

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
January 17, 2012

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on January 17, 2012. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Director of Finance Cheryl Erkel, Parks and Recreation Marketing/Information Manager Marlo Jackson, Sells Agency CEO Mike Sells, Sells Agency Account Representative Kristen Burgeis, Sells Agency Media Representative Greg Harrison, Warren Dupree, Tommy Dupree, Jack Danielson, Ben Rice, DannaKay Duggar, Marleen Eddlemon, William Kehler, and an interested citizen.

MINUTES:

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

FINANCIAL REPORT:

Director of Finance Cheryl Erkel related that the December financial report has been condensed for efficiency, noting total assets of \$477,272.00, total revenues of \$759,144.00, and total expenditures of \$605,134.00. She noted that revenues exceeded expenditures by \$154,010.00. She related that the statement of revenues and expenditures worksheet replaces the previous worksheet that listed all of the line items separately and was difficult to read due to font size. She stated that this worksheet provides a better overview of the revenues and expenditures in an easier to read format.

Mrs. Erkel then reviewed the comparison analysis chart of the report, noting year-to-date hotel/motel revenues of \$301,549.00, which is an increase of 9%. She then noted year-to-date prepared food tax revenues of \$2,896,082.00, which is an increase of 4%, further noting overall revenues of \$3,197,631.00, which is an overall increase of 4%.

Chairman Houchen stated that he was glad to see hotel/motel revenues improve after the decline in October.

In response to a question from former Mayor Swaim, Mrs. Erkel answered that the December receivables were not included in this report however, they would be included in the January report. She stated that the February report would have all of December's revenues that are received in February and would be counted as 2011 revenues.

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

SELLS AGENCY REPORT:

Sells Agency Account Representative Kristen Burgeis presented an updated calendar of events that is used by the public relations' team. She urged everyone to look over the new list, adding that if an event is not on the list, the Agency is unaware of the event. She asked that if an event is not listed, to please contact them with additions or corrections to the list. She related that CEO Mike Sells would be addressing year-end website statistics, pointing out that they increased due to the banner and Facebook ads. She noted that Greg Harrison would be addressing the 2012 media plan.

Commissioner Hurley stated that the Wing Ding Festival was not on the list, questioning if it should be added.

Mrs. Burgeis responded that presently they do not handle public relations for the event but would help if requested.

In response to a question from Alderman Ray, CEO Mike Sells clarified that the Chamber has a pretty effective and robust public relations effort regarding the Wing Ding festival.

Chairman Houchen noted that the Commission ran a banner ad on its commercial promoting the Wing Ding festival as well as the Air Show. He stated that it would be possible to do so again this year.

CEO Sells clarified that the list is specific in the Agency's efforts to get the media's attention through public relations not advertising.

Chairman Houchen questioned if the State softball tournament was going to be held in Jacksonville, adding that he was sure he read in Sunday's newspaper that the finals would be held at Dupree Park. He stated that it would definitely need to be included along with some advertising for the Parks and Recreation Department publicizing the event.

Alderman Stroud noted that the Patriotic Spectacular was not listed.

Chairman Houchen stated that closer to the time of the event, the Agency and Commission have always helped with public relations, advertising, or whatever is needed to publicize the event.

CEO Sells said that it is why they are being so particular about having everything in writing so that the public relations team can address events by quarter to avoid the possibility of not addressing an event due to a lack of knowledge.

Mrs. Burgeis stated they would like to be made aware of any improvements to Reed's Bridge if and when they occur.

CEO Sells presented a website statistical report explaining that when the website was first launched during the first four months, the website was averaging less than 146 visitors per month. During the first six months of this year, the website averaged 422 visitors per month, the last six months of this year the website averaged 520 visitors per month. He encouraged the Commissioners to visit the website from time to time as it is a portal for someone coming to town for an event, tournament, pageant, or reenactment to gain information regarding where to eat or stay. He added that based upon the numbers, traffic continues to build. He then stated that regarding the online booking agent discussed previously, they would like to get it into place during the first quarter of this year if possible.

He reminded the Commissioners that this would involve a third party company that the Commission would contract with directly, offering that they would help get the contract in place and the booking agent up. He noted that with 500 plus visitors to the website, it just makes sense to have the booking agent on the website so visitors can book a room directly from all the area hotels.

Chairman Houchen asked Commissioner Ray Patel if there was a reason for the increase in November revenues versus October, adding that November revenues increased \$100,000.00.

Commissioner Ray Patel surmised that there was an increase in the number of outside contractors staying in town.

CEO Sells stated that he looked at the Google keyword tool today to try and get a feel for the number of people who use Google to search for hotels in Jacksonville, Arkansas. As a point of comparison, there are 1,900 monthly searches for Little Rock, Arkansas hotels, adding that 30% use Microsoft or Bing. There are 480 monthly searches for hotels in Jacksonville, Arkansas; which is approximately 25% of what Little Rock gets. He noted that the Jacksonville Community Center has 260 monthly searches. He then reviewed the search engine rankings, noting that there has been steady improvement in website traffic and search engine rankings.

He related that in November, the Agency nominated Jacksonville for some tourism awards through the Arkansas Hospitality Association for the Air Show and the Reed's Bridge reenactment. He noted that both nominees are finalists for Henry awards; the winners will be announced at the Governor's Conference on Tourism.

He stated that Greg Harrison would be presenting the proposed media plan, explaining that this year there is a significant portion set aside for the proposed shooting range to be built this year. He related that he had spoken with Mark Perry who informed him that the Game and Fish Commission would be meeting tomorrow to decide if they will be able to fund the project. He stated that if the Game and Fish Commission approves funding, it will be in the next fiscal year that begins July 1st. He expressed his feeling that it will be a big driver toward hotel room stays, explaining that teams from in and around the State would be here, adding that it will be the best shooting facility in the State. He related his uncertainty regarding how the set aside funds would be spent, adding that if the expenditure is approved by the Game and Fish Commission; it would be important for the shooting range to have a very robust website that would allow teams to find out about the facility as well as other things such as hotels, things to do, places to go, etc. He stated it could also have the potential to register teams prior to arriving for an event and to obtain information regarding other tournaments. He noted that some of the funds would be utilized for branding purposes such as the name, marketing materials, and tournament brochures. He related that if for some reason the Game and Fish Commission does not approve funding, a revised media plan will be presented next month.

Sells Agency Media Representative Greg Harrison related that they have reviewed and discussed what has and hasn't worked in previous years. He presented and reviewed the media plan; noting that the ad in the Annual Meeting Planner's Guide does not advertise the Community Center but what else there is to do in Jacksonville, while Parks and Recreation has an ad with the specifics regarding the Community Center. He noted that they have placed this ad for several years and are proposing to repeat it this year.

Regarding baseball and softball tournaments, the Sports Events magazine produces a directory in the fall of each year that lists all the facilities, which has been successful. He stated that they are proposing to repeat this ad as well. He then related that last year the Democrat Gazette Three Rivers Section had a baseball preview article, adding that he has not seen any information for this year but is assuming that it will run again this year. He noted that last year, they started Facebook ads targeting individuals who organize baseball and softball tournaments, explaining that due to the late start there was a low response so the ads were stopped. He pointed out that since the funds were already there, they would like to restart the ads in February to see if they can get an increase in the number of responses.

CEO Sells noted that a dollar amount is not specified because those funds were already accounted for in 2011.

Mr. Harrison reminded the Commission that the Facebook ads were on a cost-per-click basis, therefore if the individual does not click on the ad, there is no charge. He added that they would monitor the results and if the ads were unsuccessful, they would reallocate those funds elsewhere.

He related that regarding the Patriotic Spectacular, they would repeat what was done in 2011. He then discussed the possibility of running the commercial with a crawl advertising the event.

Funding has been allocated toward television advertising of the Air Show along with print media ads in the Combat Airlifter, The Leader, and the Democrat Gazette along with print ads in the Jonesboro and Blytheville area newspapers. He explained that the Jonesboro and Blytheville area ads were printed to bring in visitors from outside the area who would be more inclined to stay in local hotels.

He related that last year, they had a very successful Facebook ad campaign that targeted individuals interested in military history and are wanting to renew that in 2012. He stated that the ads are delivered to individuals within Arkansas and surrounding "touch" states.

Mrs. Burgeis noted that October had the highest number of "click-throughs" that went directly to the military history page of the website.

Mr. Harrison reiterated that funds set aside for the proposed shooting range will mainly be used for print publications specific to this event or some type of online advertising.

There has been discussion of renewing the outdoor billboards that the Commission had a couple of years ago. He reviewed that there was one south of town that was a right read with Lamar coming in from North Little Rock.

Commissioner Hurley questioned that if funding were approved by the Game and Fish Commission for the proposed shooting range, would it be completed by the end of 2012.

Chairman Houchen related a conversation with Mark Perry who stated that it would be completed by the end of September. He stated that regarding pre-advertising of the facility, the earliest that it could be done would be August and the majority of advertising would be completed during the last quarter of 2012.

Mr. Harrison stated that regarding the outdoor billboards from Lamar, the former northbound billboard is still available but the southbound billboard isn't.

Chairman Houchen commented that the northbound billboard does not have enough visibility, explaining it is the billboard right before the 440 exit.

Mr. Harrison stated there are funds allocated for a billboard, however he would like to drive through during daylight hours to see what is available that may not be on his list. He presented the Commissioners with the Lamar quotes for review. He further stated that recommending funding for outdoor billboards is a good thing whether or not it is these specific billboards. He related that he would like to do a more thorough search since they are not looking to start until April. Discussion continued regarding the possible billboards available.

Alderman Stroud commented that if there is a farmer's market this year, he would like to see some advertising.

Parks and Recreation Marketing/Information Manager Marlo Jackson related that they are working on it.

Mr. Harrison noted that in the past they have placed several ads trying to get farmers to participate, adding that it would be good to get the farmers here first and then they could focus on public participation.

Chairman Houchen questioned if the Agency were aware that they would have to do some advertising for the Boys and Girls Club. He explained that the advertising was included in the approved budget requests that were not directly funded to the entity. He added that there will also be some brochures and other typical annual marketing materials.

OLD BUSINESS:

NEW BUSINESS:

1. \$10,000.00 funding request for Huey helicopter static display

Mr. Warren Dupree apologized to the Commission for submitting the request so soon after a normal budgetary cycle; explaining that twelve days ago, this wasn't a priority. He then related several issues that have been on hold this year because of the possible placement of the C-130 at the Museum. He stated that the final decision was made about mid-December that they weren't going to be able to do that. He related at that point they started to shift some things around but it was too late to review their budgetary requests. He explained that the donors of this aircraft would like to get the aircraft removed from their hangar, adding that the aircraft is coming from Central Flying Service in Little Rock. He then presented the Commission with photos of the aircraft. He noted that the aircraft is a UH1B Huey helicopter, relating his uncertainty of the model; adding that it is in exceptionally good shape. He noted one major piece of damage on the front left lower portion of the aircraft, which could be easily fixed. He related that the costs documented in the request were pulled from costs that were incurred when they placed the F-105 on the grounds in 2008. He expressed his hope that the costs would be somewhat lower on this aircraft, explaining that some of the engineering specifications shouldn't be as stringent as the ones for the F-105. He related that the F-105 was a much heavier aircraft that required much more involvement when moving.

