sells Agency Account Representative Kristen Burgeis stated that with the upcoming year's end, they are trying to complete current projects including the fall photography shoot. She presented the Commission with photos that were taken, explaining that the first page contains photos of the new buildings at Reed's Bridge along with the LRAFB entrance sign and some scenic photography to be included in upcoming promotional materials. She said that they strive to keep the photography updated, which is why they took additional photography this year.

Mrs. Burgeis stated that regarding the online banner advertising, a lot of the traffic has been going to the online calendar of events page. She noted that one of the website revisions this year was to update the calendar of events, making it more user friendly on the front end and easier for Recording Secretary Wilmoth to update. She pointed out asked that any events not already on the calendar be submitted to Ms. Wilmoth for inclusion.

She stated that not including Face book, which is on a steady stream and going great, there have been 218 click-throughs in October. She related that one minute eleven seconds is the time onsite on average, which is pretty good. She related that this is definitely an improvement over the previous forty-seven seconds in the spring prior to the website revisions.

Mrs. Burgeis presented the Commission with the public relations report that recaps 2011 along with a 2012 calendar of events. She stated that the events are not set in stone but are events the Agency will be covering, adding that if there is an event not listed that needs coverage to please notify Ms. Wilmoth, who will forward it to the Agency. She reiterated that if there is an event not on the list, the Agency has no knowledge of the event.

Mr. Sells stated that he is a frequent visitor to a specific website and has seen several online banner ads for the City.

**OLD BUSINESS:
NEW BUSINESS:**

1. Approval 2010 Comprehensive Annual Financial Report (CAFR)

Chairman Houchen asked for a motion to table approval of the report until the next meeting, offering Commissioners time to read and review the report.

Alderman Ray moved, seconded by Commissioner Ray Patel to table approval of the 2010 Comprehensive Annual Financial Report (CAFR) to the next meeting. Motion Carried.

2. Funding consideration of a proposed shooting range

State Representative Mark Perry informed the Commission that he is an Arkansas Youth Shooting Sports Program (AAYSP) coach. He related that he has been a volunteer coach for the last two years, explaining that a team was formed with Jacksonville and North Pulaski, noting that last year the team separated into two different teams. He related that the AAYSP program was started five years ago through the Arkansas Game and Fish and has turned into the largest program in the nation under shooting sports. He explained that it is a trap shooting program with Junior High and High School kids, adding that this past year there were over 5500 kids in Arkansas participating on five-person co-ed teams. He related that it has been a lot of fun, adding that he has been to the regional state shoot at Remington Arms. He pointed out that people come from all over the State for four weekends straight for regional shoots averaging 1200 kids plus relatives for a total of approximately 4-5,000 people per weekend. He stated that Chuck Woodson, who oversees the program for the Arkansas Game and Fish, related that they are close to outgrowing their present location, expressing a need for a location in Central Arkansas large enough to hold the event. He informed the Commission that they have been working on a plan for the past year and a half and now have a location and plans have been drawn. He noted that Tommy Bond is the engineer and surveyor, who took a footprint of a range in Nebraska with ten stations that are a combination of skeet/trap. He then related that they have spoken to the State Trap Association, which is a group of individuals who shoot on weekends all year long except during hunting season, who drive all over the country to obtain points. He explained that once they have obtained a certain number of points, they can shoot on a very competitive basis at some of the national shoots. He related that Remington Arms has a great facility but it was never designed for this type of event, adding his belief that it was originally designed for its customers to test the products. He stated that the National Wild Turkey Federation has looked at the proposal and agreed to fund a portion of it because it will have handicap accessible facilities.