He recalled that a portion of the wing had to be removed and then towed from Camp Robinson. He then noted that the Huey helicopter can be placed on a flatbed and hauled to the site, which will reduce the cost. He stated that they do not have the engineering specifications as to what will be required on the post and concrete platform, but do have a specific location for the Huey helicopter since they will not be getting the C-130. He noted that last year the Commission approved funding for a concrete pad regarding the tank static display and a large screen television that was not utilized because they didn't know where they would be in terms of "placement". He related that they are still dealing with a little administrative issue concerning the tank that will hopefully be cleared up within the next couple of months.

He reiterated that the allocated funds were not utilized and were not requested in the 2012 funding requests; adding that they are requesting \$10,000.00 of funding for the placement of this static display. He related that they will be ready to go on this project very quickly. He further related that they have a lot of volunteers and expertise available for the restoration of the aircraft. He then noted that the primary costs involved will be the concrete platform and post that it is going to be mounted on. He stated his belief that moving costs would not be anywhere close to what they were on the F-105, adding that once they have some engineering specifications, hopefully costs will be less. He said the aircraft would not be as high in the air and they would not have to deal with the same amount of weight.

It was noted that funds were not expensed in 2011 for the concrete pad.

Alderman Stroud questioned and Mr. Dupree confirmed that there would be volunteers to help with the restoration of the aircraft.

Mr. Dupree then noted that Vietnam helicopter pilot Robert Furley will act as advisor regarding restoration of the helicopter. A DFC recipient and Vietnam helicopter pilot Jack Shields is also scheduled to act as an advisor. He further noted that one of the air-pad outfits is interested in helping with the restoration to make sure they get their colors on it, adding that the Museum is okay with that.

Chairman Houchen questioned if this were a "done deal".

Mr. Dupree replied that they have the Huey; it was given to the Museum by Central Flying Service in July.

Mr. William Kehler offered that the photos were taken in June, explaining that originally the aircraft was to be placed at the Aerospace Education Center at the IMAX. When that went under, the Holberts offered the aircraft to the Museum.

Mr. Dupree stated that it isn't a matter of obtaining the aircraft, but of working out the logistics.

Discussion ensued regarding construction of the existing concrete pad versus the concrete pad needed for the display.

Alderman Stroud moved to expend \$10,000.00 for the Huey helicopter static display, seconded by Commissioner Hurley.

Former Mayor Swaim requested that the funds not be used for anything other than the Huey helicopter static display.

Chairman Houchen suggested the item be included in the budget but to not expend funds until the project is completed.

Commissioner Hurley commented that the total projected cost is \$47,000.00, questioning where the additional \$37,000.00 would be coming from.

Mr. Dupree replied that a great deal of the funds come from private donors.

Motion Carried.

2. Stage rental fees

Chairman Houchen recalled that the stage was purchased by the Commission four or five years ago, adding that there was never a plan to charge for stage rental, but it has added to the Parks and Recreation Department's operational costs. He related the need to decide whether to continue renting the stage and if so, what will be the charge. He stated at minimum, it will have to cover the expenses incurred to deliver, setup, and then take down the stage. He pointed out that when the stage is rented, it usually falls on a weekend and taken down on a Sunday, which involves overtime for the employees. He stated the need for guidelines concerning who can utilize the stage, whether it is for City functions only or the community at large.

Former Mayor Swaim expressed concern over renting the stage to anyone outside the city limits of Jacksonville due to liability issues.

Commissioner Hurley stated that when the stage was purchased, there was discussion regarding these issues and now it has taken four or five years before the Commission has had to take action. He further stated that he does not want to manage stage rental, adding that he doesn't have enough information. He questioned the amount of time needed to setup and take down the stage along with the number of people required.

Former Mayor Swaim related that he has watched it go up and down and it should be accomplished within an hour.

Chairman Houchen offered that it takes four people to set up the stage, recalling that former Mayor Swaim once said that if you go out and buy something, you better be prepared to take care of it.

He related that All Access, a company that rents stages, charges between \$1-2,000.00 depending on the function; Sound Logic charges \$1,500.00. He stated that he is not advocating charging these fees or anything close to it, this is information only. He related that the City of Sherwood has a small stage (16 x 8) that is only available for city functions and employees set it up. Hot Springs had a stage but it was such a hassle that they placed it in the surplus program and sold it to a local non-profit organization. They also have a small stage that they use but do not rent. Fayetteville and Little Rock do not rent their stages.

He related that Little Rock found out years ago it is far better regarding costs and liability to allow groups needing a stage to rent from a private entity. He commented that the Commission purchased the stage and it needs to be used but the expenses need to be covered, noting that budgets are tight. He offered his opinion that if groups want to utilize the stage, they need to cover the costs associated with setting up and taking down the stage along with maintenance.

Alderman Stroud questioned if there were any recommendations from the Parks & Recreation Department.

Mrs. Jackson replied that she would have to speak to maintenance, adding that she is aware that they are getting paid overtime to setup and take down the stage.

Commissioner Hurley acknowledged that there is a need for additional information, adding that there should be a base cost to whoever uses it for transport, setup and take down. He recalled that when the purchase was discussed, there were all these different functions where the stage could be used. He related that he is not opposed to charging a nominal fee for setup and take down of the stage.

Chairman Houchen commented that with the exception of Alderman Ray, who wasn't on the Commission at that time, everyone on the Commission approved the stage purchase.

Recording Secretary Wilmoth related discussion with Assistant Parks Director Kevin House who expressed concerns regarding the costs. She stated that Mr. House was supposed to have provided her with the personnel costs associated with the stage rental but she has yet to receive the information. She noted when the stage is rented a majority of the time it is to non-profit organizations such as North Pulaski Festival, Relay for Life, Jacksonville High School, and a few churches have also rented the stage. She stated that the rental cost does not cover personnel costs associated.

Alderman Stroud questioned and Recording Secretary Wilmoth replied that one church rented the stage on a weekend for \$300.00 regarding a two-day music festival and another church rented it one evening for \$100.00.

Alderman Ray offered that last year he had inquired about using the stage outside the City, adding that whoever he spoke with informed him that he had to pay the labor costs along with \$100.00; however the stage was already rented for that time so he did not get it.

Chairman Houchen requested that Kevin House be present at the next meeting to offer additional information regarding this issue so the Commission can determine how to proceed and how to make it fair to everyone.

Chairman Houchen asked Recording Secretary Wilmoth to place the item of business on next month's agenda.

3. Election of officers for 2012

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

Recording Secretary Wilmoth noted that the current officers are Chairman Mike Houchen and Secretary Andy Patel.

Commissioner Hurley questioned if there was an update regarding the cannon for Reed's Bridge.

Mr. Jack Danielson replied that he has contacted three vendors including the one that has been used previously. He stated that he is working with two local welders and plastic pipe company to see if they are interested in building cannons for them. He related receipt of an email from individuals with Pea Ridge Battlefield in Northwest Arkansas who are also in need of replacement carriages and cannons. He stated that he did not know if their by-laws would allow them to use metal or plastic carriages but wood does not last very long in this weather. He is encouraging the local vendors to do it and keep the tax dollars inside Jacksonville, adding that battlefields all over will be needing replacement carriages.

ANNOUNCEMENTS:

Chairman Houchen read the announcements that included a ribbon cutting at Courtyard Cottages and the closing of City offices for President's Day. He noted that the next meeting will be held on a Tuesday due to the holiday.

ADJOURNMENT:

Chairman Houchen adjourned the meeting at 7:32 p.m. without objection.

Next Meeting: Tuesday, February 21, 2012 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

03/19/2012

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
March 19, 2012

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on March 19, 2012. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

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

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Parks and Recreation Assistant Director Kevin House, Parks and Recreation Information/Marketing Manager Marlo Jackson, Sells Agency Account Representative Kristen Burgeis, Sells Agency Media Representative Greg Harrison, Sells Agency Public Relations Representative Sarah Kurrus, Jacksonville Museum of Military History Director DannaKay Duggar, Warren Dupree, Jack Danielson, Ben Rice, Angie Mitchell, Cynde Maddox, Camille Flores, Col. Pavich, Cpt. Danker, and Greg Rayburn with The Patriot newspaper.

MINUTES:

Alderman Ray moved, seconded by Commissioner Hurley to approve the minutes from the January 17, 2012 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Chairman Houchen related that Director of Finance Cheryl Erkel was presently on vacation and therefore, has asked that Recording Secretary Nikki Wilmoth to present the financial report in her absence since she works in the Finance Department.

Recording Secretary Wilmoth reviewed the financial report for February relating that the report includes all expenditures and revenues received prior to March 01, 2012. She noted total assets \$565,909.00, total liabilities \$31,560.00, total revenues \$63,288.00 and total expenditures \$24,165.00.

She then reviewed the comparison analysis chart of the report, noting year-to-date hotel/motel revenues have decreased 22%, prepared food tax revenues decreased 3%, and overall revenues decreased 4%.

Chairman Houchen stated that regarding the comparison analysis page of the report, there were twelve entities that had not remitted payment by February 29th. He related ten of the twelve have since remitted payment even though the sales occurred in January. This will result in an adjustment on January's revenues that will be reflected on next month's financial report. He stated that he has those figures, adding that it will give a true indication of the revenues received. He then noted that hotel revenues will be \$252,275.00 compared to \$221,125.00, which is an 11% decrease instead of 22%. Prepared food revenues will be \$3,166,944.00 compared to \$3,006,850.00, which is actually a 2.6% increase. Overall revenues will be \$3,419,219.00, which is an increase of 1.4%. He stated that January's prepared food tax revenues are the highest that they have been since inception. He reiterated that this provides a truer indication of what is going on and helps to establish a trend.

He expressed his belief that the surrounding cities' revenues will be down approximately 7% for January.

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

SELLS AGENCY REPORT:

Sells Agency Account Representative Kristen Burgeis introduced Camille Flores to the Commission, explaining that she works with Greg Harrison in the media department and is instrumental in helping to put together the media plan. She distributed a public relations report and a package of billboard location recommendations. She asked the Commission to review the public relations report, adding that if an event is not included on the report then they are unaware of it. She noted that the date of the Easter egg hunt has been changed from March 13th to March 31st. She further noted that the Patriotic Spectacular is included on the report however; they are unaware of the exact date of the event. She then asked Chairman Houchen if the Commission would like to review the billboard recommendations.

Chairman Houchen related that the Commission has not rented a billboard for approximately a year and a half because of the construction. He stated that it was time to consider leasing another billboard, adding that there is a billboard available two boards down from the south, which has better visibility than what the Commission had previously. He stated that with the 6A softball tournament coming to Jacksonville, a billboard could be used to promote the event for a month and a half prior to the tournament, after that the Patriotic Spectacular could be promoted, then the Air Show, and various other events along with utilizing the City's smaller billboard.

Discussion ensued regarding the possibility of a digital billboard versus purchasing several vinyl wraps.

Chairman Houchen noted that funds are available for a billboard, adding that it is a way to increase awareness of the events happening this year. He further added that the billboard can be "tagged" with further information. He then related that he would prefer the billboard between Colton's and Motel 6's billboards.

Commissioner Hurley stated that it is difficult to measure the effectiveness of billboards.

Mrs. Burgeis noted that option three, which is the billboard that Chairman Houchen prefers, is \$764.00 monthly with a one-year contract.

Chairman Houchen related that if the Commission wanted a presence on both sides of town, it would cost approximately \$1,400.00 per month. He stated that he is advocating the purchase of option three, which is a right-hand read and not purchasing option four, which is a south bound billboard.

Commissioner Andy Patel questioned if the cost was negotiable, noting that he was able to negotiate a decrease regarding his hotel billboards. With further discussion it was decided that the decrease was due in part to the number of years he has had his billboards and the number of billboards he has contracted.

He then questioned if anyone had considered a billboard on I-440 or I-40 around Exit 159.

Mrs. Burgeis related that they have not researched those options because in original discussions, it was the consensus to remain on Hwy 67/167. She stated that if the Commission desired, they would research the possibilities.

Discussion ensued and it was noted that there are presently no available billboards on I-440 however; Commissioner Andy Patel stated that a billboard on I-40 would be beneficial.

It was noted that the total cost of the billboard per year would be around \$9,000.00.

Chairman Houchen acknowledged that changing the wrap four times a year would cost \$2,400.00 however; he wants to see what traffic would be generated by advertising events such as the softball tournament, Patriotic Spectacular, Air Show, and the shooting range when built. He related that the City's billboard is only available for thirty days or less whereas this billboard could advertise events for up to six weeks prior. He stated that funds are allocated for a billboard.

Mrs. Burgeis reminded the Commission that 40% of the budget has been allocated to the possible shooting range; if it does not get built in the fourth quarter, those funds would need to be reallocated.

Commissioner Hurley moved, seconded by Commissioner Andy Patel to approve a one year contract on billboard option three. Motion Carried.

Chairman Houchen remarked that he would like to see a design for a wrap as soon as possible.

OLD BUSINESS:

1. Stage rental fees

Assistant Parks and Recreation Director Kevin House related that he was asked to figure the personnel costs associated with assembling and disassembling the stage. He stated that when time permits, they assemble the stage during normal business hours. It takes two men two hours to assemble and disassemble the stage, normal hours with benefits costs the City \$91.00, adding that the stage is always disassembled with overtime hours because they don't want to leave the stage unattended overnight. He related that with overtime, the cost is \$127.00.

Chairman Houchen confirmed with Assistant Director House that the total cost is almost \$250.00.

Assistant Director House encouraged the Commission to base the rental fee on the overtime costs since the majority of the events occur on the weekends. He related that there is also maintenance on the stage, explaining that the stage recently had a flat tire and there are always fuel costs to transport the stage. He estimated that it is costing the Parks Department \$260.00 to \$270.00 to take care of the stage.

Commissioner Hurley stated that when the Chamber of Commerce wanted to purchase the stage, he remembers stating that as a commission he did not want to get into the stage rental business. He stated that he did not want to manage a stage and would like to shift the responsibility to someone else. He related that if the Parks Department wanted the stage, they could have it and charge whatever they wanted if that is permissible. He stated that the stage is nice to have but reiterated that he does not want to manage it. He added that the Commission could set the rate however, which is about all that he wants to deal with.

Chairman Houchen related that the opinion of the director of finance is that it may not be a good idea to handle it that way due to ownership and liability issues. He stated that the stage would continue to be stored where it is presently, Parks personnel would continue to handle the assembly, and the \$300.00 rental fee would go to the Parks Department. He agreed that the Commission is not in the stage rental business however, there may be issues that arise if the Commission were to turn over complete control to the Parks Department.

Commissioner Hurley questioned if there are or should be exclusions to the rental fee.

Chairman Houchen stated that he would like a provision that the stage not be taken out of the City limits.

Assistant Director House stated that during the past two years, the stage has been taken out of the City limits twice for the North Pulaski Festival.

Alderman Ray moved to establish a \$300.00 rental fee with the provision that the stage remain inside the City limits and that Parks and Recreation Department personnel continue to provide operation and maintenance. Commissioner Andy Patel seconded the motion, Motion Carried.

Commissioner Hurley stated that at some point, there needs to be a sub-committee established to further develop rental policies.

NEW BUSINESS:

1. Update 6A softball tournament

Assistant Director House related that he met with Gary Wilson, who is the athletic director at Jacksonville High School, numerous times and they submitted an application to host the 6A softball tournament. He stated that the application was submitted for both the baseball and softball tournaments however, they were only awarded the softball tournament. He explained that the tournament was going to be run by the Jacksonville High School in partnership with the Parks and Recreation Department. He noted that there will be sixteen teams from all over including Mountain Home, El Dorado, and Marion that will be participating. He stated that the 6A rules have changed this year, explaining that every team now goes to State whereas in the past it was the top eight. He related that the tournament will begin on a Thursday and will end on Saturday.

In response to a question from Chairman Houchen, Assistant Director House stated that the only benefit they will receive is the economic impact in the City.

Assistant Director House gave the Commission a list of the scheduled tournaments as of March 1st. He related that the Parks Department aggressively pursued obtaining more tournaments, explaining that the Parks Commission decided to eliminate the field rental fee for tournaments with over thirty teams if they submitted a letter of request due to the economic impact that those tournaments would provide to the City. He related that on March 9-11th, there were 62 teams playing at Dupree Park; adding that they are the only ones so far this year that have submitted a letter of request to waive the field rental fee. He noted that they have been diligently working on this since 2009, explaining that when there was an association, a lot of bridges were burned that with numerous phone calls and contacts have been mended. He stated that with each tournament, they are getting more compliments and additional requests for the fields. He related that when he helped with a tournament in Panama City, he obtained their economic formula. He explained that the economic impact that a 30 team three day tournament would have in Jacksonville is \$200,000.00. He stated that they realized that with the 1% that is received from the A & P Commission, they gain more than what they would in field rental fees. He related that they are excited about having this many tournaments again and are doing everything they can to keep everyone happy.

Chairman Houchen expressed his appreciation of the Parks and Recreation Department's efforts, adding if there is anything that the Commission can do to help, please let him know.

Commissioner Hurley questioned the impact of the tournament brochure.

Assistant Director House replied that they have them and are handing them out at the tournaments.

In response to a question from Commissioner Hurley, Parks and Recreation Marketing & Information Manager Marlo Jackson replied that they decided not to mail them to the teams because it did not seem like a valuable tool; explaining that it was felt that the teams would leave them at home.

Commissioner Hurley stated that prior to the tax being passed; it was his feeling that the fields would have the biggest economic impact. He expressed his pleasure at seeing the listing of tournaments, noting that they bring in people who stay, eat, and run around Jacksonville.

2. Update Vietnam Veteran's Parade

Mr. Warren Dupree stated that this is proof that an event can be put together in a short period of time and improvised when necessary. He noted that this was not on the plan in December, adding that it might have been mentioned at the January meeting. He then explained that a Welcome Home Vietnam Veteran's parade will be held on March 31st that will be hosted by the Museum, the City, and the Little Rock Air Force Base. He related that there has been great participation, the Museum will be open to the public all day, the parade will follow the Christmas parade route down Main Street from 1-3 p.m., and possibly a medal and awards ceremony from 4-5 p.m. He explained that many of the veterans received their medals by mail during and at the end of the war. He stated that at this time, no one has come forth to participate however; they do have time allotted for a ceremony. He noted there will also be a fellowship and dinner that will be held on Museum grounds between 5-8 p.m. He related that there has been a good response, adding that it is just starting to build at this time but they wanted to keep the Commission informed. He noted that the cost of the dinner will be paid for by ticket sales and all incidental costs will be covered by t-shirt sales. He related that regarding the recent billboard discussion, the Museum had a wrap on the City's billboard that went up after the Patriotic Spectacular. He stated that they could see an immediate difference in attendance beginning the day that the wrap went up.

Jacksonville Museum of Military History Director DannaKay Duggar stated that they plan to line the parade route with yellow ribbons and to ask the area businesses to place yellow ribbons on their properties and "Welcome Home Vietnam Veterans" on their marquees. She related there are 45 parade entrees and all but three are from out of town, adding that some of the entrees are motorcycle groups which can have anywhere from 10-30 people. She stated they are going to be putting up an 8' x 12' vinyl map of Southeast Asia and inviting the veterans to sign the map wherever they served. She explained that this was done at Lambo Field where they had a huge turnout. She noted that she has already heard from one grandfather who is bringing two generations of his family to the event. She expressed her hope that this will be a venue where the veterans can discuss where they served with their kids. She noted that the dinner will be open to the public, and expressed her appreciation of the LRAFB's help with all of the details.

Discussion ensued regarding advertising of the event.

3. \$30,000.00 funding request for Patriotic Spectacular

Mrs. Angie Mitchell related that she was approached several weeks ago regarding increasing the size of the Patriotic Spectacular, adding that she believes that it is time to expand the event. She noted that time is an issue, stating her belief that the following could be achieved in a short amount of time; possibly a night parade lighting up Main Street with red, white, and blue lights on trailers and people, also having the different LRAFB squadrons march in the parade. She stated that she is planning a 5K run/walk, a carnival, and new inflatable/water rides, possibly a balloon or helicopter ride, fireworks, and a limited number of food vendors. She noted that in past years they have presented a program with drama and large choirs, last year they benefited from having Candy Coburn perform because, thanks to the Sells Agency, they received television coverage. She stated that you can get television coverage however, to get on a program like Good Morning America; you have to have an entertainer. She related that in order to grow bigger, the event is going to need entertainment and entertainers cost money. She stated that most of the things, like rides, can be paid for by an individual. A carnival has a set fee and then they get the ticket sales. She related that a lot of entertainers work in the same way; they charge a ticket price per seat. She stated that since Candy Coburn was a friend, she was able to get her to play for the cost of gas, adding that she is out of friends in the entertainment business. She related that she has been trying to book Kris Allen for the past six months, expressing her belief that it is not going anywhere. She noted that she has been in contact with other entertainers such as David Phelps. She related that David Phelps is willing to come for the same price as Kris Allen, willing to work with the choir, and is also willing to provide music with his patriotic renditions, which are amazing and are far and beyond what is heard around here. She stated that if the Patriotic Spectacular is going to be expanded to include a festival, additional funds will be needed because a three day program cannot be successfully executed with \$18,500.00. She stated that her average for raising money is \$3-5,000.00 in the community, adding that she is willing to work to improve it. She related that when events are successful, you continue to find ways improve and grow the event, which in turn will bring in more people. She stated that there hasn't been enough time to address the theme but suggested a possible hercules strong-man competition. She related that she did not know what the level of interest is, adding that she is going to have to get creative to bring people into the City. She noted that when you bring people in for a three-day event, area hotels and restaurants will see an increase in traffic. She expressed several ideas for continued growth of the festival including the possibility of a pageant and bake sale. She reviewed her proposed budget.

**A & P Commission
Regularly Scheduled Meeting
March 19, 2012**

Chairman Houchen applauded Mrs. Mitchell's efforts, adding that he personally feels that this is something that is going to take more than two and a half months of planning to put together. He stated that it is one of those year long festivals where planning would need to begin July 5th for 2013. He related that the prices are not definite and could increase or decrease; the temperature could be a factor, along with the \$8-10,000.00 that it would take to advertise the event. He noted that if this was started next year, it would give her time to obtain some corporate sponsorships.

Mrs. Mitchell stated that she understood but that if the Patriotic Spectacular remained at one day, she asked to present an alternate proposal.