The State Trap Association and the Arkansas Game and Fish were presented with the proposal last week, explaining that they are going to see how it could fit into their master plan, adding that he has asked them for funding. He noted that the City is going to fund a fourth of the cost. He pointed out that the participates and families will be arriving and staying in the hotels and eating in the area restaurants so he is asking for the Commission's support and funding to bring this event to Jacksonville. He presented the Commission with a sketch of the proposed ranged, which is on file in the recording secretary's office. He explained that if you go down J.P. Wright Loop Road and turn left onto Graham Road and drive a quarter of a mile, there is approximately 160 acres of flat field, noting that a portion of the acreage is in the flood plain. He pointed out the owners of the property, Jim Peacock and Mike Wilson, have agreed to sell the property and are on board with the project. He stated that there have been discussions but no commitments at this time and a purchase price has not been negotiated. He pointed out that the proposal includes ten combination skeet/trap stations, explaining that skeet requires a larger safety zone because the shooter is utilizing a wider area, while a trap is straighter to the left and right. He noted the difference between skeet/trap, skeet has crossing birds and trap has a house in front of the shooter that shoots left, straight, or right. He recalled that it has been mentioned that the popularity of trap shooting has grown so much that some of the proposed stations might be modified to trap only shooting, which would allow for two to four more stations. He related that there will also be an archery range and possibly a pistol range, adding that the City is looking to run this through the Parks and Recreation Department. He stated that the Arkansas Game and Fish would be able to assist once approved but they don't want to own or maintain it so the City would own and maintain it.

In response to a question from former Mayor Swaim, Mr. Perry replied that they would need all of the acreage to sustain the safety zone because the back part of the acreage is in the flood plain, which is undevelopable. He pointed out that this way, you would have the ability to add some berms for a pistol and possibly a rifle range.

Chairman Houchen stated that he has been to the proposed site, agreeing that it would be a good location for the event.

Mr. Perry noted a discussion with Judge Villines, who has agreed to provide the curb and gutter parking lot, adding that the sidewalk can be built up to the shooting area, which is where some of the National Wild Turkey Federation funding would be used. He related total cost of the project to be approximately \$2.2 million dollars.

In response to a question from Chairman Houchen, Mr. Perry replied that he would like the Commission to help in any way it can, but he would like to see the Commission fund \$100,000.00.

Mr. Perry stated that the Arkansas Game and Fish has been asked to fund three-fourths of the project, which is roughly \$1.5 million, noting that the City has already agreed to fund \$500,000.00. He stated that if the Commission could fund \$100,000.00, it would be re-cooped within the first year, which makes this project a win-win.

**A & P Commission
Regularly Scheduled Meeting
November 21, 2011**

In response to a question from Chairman Houchen, Mr. Perry stated that he originally wanted the project completed by March but has since realized that government entities don't work that quickly. He related that there is an upcoming meeting with the Arkansas Game and Fish in January, where he is going to work with them regarding their master plan to see how it is going to formulate. He stated that everyone was on board but they just had to figure out how they were going to do it and see how it fits overall in their range development program. He related that if they do that, it will be budgeted for

June and it will be built in the summertime, adding that development costs is low, noting that \$2.2 million includes the development costs. He figures that it can be built in 90-120 days and will be ready for the next season, which starts in January-February time frame.

Alderman Ray expressed his support for this project, stating that he has witnessed the event himself.

Chairman Houchen questioned and Mr. Perry confirmed that this would be the premier site for this region of the Country.

Mr. Perry related that there will be a 5,000 square foot meeting room to hold conferences, hunter education courses, and attraction other industries.

Mr. Perry related several stories regarding kids and shooting, stating that five of the kids that went to Nationals came from Arkansas. He also noted that the number two shooter in the country is a girl from Greenbrier.

Chairman Houchen stated that he could not speak for the entire Commission but he could not see how the Commission could not support this project.

Mr. Perry asked that upon the Arkansas Game and Fish Commission's approval, he be allowed to address the Commission again.

Chairman Houchen noted that funding for this project would be discussed in the 2012 budget meetings, which have not been held.

Mr. Perry stated that he would keep the Commission informed regarding his meeting with the Arkansas Game and Fish Commission.

ANNOUNCEMENTS:

Recording Secretary Wilmoth noted that the Jacksonville Christmas Parade will be held on Saturday, December 3rd at 1:00 p.m. beginning at Sharp and Main Streets.