Commissioner Hurley commended Mrs. Mitchell's effort and countless hours toward the Patriotic Spectacular, expressing his feeling that it is a great event. He stated that the 2012 budget has been set, adding his awareness that some funds have been reallocated since that time, but with the increase in oil and gas costs, he is unsure that the Commission is going to sustain a positive restaurant revenue through the rest of 2012, so he would not be in favor of expending another \$30,000.00 this year. He expressed his feeling that if the proposal were made with a few more concrete plans, adding that she has a lot of wonderful ideas that need to be developed into a workable plan that can be submitted in October for possible funding in 2013.

Mrs. Mitchell stated that the choir was not utilized last year however, at this time no one is interested in spending the time and committing to directing the choir. She related that on the drama side, everyone is ready and willing to bring history to life. She stated that David Phelps is willing to come, work with the choir, and provide the music. She pointed out that there are numerous directors who would want to work with Mr. Phelps if he was brought in. She added that Mr. Phelps would draw a crowd and that he does a complete patriotic section in his shows. She requested an additional \$10,000.00 to bring in Mr. Phelps. She stated that she presently has \$18,500.00 and the additional \$10,000.00 would be added to that amount, which would cover the \$20,000.00 needed to bring in Mr. Phelps.

Discussion ensued regarding what would occur in the event of rain.

Chairman Houchen stated that if Mr. Phelps' fee was \$20,000.00, that would only leave \$8,500.00 to put on the rest of the festival.

Mrs. Mitchell responded that she would have to raise the additional funds.

In response to a question from Chairman Houchen, Mrs. Mitchell replied that her goal is to raise \$10,000.00.

Commissioner Hurley moved to expend an additional \$10,000.00 to bring in David Phelps to the Patriotic Spectacular, Alderman Ray seconded the motion.

Chairman Houchen commented that there is \$16,000.00 available in the budget since the Chamber of Commerce has decided not to hold the Wing Ding Festival this year. He stated that he would like to do something for the City and what Mrs. Mitchell proposed in her original proposal was fabulous and will work out in the future but this will add an aspect to the Patriotic Spectacular that might in some way make up for the loss of the Wing Ding Festival.

Motion Carried.

4. Recommendation for a term expiring March 31, 2012

Chairman Houchen noted that Commissioner Andy Patel's term is expiring at the end of the month.

Alderman Ray moved, seconded by Commissioner Hurley to approve the re-appointment of Commissioner Andy Patel by acclimation. Motion Carried.

Commissioner Andy Patel expressed his appreciation to the Commission.

Alderman Ray thanked him for serving.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements that included the Parks & Recreation Department's Easter egg hunt on March 31st.

Mr. Jack Danielson announced that the Civil War Battlefield "Park Day" will be held on April 21st to clean up the area battlefields, adding that t-shirts are available at the Museum at no charge.

ADJOURNMENT:

Chairman Houchen adjourned the meeting at 8:10 p.m. without objection.

Next Meeting: Monday, April 16, 2012 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

04/16/2012

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
April 16, 2012

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on April 16, 2012. 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 arrived at approximately 6:36 p.m. and Alderman Stroud was absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Parks and Recreation Director Kristen Kennon, Boys and Girls Club Director Laura Walker, Director of Finance Cheryl Erkel, Sells Agency CEO Mike Sells, Sells Agency Account Representative Kristen Burgeis, Sells Agency Public Relations Representative Sara Kurses, Jack Danielson, Tommy Dupree, Alex Houchen, Alan Walker, and Sarah Campbell with The Leader newspaper.

MINUTES:

Commissioner Hurley moved, seconded by former Mayor Swaim to approve the minutes from the March 19, 2012 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Director of Finance Cheryl Erkel pointed out that the last two pages of the financial report were updated due to calculation errors, noting that each Commissioner should have a corrected copy. She related that as of March 31, 2012 total assets were \$629,872.00, total liabilities, which are shown as accounts payables, were \$66,972.00; explaining that this figure is the amount due to the Parks and Recreation Department for January and February. She pointed out that the Parks and Recreation Department is paid on a quarterly basis. She further noted total revenues of \$134,501.00 and total expenditures of \$31,141.00.

She then reviewed the comparison analysis chart of the report, noting February hotel/motel revenues of \$290,646.00, which year-to-date is a decrease of 7%. She then noted prepared food tax revenues of \$3,199,779.00, which year-to-date is a 5% increase. She further noted overall revenues of \$3,490,425.00 with a year-to-date increase of 4%.

Former Mayor Swaim confirmed with Director Erkel that the amounts given were the gross receipts from area businesses and not amounts collected by the Commission.

Chairman Houchen recalled stating at the previous meeting that January revenues would increase; explaining that gross revenues were \$3,006,850.00, noting they increased \$3,170.00 after applying the delinquent revenues collected to the month. He stated that there are ten restaurants and one hotel that are late, noting that the hotel has still not paid and all but two restaurants have paid however, there is \$127,044.00 in revenues that will be added to February next month that actually brings the total prepared food tax revenues to \$3,326,823.00 which is a 7% increase and brings the total for the month up 5.75%. He related that February was the best month since the start of collections as far as prepared foods are concerned.

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

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells related that they have revised the media recommendations since the shooting range project will not be up and running in time to be promoted this year. He stated that adjustments have been made to accommodate this weekend's benefit concert. He explained that a benefit concert line item has been added to the media schedule to include three newspaper ads and a Facebook campaign to promote the event. He related that the newspaper ads would be running Thursday and Sunday in the Democrat Gazette, Saturday in the Leader, Friday in the Combat Airlifter, and Facebook ads will be starting as soon as they can get the creative up and the media plan approved by the Commission. He noted that some changes from the previously submitted media plan are the summer campaign to include the use of the television commercial produced two years ago; explaining that a lot of the images used in the commercial are late spring and summer activities and now that the Farmers' Market is back that will come into play as well as Splash Zone. He further noted changes and adjustments made to the baseball/softball tournament media schedule after meeting with Parks staff for input.

Sells Agency Account Representative Kristen Burgeis stated that the Air Show has so much media coverage already, it was decided that radio advertising would provide more "bang for the buck". She related that since everyone is told how to get to and leave Jacksonville with radio, more can be said versus a commercial crawl, to keep Air Show visitors in town by highlighting some of the things to do in Jacksonville.

Chairman Houchen stated that regarding the billboard contract that was approved at the last meeting, in the interim it was leased by the Hope Lutheran Church. He requested that the approved funding be kept in the budget so that if another billboard becomes available in the target area, the contract could be negotiated without waiting for approval.

Discussion ensued and it was the consensus of the Commission that if a billboard in the target area becomes available, the Agency could enter into a contract with the Chairman's approval.

Commissioner Andy Patel questioned if the Agency were going to look for a billboard on I-40.

CEO Sells expressed concern explaining that billboard cost is based on daily traffic counts going up and down the road; when you contract for a billboard on I-40, you are paying for a lot of traffic that will not be traveling up Hwy 67/167 but will be traveling east and west along I-40.

Commissioner Andy Patel explained that if possible, he would like a billboard before Exit 159 around to I-440 by Galloway.

CEO Sells stated that they would research the available options along with cost.

Alderman Ray questioned and Mrs. Burgeis replied that the Agency could look into the available options regarding south bound billboards.

Chairman Houchen expressed his disappointment over not having a billboard to advertise the 6A Softball Tournament.

Discussion ensued regarding other advertising options for the Tournament.

Chairman Houchen noted that there would be 16 teams for two days that would be eating and staying in Jacksonville, expressing the need to take advantage of the opportunity to promote Jacksonville. He continued that whether it is television, radio, or print media, the word needs to get out to the public in order to increase attendance.

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

Mrs. Burgeis presented the public relations report, noting that the Easter egg hunt was featured on the "InArkansas" blog and in the Little Rock Family Magazine e-news letter. She further noted that the Farmer's Market Grand Opening public relations work is ongoing; it was pitched to the Arkansas Democrat Gazette as a feature in their May Style Calendar. She stated that the final news release will be sent out closer to the event date. She related that as of today, the rest of this week will revolve around promoting the "Helping the Good Guys" benefit concert for the Jacksonville Fire and Police officers featuring Bucky Covington. She stated that a release will be sent out to all the local media this week with information regarding the event. She related that they will continue to follow up with reporters and news stations who feature the stories about Captain Donny Jones; adding that definitely the reporters and their supporters have had their "heart strings" pulled over Captain Jones and they will appreciate hearing about the benefit concert. She noted that an updated calendar of events has been presented, asking if there are changes or additions to please contact Recording Secretary Wilmoth.

She related that there is an upcoming Spring photography shoot to obtain updated photos of Dupree Park and to gain some aerial shots. She expressed the need to update the photography portfolio, specifically regarding baseball and softball to be used to update the collateral pieces that they are working on. She related hopes of having the collateral pieces completed by June that will give information regarding places to go, eat, and stay in Jacksonville.

She informed the Commission that the ad that was placed in the Living in Arkansas publication resulted in 124 leads that specifically requested Jacksonville information. She noted that 569 people requested information and 124 of those were specific to Jacksonville.

OLD BUSINESS:

NEW BUSINESS:

1. \$4,700.00 funding request for Reed's Bridge

Mr. Jack Danielson informed the Commission that there has been a price increase from the vendor who previously made the cannons. He stated that he has diligently tried to get R & R Welding and the Grasby folks on Hwy 161 interested in making cannons without success. He related that he has ordered one cannon, noting that Tommy Dupree has been successful in getting commitments from the State legislators to obtain an additional cannon. He expressed his optimism that they are going to order two cannons, adding that the price is discounted by approximately \$1,200.00 if two cannons are purchased.

He said that his goal is to purchase two replica cannons similar to what is presently on the Battlefield site. He noted that he has also requested funds to build cannon silhouettes, made out of plywood that would be placed on the Battlefield showing where the cannons were during the Battle. He noted that the eventual goal is to obtain replica cannons for each one that was used during the Battle, but until then this will give the general public an idea of what was going on.

In response a question from Commissioner Andy Patel, Mr. Danielson replied that presently there are two cannons on the Battlefield and with these two there will be a total of four.

Chairman Houchen questioned and Mr. Danielson replied that the cost is \$9,200.00 if two cannons are purchased.

Discussion ensued with Mr. Danielson confirming that they will be ordering two cannons and since the Commission has already approved \$6,000.00 towards one cannon, he needs an additional \$3,200.00 to offset the increase in cost. He added that he plans to build ten silhouettes at a cost of \$65.00 a piece for a total of \$650.00, explaining that the total amount needed is \$3,850.00.

He then noted that the funding request was made prior to the approval of legislative funds, which is why it is higher.

Alderman Ray moved, seconded by Commissioner Hurley to approve the expenditure of \$3,200.00 for a cannon and \$650.00 for plywood silhouettes for a total of \$3,850.00. Motion Carried.

2. \$4,000.00 funding request for the Boys and Girls Club

Boys and Girls Club Director Laura Walker informed the Commission that they are having their first annual, since they have been just the Jacksonville Boys and Girls Club sports, banquet. She noted that \$3,000.00 of the \$4,000.00 requested will be for a food sponsorship and the other \$1,000.00 will be for advertising, adding that they plan to work with the Sells Agency to decide what would be best.

Commissioner Hurley questioned and Mrs. Burgeis replied that the Agency had a meeting scheduled this week to discuss advertising the event.

In response to a question from former Mayor Swaim, Director Walker responded that tickets for the event are \$50.00 each.

It was noted that Gus Malzahn is not charging to speak at the event.

Parks and Recreation Director Kristen Kennon informed the Commission that this used to be the Boys and Girls Club's big fund raiser of the year, raising approximately \$15,000.00. She related that the Boys and Girls Club is trying to become self-sufficient and this is one of the ways that they are trying to do that. She noted that Gus Malzahn will be the speaker this year, adding that this will bring in people from outside of Jacksonville. She stated that they have sponsors but that any money saved will be going to the Boys and Girls Club. She related that Mrs. Walker is still a full-time City employee; the building and van insurance, along with several other things are paid through the Parks and Recreation Department's budget. She related that the plan is within three to five years, and this is one of the steps, to start this banquet to promote Jacksonville, the Boys and Girls Club, and for it to be a big fund raiser for them each year.

Commissioner Hurley noted that he is on the Boys and Girls Club Board and this is one of the organizations in the City that is making a positive impact on young people, it is a safe place for kids to go after school when their parents aren't home, it is a safe place for kids to be over the summer, and if we have the funds we need to do what we can to support them.

Commissioner Hurley moved, seconded by Commissioner Andy Patel to expend \$3,000.00 to be a food sponsor for the Boys and Girls Club Annual Banquet. Motion Carried.

3. \$1,700.00 funding request for the Jacksonville High School Booster Club

Parks and Recreation Director Kristen Kennon stated that she is on the committee for the 6A Softball Tournament, explaining that the only expenses incurred are for programs, which are required to be given to a number of people including the media, coaches, and will be sold as a fund raiser for the Booster Club. A "Welcome to the 6A" banner will be made generic so that it will cover all sports including baseball, softball, or soccer, and will be placed at the entrance to Dupree Park. T-shirts will be provided for staff and volunteers who will be working the Tournament, Jacksonville High School staff, and student athletes. She noted that the t-shirts will not be sold because AAA sells t-shirts at the Tournament. The t-shirt will have "Jacksonville 6A State Tournament" along with a photo on it and "sponsored by the A & P Commission" on the back. She noted that the Tournament will be held May 10-12th.

Alderman Ray moved, seconded by Commissioner Andy Patel to approve the expenditure of \$1,700.00 for t-shirts and programs for the Jacksonville High School Booster Club. Motion Carried.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements that included the City's annual clean-up day and the Reed's Bridge "Park Day" on Saturday, April 21st.

Mr. Tommy Dupree stated that Reed's Bridge received a Henry Award at the Governor's Conference on Tourism. He thanked the Sells Agency, Commission, and City Council stating that "this shows what you can do as a community when you network together". He related that the Award is the best thing that could have happened to Reed's Bridge at this stage in the development game of tourism, adding that they have plenty for everyone to see, they just have to get it together and "milk" it for as long as they can. He noted that with the Museum working with the Reed's Bridge group, and the Commission working with everyone, the Sells Agency doing advertising and so forth, that is what brought this together. He reiterated his thanks.

Commissioner Hurley related that when the 2012 budget was put together, it was completed utilizing "flat" revenues and then the expenditures underneath it to be conservative, expressing his opinion that it is the best way to put together a budget. He stated that at the last two meetings, there has been quite a bit of money appropriated because funds became available due to the cancellation of one of the funded events. He added that at this time we do not need to expend any additional funds.

ADJOURNMENT:

Chairman Houchen adjourned the meeting at 7:14 p.m. without objection.

Next Meeting: Monday, May 21, 2012 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

05/21/2012

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
May 21, 2012

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on May 21, 2012. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Jim Hurley, Alderman Bob Stroud, and former Mayor Tommy Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (6) present (1) absent. Alderman Reddie Ray arrived at 6:45 p.m.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Mayor Gary Fletcher, Parks and Recreation Assistant Director Kevin House, Director of Finance Cheryl Erkel, Sells Agency Account Representative Kristen Burgeis, Sells Agency Public Relations Representative Sarah Kurrus, Alderman Bill Howard, Jack Danielson, Warren Dupree, Jerry Reichenbach, Shash Goyal, Samir Pothe, and Rick Kron with "The Leader" newspaper.

MINUTES:

Commissioner Andy Patel moved, seconded by Alderman Stroud to approve the minutes from the April 16, 2012 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Director of Finance Cheryl Erkel noted that as of April 30, 2012 total assets were \$695,416.00, accounts payables \$114,535.00, and a fund balance of \$580,882.00. She then noted total revenues of \$211,324.00, reiterating that there is \$114,535.00 in accounts payables that will reduce the total revenues. At this time, revenues exceed expenditures by \$160,099.00.

She then reviewed the hotel/motel revenues chart, noting March gross receipts of \$250,071.00, explaining that this is overall vendor sales and not the amount due the Commission. She reviewed the prepared food tax revenues chart noting that an amount of \$1,484.00 has been recorded for April, explaining that a Memphis Flea Market vendor remitted payment in advance; adding that March gross receipts were \$3,413,194.00. She reported overall gross receipts for March of \$3,663,265.00, noting that hotel/motel gross receipts decreased 6%, prepared food gross receipts increased 5%, adding that overall there is an increase of 4% regarding year-to-date comparison.

Chairman Houchen remarked that there were nine restaurants and one hotel that were delinquent but have since remitted payment in May. He stated that this will increase gross receipts by almost \$200,000.00, which would increase the prepared food tax from 5% to 7% and change the hotel/motel decrease from 6% to 4% overall.

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

SELLS AGENCY REPORT:

Sells Agency Account Representative Kristen Burgeis presented a revised media plan, noting that it was approved at the April meeting without a change in figures. She explained that the plan was approved with two edits; to create a contingency fund for outdoor billboards so that when a billboard becomes available in the target area, they will be able to enter into a contract. The second was to set aside funds regarding radio production to be run during the 6A Softball Tournament. She stated that it was produced and ran the week of May 2nd through May 11th on 103.7 "The Buzz", adding that Parks and Recreation Director Kristen Kennon spent approximately an hour and fifteen minutes on air, which was an added value received for partnering with the radio station. She related that the radio spot ran numerous times and that Director Kennon was able to discuss all that there is to do in Jacksonville.

Chairman Houchen commented that there has also been some media coverage regarding the improvements that have been made to Dupree Park.

Mrs. Burgeis related that last week they spent a day at Dupree Park photographing all the activities the Park has to offer, noting that the photographer has a plane so they were able to get some great aerial photography. She stated that they are currently working to update the Tournament Guide, explaining that it will be given to teams and be available to anyone who visits the Community Center as a reference guide to all of the hotels, restaurants, and local attractions in Jacksonville. She related that they helped produce a program and are working on a video for the Boys & Girls Club banquet; encouraging everyone to attend.

She related that the Facebook military ads have been revised and are presently running, explaining that the photography and content are updated annually. She stated that ads for the America's Civil War and Blue and Gray magazines have been submitted, relating that an added value received was a directory listing on historynet.com, which is a very traveled to site. She related that they are working on it now and by the end of the week, the Military Museum/Reed's Bridge will have a fairly large directory listing with a photo and copy. She added that they would be focusing on the Patriotic Spectacular next month.

Commissioner Hurley questioned if Angie Mitchell was able to book David Phelps.

Chairman Houchen replied that Mr. Phelps' price increased, which made him unaffordable; the alternative was Kris Allen, who is already booked at Crystal Falls in Hot Springs at the end of June, stating his uncertainty regarding the current status.

Commissioner Hurley noted that funds have been allocated for this event.

Chairman Houchen agreed, adding that the Commission is definitely owed an explanation as to where things stand at this point.

Recording Secretary Wilmoth was asked to contact Mrs. Mitchell.

Alderman Stroud apologized for missing a couple of meetings. He then questioned the status of the Civil War documentary that the Commission funded.

Commissioner Hurley replied that he has asked Recording Secretary Wilmoth to contact Mr. Hill to obtain an update.

Sells Agency Public Relations Representative Sarah Kurrus presented the public relations report and updated calendar of events for review. She noted that the most recent event covered was the grand opening of the Farmer's Market, featured on the May "Style" calendar in the Arkansas Democrat Gazette. She further noted great coverage for the "Help the Good Guys" Bucky Covington benefit concert, which was featured on KARK News 4 night side news and website; it was also featured on KTHV Channel 11 and todaysthv.com. She noted two additions to the events calendar Heritage Day at the Military Museum, which is this weekend, and Living History at Reed's Bridge, which will be held in the fall.

OLD BUSINESS:

Deviation in Agenda:

Chairman Houchen stated that Warren Dupree has asked to address the Commission, requesting that he step forward at this time.

Mr. Warren Dupree stated that he wanted to address the Commission regarding a budget item, explaining that in the 2012 budget the Museum was allocated standard operating funds along with \$4,000.00 to be used as matching funds regarding a grant for a large uniform exhibit that they were trying to obtain. He related that they did not receive the grant however; at this time they are trying to do a number of repairs and are having issues with the flooring and foundation in the central part of the main building of the Museum. He explained that they are receiving funding from various grant sources and other entities of that nature but are still having to pull money out of the general operating fund. He continued saying that he would like to see if the Commission would consider reallocating the \$4,000.00 into the operating fund if possible; explaining that they are currently looking to offset approximately \$8,200.00 in repair fees, expressing uncertainty as to what would be found once they got into the project. He related that they are in line for a small museums operating grant from the Arkansas Humanities Council and if available some small gift funding from representatives, explaining that they are trying to amass funds to offset the costs.

Chairman Houchen called for a motion to amend the agenda.

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

Mr. Dupree stated that the main building at the Museum was originally built in 1941 and was only intended to last for three to five years. When the renovation was done, they thought that the reinforcement and rework for the flooring of the Museum had been completed but now they are having some further problems. He related that the floor has a crawl space underneath along with a sump pump; adding that they are having issues with the support beams. He related that basically at this point they are going to tear the floor out and replace some support beams and then redo the floor and subfloor. He stated that most of the funding is coming out of the general fund but most of those funds have been allocated to something else, so he is trying to offset those costs.

Commissioner Hurley confirmed with City Attorney Bamburg that the Commission, with a majority vote, could legally expense funds in this manor.

In response to a question from Alderman Stroud, Mr. Dupree stated that they could reapply for the grant next year however; they have some other projects that would take priority over this one. He stated that he did not know why they did not receive the grant this year, adding that he would try to pursue other funding for the grant because it would really be a nice exhibit.

Discussion ensued regarding the need for the funds at this time.

Alderman Stroud moved, seconded by Commissioner Andy Patel to reallocate \$4,000.00 to the Museum's operating expense line item of the budget. Motion Carried.

Former Mayor Swaim asked for a report regarding expenditures of the project.

In response to a question from Chairman Houchen, Mr. Dupree responded that the cradle for the Huey Helicopter is ready. He related that he and Ms. Zumwalt confirmed the placement today and marked the center point for the post. He further related that they would be pouring a 3' recessed 20' x 20' concrete pad with rebar covered with sod within the next two to three weeks. He stated that he could not provide a timeline since it was in the contractor's hands at this time. He noted that Mr. Reichenbach has obtained the parts needed for repairs. He then added that without making a formal commitment, he believes that they will have the project completed by mid-July.