ADJOURNMENT:

Chairman Houchen adjourned the meeting at 7:15 p.m. without objection.

Next Meeting: December 19, 2011 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

12/19/2011

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
December 19, 2011

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on December 19, 2011. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Sells Agency CEO Mike Sells, Sells Agency Account Representative Kristen Burgeis, Sells Agency Associate Account Executive Sarah Kurrus, Jody Urquhart, Jerry Reichenbach, Warren Dupree, Tommy Dupree, Jack Danielson, Ben Rice and Rick Kron with The Leader newspaper.

MINUTES:

Alderman Ray moved, seconded by Commissioner Hurley to approve the minutes from the November 21, 2011 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Finance Director Cheryl Erkel reviewed the financial report for November, noting total assets of \$530,817.00, total liabilities of \$50,633.00 and a total fund balance of \$480,183.00. Mrs. Erkel pointed out the new Statement of Revenues and Expenditures worksheet of the report, noting that the period ended date should be November 30, 2011 instead of October 31, 2011. She also asked that the Commission disregard the December column of the report. She related that the worksheet is a summary of the total revenues and expenditures. She stated that there is approximately \$35,000.00 owed to the Parks and Recreation Department.

Mrs. Erkel then reviewed the comparison analysis chart of the report, noting year-to-date hotel/motel revenues of \$218,524.00, which is an increase of 8%. She then noted year-to-date prepared food tax revenues of \$3,078,414.00, which have increased 4%, further noting an overall increase in revenues of 4%.

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

SELLS AGENCY REPORT:

CEO Mike Sells introduced Associate Account Executive Sarah Kurrus to the Commission, stating that she will be heavily involved in handling public relations for the Commission.

Mr. Sells related that hotel revenues in neighboring cities were down in September and October, noting that Cabot decreased 9% in September compared to September 2010 and they decreased 18% in October compared to October 2010. North Little Rock decreased 3% in September and 4% in October while Sherwood remained even. He related that they could not get Little Rock's figures.

Mr. Sells stated that regarding the proposed shooting range, from a marketing standpoint they are excited due to the unique nature of it noting that it would compliment the LRAFB and the military history sector of the community.

Mr. Sells related that they would be presenting the media plan at the January meeting.

Chairman Houchen stated that items in the budget that were not funded such as brochures and advertising for the Boys and Girls Club will be handled through the Sells Agency. He added that all requests should be formally submitted to the Commission who will submit them to the Agency.

OLD BUSINESS:

1. Approval 2010 Comprehensive Annual Financial Report (CAFR)

Mayor Swaim moved, seconded by Alderman Ray to approve the 2010 Comprehensive Annual Financial Report. Motion Carried

NEW BUSINESS:

1. Approval of the 2012 budget

Chairman Houchen related that even though revenues remain steady, revenue projections were decreased to hopefully give the Commission a revenue surplus.

Per Chairman Houchen's request, Recording Secretary Wilmoth read the list of expenditures from the 2012 budget, which is on file in the Recording Secretary's office for review.

Alderman Ray moved, seconded by Commissioner Hurley to approve the 2012 budget as presented. Motion Carried.

Chairman Houchen related that basically, everyone received the same amount of funding as they received in 2011. He noted that the Boys and Girls club sign funding was increased to include the taxable portion of the expense.

He stated the Commission wished they could do more however, with the current economy it is hard to project what will happen. He added that there is always the possibility of additional funding in 2012 if things improve.

Mayor Swaim related that he had spoken to State Representative Mark Perry, who stated that he will be meeting with the Arkansas Game and Fish Commission in January for funding approval of the proposed shooting range.

Chairman Houchen expressed his support, stating that it would bring thousands of people to Jacksonville. He noted that the Commission will be adding the hotel book-a-room feature to the website in 2012.

ANNOUNCEMENTS:

Mr. Jack Danielson announced that a dedication ceremony for the three historical panels will be held at Reed's Bridge on December 20th at 11:30 a.m.

ADJOURNMENT:

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

Next Meeting: Tuesday, January 17, 2012 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

01/17/2012

Date Approved