In response to a question from Alderman Stroud, Mr. Dupree replied that they now have certification and all of the paperwork in place with TACOM and Army command however; they are now going to have to make a formal request for the tank, which they didn't think they were going to have to do. He related that TACOM has informed him that there are a lot of requests for a tank. He stated that they would be making the formal request and following up with phone calls to various personages; political, military and otherwise to expedite the request. He related that he could not offer the Commission a timeline, explaining that it took 18 months to get the information from TACOM, which was obtained with the help of Senator Pryor's office. He then explained that due to the recent budget cuts, TACOM decreased in staff and has moved twice, which resulted in communication issues because nobody had current contact numbers. He noted that he now has a current phone number to the person in charge and communication has begun.

Chairman Houchen commended the Museum on their hard work, noting that the Museum usually has matching funds for the majority of the funds allocated by the Commission, expressing his appreciation.

Mr. Dupree expressed his appreciation, adding that it helps tremendously knowing that there is a group that they can come to when they have the opportunity to get a decent sized grant for matching funds. He stated that this is the way a good museum program is supposed to operate, so they will keep on trying.

NEW BUSINESS:

1. \$2511.36 funding request of CAICA

Mr. Shash Goyal, Central Arkansas International Cricket Association (CAICA) Secretary, related that they are a non-profit organization that have been operating in Central Arkansas for 20 years and are becoming very popular. He explained that they organize a lot of tournaments with people coming in from out of town and out of State to play. Large groups arrive for a two to three day tournament and will stay in the area hotels and frequent local restaurants. He noted that Parks Department personnel have already poured the concrete pitch; explaining that cricket requires a pitch similar to what is used in baseball. He further explained that a cricket pitch is usually constructed with clay that is very high maintenance, so they play on concrete pitches, which are low maintenance. He stated that a turf style carpet is placed on the pitch, which helps while playing. He related that the Parks Department had available funds to pour the concrete pitch but did not have the funds for the carpet needed to cover the pitch. He stated that they are asking the Commission to expense funding for carpet to cover the concrete pitch, thereby allowing them to hold better tournaments, which will bring more people to Jacksonville and increase tax revenue.

In response to a question from Alderman Stroud, Mr. Goyal replied that they presently have two pitches at Burns Park on the soccer fields and have also been playing, for the last 15 years, at the Rose City Middle School. He stated that they are organized in such a way that demand is increasing for places to play in Little Rock.

Alderman Stroud commented that he went and saw the pitch, noting that it is approximately 10' wide by 76' long questioning if it is covered with indoor/outdoor carpet similar to what is used for miniature golf.

Mr. Goyal related that the carpet is an exterior carpet that is very thin, explaining that cricket requires you to bowl so you have to pitch on the pad. When carpet is installed it gives an even balance and it helps during play.

In response to a question from Commissioner Hurley, Mr. Goyal replied that the carpet usually lasts six to seven years. He related that five years is usually the maximum; depending on how well it is taken care of and how much playing time is amassed, they can extend the life to some degree but five years is generally the maximum.

Mr. Samir Pothi, CAICA President, stated that water standing or covering the carpet would also be a factor. He related that he has been the CAICA President for twenty years and started the cricket play in North Little Rock. He stated that depending on the use and the amount of water that affects the carpet, the maximum usage would be three years. If the carpet is well taken care of and installed in smaller pieces, the maximum could be five years.

In response to a question from Commissioner Hurley, Assistant Parks Director Kevin House responded that the cricket pitch is located at the south end of Dupree Park.

Discussion ensued regarding the specific location of the pitch and the amount of flooding in that area.

Mr. Goyal stated that a special type of glue is used to adhere the carpet which helps when it rains, but if the carpet stays underwater the life cycle of the carpet will decrease.

In response to a question from Alderman Ray, Mr. Goyal stated that depending on the weather, they begin play in March and continue through October. He stated that the pitches in Burns Park are also carpeted.

Mr. Goyal then responded that the last tournament was held on Labor Day and a six team tournament was held in March. He noted that at least 12 teams are invited to the Labor Day tournament that is held each year. He related that the University of Arkansas at Fayetteville has a cricket team and the principal at Rose City Middle School has asked them to teach the students how to play. He stated that two team members volunteered to teach the students every Wednesday, adding that it is not established as of yet but hopefully it will be within the upcoming year.

In response to a question from Commissioner Hurley, Mr. Goyal replied that they play, at a minimum, four tournaments per year depending on the weather as well as league play for 26 weeks per year. He stated that they have teams from Tennessee and Oklahoma who play here. He agreed that if they got carpet, they would play at Dupree Park. He explained that a cricket game lasts five to six hours and are distributed among the grounds; this location will help them to be able to invite more teams to play. He added that during the tournament, there would be approximately 250 people who will stay for three days.

Discussion ensued regarding the game of cricket.

It was noted that any of the players would be willing to volunteer at the local schools to teach the game of cricket.

Alderman Ray moved, seconded by Alderman Stroud to approve the expenditure of \$2,511.36 to purchase carpet for the cricket pitch. Motion Carried with Commissioner Andy Patel abstaining.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the list of upcoming events.

ADJOURNMENT:

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

Next Meeting: Monday, June 18, 2012 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

07/16/2012

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
July 16, 2012

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on July 16, 2012. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, 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 Hurley was absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Alderman Howard, Parks and Recreation Marketing Manager Marlo Jackson, Director of Finance Cheryl Erkel, Sells Agency Account Representative Kristen Burgeis, Sells Agency Public Relations Representative Sara Kurrus, Planning Commissioner Jim Moore, Lt. Col. Mike Kirby, John Toombs, Amanda Holsted, Shash Goyal, Jim Craig, Rick Kron with The Leader newspaper, and Greg Rayburn with The Patriot newspaper.

MINUTES:

Alderman Stroud moved, seconded by Alderman Ray to approve the minutes from the May 21, 2012 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Director of Finance Cheryl Erkel noted total assets of \$644,935.00 and accounts payables of \$73,783.00, explaining that the majority of funds are due to the Parks Department. She then noted total revenues of \$352,636.00, total expenditures of \$234,194.00, with an excess of \$118,442.00.

She reviewed the hotel/motel revenues chart, noting May gross receipts of \$286,215.00. She then reviewed the prepared food tax revenues chart, noting May gross receipts of \$3,201,478.00. She explained that these amounts are collected by the vendors and are not the amounts due to the Commission. She reported that overall, hotel/motel gross receipts decreased 11%, prepared food gross receipts increased 1%, adding that overall there is no change regarding year-to-date comparisons. She noted overall gross receipts of \$3,487,693.00.

Commissioner Andy Patel questioned and Director Erkel replied that some businesses remitted payment in July but all businesses are current at this time.

It was clarified that the Commission only receives 2% of the \$3,487,693.00 reported by the vendors.

Chairman Houchen noted that collections remain consistent compared to other cities, which is good. He cautioned that with the closing of Kentucky Fried Chicken and the rebuilding of McDonalds there could be a significant impact on revenues for the next couple of months.

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

SELLS AGENCY REPORT:

Sells Agency Account Representative Kristen Burgeis presented the revised Tournament Guide for review along with a copy of the sports and military history Facebook ads. She related that along with revising the Tournament Guide; they assisted the Boys and Girls Club in developing a program and video for their banquet. She stated that ads were placed in the summer editions of the America's Civil War and Blue and Gray publications, adding that they will also be included in the fall editions. She related that they have received good online response, explaining that as a bonus they were on the publication's website. She noted that they are currently updating the City map and will soon begin creative work regarding radio and print Air Show media. She noted that the softball Facebook ads have been revised to address "what to do once you are hear" versus "come book a tournament" per discussions with Parks personnel.

She then stated that due to the decline in hotel/motel revenues, they would like to set up a strategic planning meeting inviting all of the Commissioners to attend. She related that she would like to schedule this meeting within the next couple of weeks to see if there is anything that the Agency can do to help increase hotel/motel revenues.

Chairman Houchen suggested that the Agency schedule a date and time with Recording Secretary Wilmoth, who will notify the Commission.

Sarah Kurrus presented an updated calendar of events for review, noting that the "Back to School Splash" has been added. She stated that if there are any events not already included on the calendar, to please contact them.

OLD BUSINESS:

NEW BUSINESS:

1. \$2,000.00 funding request from the JHS Athletic Booster Club

Mr. John Toombs, Jacksonville High School Athletic Booster Club President, stated that they are requesting \$2,000.00 to assist them with printing the 2012-2013 football program. He explained that they want to revamp the program by redoing the cover to increase and encourage participation in the program. He stated that with the new alignment of the 5A Central Conference, there will be a lot of visitors from Central Arkansas. He related that in the past, they have played in Jonesboro and Mountain Home and now they will be playing teams from Central Arkansas such as Little Rock Christian, and Pulaski Academy, adding that it will essentially be a Central Arkansas Conference. He explained that the cost to produce the program is a little over \$3,500.00, noting that they are not asking for the entire amount and will have to raise additional funds. He related that this is a fund raiser for them, explaining that funds raised are used over into the spring as well for non-revenue producing sports such as soccer and softball. He noted that funds are used throughout the year to assist all programs. He related that as an extra incentive, the first game is against Cabot, which will be a home game at War Memorial Stadium. He stated that if the Commission were to approve funding, they would recognize the Commission as a platinum level sponsor.

In response to a question from Chairman Houchen, Mr. Toombs replied that he could guarantee that the Commission would have a full page color ad in the program with the possibility of a front or back inside cover.

Alderman Ray stated that he has been a long time booster of the Jacksonville High School Booster Club, explaining that he has helped the band and the athletic boosters. He related that he is a season ticket holder as well. He stated that the Commission should do what it can to support the JHS Booster Club.

Alderman Stroud expressed his agreement, commenting that he is normally against funding requests coming in throughout the year, but there is a need for this.

Mr. Toombs related that the first game is August 28th, and the coaches are presently soliciting area businesses for ad purchases.

In response to a question from Commissioner Andy Patel, Mr. Toombs replied that the programs are sold at the games and contain ads from area businesses along with the team roosters and a few individual ads from families of students. He stated that he would eventually like to see this program become a keep sake item for the students. He related that typically and historically they have used it for business in the Jacksonville community or businesses that the coaches have been able to solicit that will give a donation for an ad. He further replied that they generally print 350 programs per game. He stated that the programs sell for \$2.00 each, adding that the number sold varies due to the number of people who attend the game.

Chairman Houchen questioned if this was a big fund raiser for the Booster Club, explaining that the Commission did something similar for the Chamber of Commerce last year where the Commission printed the Chamber Directory at no cost to them, which allowed them to keep the proceeds from the ads that were sold generating approximately \$20-25,000.00 in revenue for the Chamber.

Mr. Toombs stated that it is a good fund raiser, adding that sometimes ads are placed for in-kind services. He noted that the revenue generated is used to support all sports throughout the school year.

Chairman Houchen noted that if the Commission approves this funding request, it would be obligated to approve the same request for North Pulaski High School should they submit a funding request.

Alderman Ray moved, seconded by Alderman Stroud to approve the expenditure of \$2,000.00 to the Jacksonville High School Athletic Booster Club to help with printing the 2012-2013 football program. Motion Carried.

Mr. Toombs stated that programs would be provided to the Commission upon completion.

Deviation in agenda

Chairman Houchen stated that Lt. Col. Mike Kirby would like to address the Commission regarding the upcoming Air. Show.

Lt. Col. Kirby related that he is the Air Show Director this year, explaining that the Air Show will be held on September 8th and 9th featuring the Blue Angels, one of the best jet demo teams in the world. He related that the gates open at 8:30 a.m with an expected attendance of 225-250,000 people over the two-day event. He pointed out that they host the largest two-day free event within the State.

He related the expectation of a larger attendance is because of their positioning this year regarding advertising and the ability to embrace sponsorship, which has changed this year. He explained that the Air Force has changed the rules regarding the ability to recognize corporate sponsors and to draw in-kind donations. He stated that they have a very large pool of in-kind media donations, explaining that he is in the business of supporting combat troops and delivering air drops not marketing an Air Show, so if anyone would like to join the volunteer committee, they could use some expertise in expensing the \$50-60,000.00 worth of advertising without duplicating efforts. He noted that the Department of Tourism is allowing them to place brochures and posters in all the rest stops, which should be in place within a few weeks. He stated that they now have the ability to have a "title" sponsor this year so you may see "Little Rock Air Show proudly sponsored by the corporate name". He related that they also have reserve seating and chalet portion of the flightline this year, adding that the Air Show always has free admission and parking. He stated that this year reserve seating tickets can be purchased online www.littlerockairshow.com and you can pick your seats; tickets are \$15.00 until July 20th and will be \$20.00 after July 20th. He related that they are going to focus on obtaining a lot of demographics this year that they will share with the Commission. He noted the importance of obtaining why they came and what will bring them back and how to more specifically target them in the future. He stated that generally regarding Air Show attendance, 64% report a household income of \$75,000.00 and 82% have either attended college or vocational technical schools. He related that there are a lot of companies interested in putting up booths in the expo center and potentially hiring employees. He invited everyone to attend and thanked the community for the support received, adding that it is named Air Power Arkansas which is their enduring brand now, noting that they are proud of Arkansas and Air Power. He related that when they attended the international Air Show convention, people were commenting that the LRAFB Air Show is known for dropping paratroopers, adding that they will again be dropping 200 paratroopers from Ft. Bragg. He stated that they have developed an international reputation as the only Air Show that does this.

Chairman Houchen commented that the Commission has always supported the Air Show, the rodeo, and the LRAFB, expressing appreciation for all that they do.

ANNOUNCEMENTS:

Chairman Houchen adjourned the meeting at 7:01p.m.

Chairman Houchen reconvened the meeting at approximately 7:03 p.m.

Chairman Houchen acknowledged visitors from the Stuttgart Advertising and Promotion Commission, inviting them to address the Commission with any questions that they may have.

Amanda Holsted, Chairman of the Stuttgart A & P Commission, related that she is also the Director of the Grand Prairie Center, which is a brand new, beautiful conference center in Stuttgart located on their college campus. She introduced fellow commissioners Shosh Goyal and Jim Craig, who is also a City Councilman.

Chairman Houchen and the Commission then answered questions regarding the general practices of the Commission.

ADJOURNMENT:

Chairman Houchen adjourned the meeting at 7:14 p.m. without objection.

Next Meeting: Monday, September 17, 2012 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

08/20/2012

Date Approved

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on August 20, 2012. Chairman Houchen called the meeting to order at 6:42 p.m.

ROLL CALL:

Commissioners Andy Patel, Alderman Elliott, and former Mayor Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (4) present (3) absent. Commissioners Ray Patel and Jim Hurley were absent. Alderman Ray arrived at 6:45 p.m.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Alderman Stroud, Alderman Howard, Parks and Recreation Assistant Director Kevin House, Director of Finance Cheryl Erkel, Sells Agency CEO Mike Sells, Sells Agency Account Representative Kristen Burgeis, Planning Commissioner Jim Moore, Jerry Reichenbach, and Rick Kron with The Leader newspaper.

Chairman Houchen welcomed newly appointed Alderman Kenny Elliott to the Commission.

Deviation in agenda

NEW BUSINESS:

1. Presentation of service award Alderman Bob Stroud

Chairman Houchen related that Alderman Stroud has served on the Commission for nine years, since its inception in March 2003. He stated that during Alderman Stroud's tenure there have been many changes, which have allowed the Commission to do more to support the Museum and other entities as well as the Parks Department. He related that during his six years on the Commission, Alderman Stroud has been a steadfast supporter of the Commission and its responsibilities, adding that he hates to see him leave. He expressed his appreciation of Alderman Stroud's dedication, time and honesty. He wished Alderman Stroud all the best and presenting him with a service plaque commemorating his years of service to the Commission. He related ongoing efforts to obtain a tank to go with the F105 and Huey helicopter displays at the Museum, noting that the plaque has a "Soaring Higher" logo and a picture of a tank. He then read the plaque's inscription "Presented to Alderman Bob Stroud in appreciation of your dedication and service to the Jacksonville Advertising and Promotion Commission, February 2003 to July 2012".

Alderman Stroud stated that he has enjoyed his time on the Commission, adding that the Commission has done well. He noted that when the Commission began there was no agenda and not a lot of funds. He related that the enjoyable part is that there is no politics involved and no personality issues. He expressed his appreciation to the Commission and asked that they keep up the good work.

Resume agenda

MINUTES:

Commissioner Andy Patel moved, seconded by Alderman Ray to approve the minutes from the July 16, 2012 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Director of Finance Cheryl Erkel noted total assets of \$691,040.00 and estimated accounts payables of \$119,015.00, explaining that the majority is the amount due to the Parks Department. She reported a fund balance of \$572,025.00. She related total revenues of \$425,025.00, total expenditures of \$267,887.00, with an excess of revenues over expenditures of \$157,138.00.

She reviewed the hotel/motel revenues chart, noting June gross receipts of \$305,666.00. She then reviewed the prepared food tax revenues chart, noting June gross receipts of \$3,190,744.00. She explained that these amounts are collected by the vendors and are not the amounts due to the Commission. She reported that overall, hotel/motel gross receipts decreased 9%, prepared food gross receipts increased 2%, adding that overall there is an increase of 1% regarding year-to-date comparison.

Alderman Elliott questioned why the 2008 hotel/motel revenues were so much higher compared to other years.

Commissioner Andy Patel replied that the decline is due to changes made by the LRAFB regarding their reservations, explaining that they are no longer outsourcing to the area hotels since opening a facility on base.

Chairman Houchen stated that the Commission is fortunate to only be down 9% with that going on; adding that hotel/motels only account for approximately 8 to 9% of the total revenues received by the Commission and the remaining is prepared foods, which makes up 90 to 92%. He noted that given the 2% prepared food tax revenue increase and an overall increase of 1%, as long as the revenues continue to increase, he will be pleased. He then noted that during his tenure on the Commission, there has always been a yearly increase and as long as that continues the Commission is doing a good job.

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

Deviation in agenda

NEW BUSINESS:

2. Funding request Air Show

Chairman Houchen related that between the City and the Commission, \$5,000.00 has been given to Air Power Arkansas to advertise the Air Show. He noted that each Commissioner has a copy of the contribution schedule outlining the benefits of becoming a \$10,000.00 three-star contributor. He stated that if the Commission increases its contribution by \$5,000.00, it will give the Commission the ability to reach almost a quarter of a million people that weekend, adding that there isn't any amount of advertising that the Commission could do to reach that many people in a central location, than by having a booth at the Air Show where we can hand out visitor's guides, Reed's Bridge and Museum brochures, along with Parks information. The Commission will also receive eight reserved seats that the Mayor could use to bring in potential people interested in the economic development of the City.

This will also allow for the Commission's logo to be included on all banners and posters that are printed to advertise the event. He stated that funds could be re-allocated from the advertising budget already approved for the Air Show. He then remarked that regardless of what anyone says, there isn't a better way to reach a captive audience of a quarter of a million people. He stated that this was an opportunity that the Commission could capitalize on that would bring a lot of future attractions to Jacksonville and would also add advertisement to the current weekend, adding that the Commission would not be limited to doing some radio advertising and other things that are currently planned. He stated that in all honesty, he was contacted about this opportunity after the last Commission meeting and had to make a decision regarding participation due to the short timeline. He related that he has basically committed the Commission contingent on the outcome of this meeting knowing what this opportunity could do for the Commission in the future. He noted that he has already discussed this with the Sells Agency and they are in agreement. He then asked for input from the Sells Agency regarding this matter.

CEO Mike Sells remarked that it would be very difficult for his Agency to reach, which would basically be a tenth of the State, a perfect target audience any other way.

Chairman Houchen stated that this would be the better way to advertise since commercial time is expensive right now given what it is an election year and print advertising has become more expensive as well. He noted that the cost to place one ad in the local paper is approximately \$1,000.00 and to go statewide is around \$4,000.00. He stated that with the benefits that the Commission would receive, he could not see how the Commission could decline the opportunity.

Commissioner Andy Patel moved, seconded by Alderman Elliott to re-allocate \$5,000.00 to Air Power Arkansas to become a three-star contributor for the Air Show. Motion Carried.

Chairman Houchen thanked the Commission for supporting his decision.

Resume agenda

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells stated that during a previous discussion regarding ways to advertise Jacksonville at the Air Show was to show a video at the booth. He related that during internal discussions, they decided that a video Visitor's Guide would be a nice addition to the website to welcome people to Jacksonville and show them around the City. They decided to do a video Visitor's Guide that would be shown at the Air Show, would be added to the website, and hard copies would be produced to be inserted into team packets along with the Tournament Guide.

He stated that the shooting range is something that will definitely have a significant impact on tourism tax collections through hotels and restaurants because the shooting range as proposed has the potential to bring in large groups needing hotel rooms and visitors will be eating out in area restaurants. He further stated that there is an unlimited statewide geographical draw for a shooting range as proposed and discussed. He related that if that comes online, having a video that can be sent out in an informational packet to coaches and travel coordinators of different shooting teams would be phenomenal. He stated that what they don't want is a travel coordinator or shooting team coach to go online to search for hotel rooms and end up booking rooms in North Little Rock because it is closer to the Mall. He emphasized the importance of sending out packets of information, which includes a video, that will go a long way to convince teams that everything they need is available in Jacksonville to keep people staying in Jacksonville instead of traveling out of town. He stated that a video visitor's guide makes a lot of sense to them, noting that they have started the development process but they haven't spent funds to hire a camera crew at this time.

Chairman Houchen stated that he had suggested opening the video with the commercial that the Commission has already produced emphasizing Jacksonville, adding new production that included excerpts from the Boys and Girls Club video, ending with the commercial; all running on a continuous loop. He then noted that there is an Air Show Visitor's Guide that will be printed that will showcase area attractions along with a list of area restaurants and hotels.

Sells Agency Account Representative Kristen Burgeis informed the Commission that the Air Show Visitor's Guide also includes a brief map that pinpoints the locations of area restaurants and the close proximity to the LRAFB.

Chairman Houchen stated that with the loss of the Wing Ding festival and the lack of fireworks at the Patriotic Spectacular due to weather, the Air Show will be the primary event for this year; adding that the only events left to advertise this year will be the Reed's Bridge event in October and the Christmas Parade. He reminded everyone that McDonalds on W. Main Street will be closed for a couple of months and that will mean a decrease in gross receipts of \$175,000.00 a month; he then advised caution regarding additional expenditures that have not already been budgeted until further review.

CEO Mike Sells stated that regarding the Air Show, the Agency still has \$5,000.00 allocated to advertise Jacksonville prior to the Air Show to encourage people to stay in the hotels, visit the Museum and Reed's Bridge and eat in Jacksonville restaurants. He noted that the specifics of the schedule have yet to be finalized, adding that two of the stations will be KSSN 96 FM and "The Buzz" 103.7 FM.

He related that the Agency is continuing to purchase ads on Facebook, noting that presently there are two campaigns running one targeting military history and the other targeting softball/baseball. He stated that there have been 1,310 click-throughs regarding the military history campaign since May 14th with an average cost of \$1.27 each. The softball/baseball ads have generated 482 click-throughs at an average cost of \$1.69 each, adding that both campaigns continue to perform fairly well at this time.

Account Representative Kristen Burgeis handed out revised copies of the public relations calendar of events report, noting that the "Back to School Splash" occurring this Friday has been added. She encouraged everyone to review the report and to submit additions to Recording Secretary Wilmoth. She noted that the revised City map has been printed and delivered; adding that the map was updated with new photography along with the inclusion of new roads and the recently annexed area.

OLD BUSINESS:

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements that included the "Back to School Splash" and the LRAFB Air Show.

ADJOURNMENT:

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

Next Meeting: Monday, September 17, 2012 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

10/15/2012

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
October 15, 2012

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on October 15, 2012. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Andy Patel, Ray Patel, Jim Hurley, Alderman Elliott, Alderman Ray, and the Honorable Tommy Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (7) present (0) absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Mayor Fletcher, Director of Finance Cheryl Erkel, Parks and Recreation Assistant Director Kevin House, Parks and Recreation Marketing Manager Marlo Jackson, Sells Agency Account Representative Kristen Burgeis, Jack Danielson, Warren Dupree, and Sarah Campbell with The Leader newspaper.

MINUTES:

Commissioner Andy Patel moved, seconded by Commissioner Ray Patel to approve the minutes from the August 20, 2012 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Director of Finance Cheryl Erkel noted total assets of \$654,740.00 and estimated accounts payables of \$104,141.00, pointing out the list of investments located at the bottom of page two. She reported total revenues of \$565,066.00, total expenditures of \$471, 414.00, with an excess of revenues over expenditures of \$93,651.00.

She reviewed the hotel/motel revenues chart, noting August gross receipts of \$325,405.00. She then reviewed the prepared food tax revenues chart, noting August gross receipts of \$3,012,186.00. Overall, August gross revenues reported were \$3,337,591.00. She explained that these amounts are collected by the vendors and are not the amounts due to the Commission. She reported that overall, hotel/motel gross receipts decreased 3%, prepared food gross receipts increased 1%, adding that overall revenues remained steady regarding year-to-date comparison.

Chairman Houchen noted one hotel and eight or nine restaurants that are not included on the report; stating that it would reflect better if they were included. He related that if they were included, the hotels would have had the second best August since inception and regarding the restaurants, it would have been the second best August within the last five years. He stated that regarding revenues being "flat", North Little Rock's revenues for August were down 10%. He pointed out that revenues continue to remain steady even with the closure of Kentucky Fried Chicken and the Main Street McDonald's.

Honorable Tommy Swaim moved, seconded by Commissioner Hurley to approve the September financial report as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency Account Representative Kristen Burgeis presented an updated calendar of events, noting that there are only six events remaining this year. She requested that if there are any omissions to the calendar of events, to please notify Recording Secretary Wilmoth.

She offered an update regarding the Facebook military ad campaign, noting that since summer and up until October 08, 2012, there have been a total of 2,000 click-throughs to the website; adding that a total of six million people were served with the ad. She related that two out of three people continue to the Reed's Bridge website while the other person will go to our home page. She stated that this is the most successful Facebook ad campaign that she has seen.

Discussion ensued regarding website traffic, the amount of time on the website, and how they left the website.

**OLD BUSINESS:
NEW BUSINESS:**

1. Discussion of the Proposed Shooting Range

Chairman Houchen noted that the ground breaking for the Shooting Range was held this morning. He related that he is proposing, with the Commission's acceptance and discussion, to fund a portion of the City's share, which is around \$600,000.00, to make the first twelve months' worth of payments, which is approximately \$120,000.00 per year plus interest. He stated that basically he is proposing that the Commission fund \$125,000.00 to \$130,000.00 for the twelve month period to commence when the note is signed up to twelve months. The amount would be the Commission's contribution to ensure that financing is available and to also enable the Parks and Recreation Department to settle in and to start turning a profit. He related that he has been assured that any profits from the Shooting Range will be used to service the debt before it is used for anything else by the Parks and Recreation Department.

Honorable Tommy Swaim stated that as long as the Commission has been in active service, there has always been an amount in reserve for a project similar to this, adding that based upon the turnout for the groundbreaking today, there is going to be a lot of interest in it.

Honorable Tommy Swaim moved, seconded by Alderman Elliott to commit up to \$130,000.00 for payment of any financing or obligations that the City occurs for the purchase and/or construction of the Shooting Range.

Commissioner Andy Patel questioned and Chairman Houchen replied that the Commission cannot make loan payments directly; the Commission will be giving the money to the City to make the loan payments. He further replied that this amount will be the Commission's support of the Shooting Range; he cited a recent study that stated there would be an economic impact of \$4.9 million from the Shooting Range.

Commissioner Hurley agreed with the Honorable Tommy Swaim, stating that this will be one of the biggest draws the City could have. He related that there are several gun enthusiasts who would also be interested the military history as well as people coming into town for tournaments that would stay in area hotels and eat in local restaurants. He related that with the Arkansas Game and Fish funding \$1.5 million of the cost, it is kind of a "no brainer".

Alderman Elliott commented that at the groundbreaking, there were people from Texarkana, Stuttgart and Fort Smith.

Chairman Houchen related that regarding advertising, there will be an actual venue to promote that would draw people into town and to showcase everything that Jacksonville has to offer such as the Military Museum, Reed's Bridge or the Memphis Flea Market. He stated that this is the first thing that the Commission could actually help fund where there will definitely be a return that will benefit the City and the citizens of Jacksonville.

Commissioner Hurley questioned if the plan was to extend Graham Road to four lanes at least to the City limits of Jacksonville, further questioning if the Shooting Range would be annexed into the City.

Mayor Fletcher replied that part of the land is already within the City limits; and the part where there is shooting is actually outside the City limits. He stated that the County Judge has said he would work to try to get the road widened however; construction does not need to happen right now because the Shooting Range has to be up and running by March of 2013.

Commissioner Hurley questioned if all of the land was not in the City limits of Jacksonville, would the revenues generated all go to the City of Jacksonville.

Alderman Elliott responded the City intends to annex the entire site.

Honorable Tommy Swaim stated that regarding the widening of Graham Road, the City has a portion of the road, Pulaski County has a portion, and Lonoke County has a portion; the objective is to have all three work together to widen the road.

Mayor Fletcher stated that he and Assistant Parks Director Kevin House took a trip to Missouri to view a tournament, relating that there were 900 shooters, a mile and a half of recreation vehicles, along with various family members. He related that there are many ways to make money off the Shooting Range such as vending opportunities, sponsorships, and things of that nature. He stated that the City is receiving a lot of support from around the country and from people who are knowledgeable about these events and facilities who are wanting to help; adding that the City will still need the financial support of the Commission.

In response to a question from Commissioner Hurley, Mayor Fletcher replied that there is a possibility that in the future there will need to be additional land purchased for recreational vehicle parking and expansion.

Alderman Ray noted that Remington has twelve recreational vehicle parks when they have a tournament and they run out of parking spaces.

Mayor Fletcher noted that in Missouri the spaces rent for \$2,500.00 and the participants still have to make reservations two weeks in advance of the event to reserve a space.

Honorable Tommy Swaim stated that the financial impact is a plus for Jacksonville however; the impact on our youth is why he is in favor of this facility.

Mayor Fletcher noted that there are 7,000 youths who actively participate in this program; adding that several people have stated that shooting has brought them closer to their children.

Mayor Fletcher then replied that it would be City owned and operated by the Parks and Recreation Department.

Assistant Parks Director Kevin House stated that the AYSSB (Arkansas Youth Shooting Sports Program) tournaments will be staffed by Arkansas Game and Fish personnel but they will not be involved in the day to day operations of the facility.

In response to a question from Commissioner Hurley, Assistant Parks Director House answered that they will be hiring two full-time and part-time and seasonal help. He further replied that there are no formal training classes available, the recommendation is to hire someone who has been involved in a shooting sport to be the shooting club manager.

Discussion ensued.

Chairman Houchen stated that the Arkansas Game and Fish has their own advertising agency, explaining that their agency would be working with our agency regarding advertising.

Motion Carried.

Chairman Houchen asked Recording Secretary Wilmoth to send a letter to the City Council stating the Commission's intent.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements that included the Reed's Bridge cannon and historic panel dedication, the Jacksonville Wellness and Activity Center's beans and cornbread lunch, the "Pumpkin Patch Plunge", the Police Department's 5K Peace, Love, and Run benefiting Special Olympics, and the 34th Annual Holiday Craft and Gift Sale.

ADJOURNMENT:

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

Next Meeting: Monday, November 19, 2012 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

11/19/2012

Date Approved

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on November 19, 2012. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Andy Patel, Ray Patel, Jim Hurley, Alderman Elliott, Alderman Ray, and the Honorable Tommy Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (7) present (0) absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Robert Bamburg, Director of Finance Cheryl Erkel, Parks and Recreation Director Kristen Kennon, Parks and Recreation Assistant Director Kevin House, Sells Agency CEO Mike Sells, Sells Agency Account Representative Kristen Burgeis, Jack Danielson, Warren Dupree, and Tommy Dupree.

MINUTES:

Commissioner Andy Patel moved, seconded by Alderman Ray to approve the minutes from the October 15, 2012 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Director of Finance Cheryl Erkel reported that as of October 31, 2012 total assets were \$646,093.00 of which \$401,851.00 are investments. She noted estimated accounts payables of \$136,324.00, with a fund balance of \$509,769.00. She reported total revenues of \$629,502.00, total expenditures of \$510,135.00, with an excess of revenues over expenditures of \$119,366.00.

She reviewed the hotel/motel revenues chart, noting September gross receipts of \$227,705.00. She then reviewed the prepared food tax revenues chart, noting September gross receipts of \$2,827,148.00. Overall, September gross revenues reported were \$3,054,853.00. She explained that these amounts are collected by the vendors and are not the amounts due to the Commission. She reported that overall, hotel/motel gross receipts decreased 3%, prepared food gross receipts year-to-date comparisons remained steady.

Chairman Houchen related that there is approximately \$118,000.00 in gross receipts that has not been collected due to businesses paying late. He noted that McDonalds on Main Street was closed in September.

It was noted that September is always a slow month with the beginning of school.

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

SELLS AGENCY REPORT:

Sells Agency Account Representative Kristen Burgeis related that at the last meeting additional information was requested regarding website statistics. She stated that between January 1st and November 18th, there have been 4,580 visitors to the website, which is a 92% increase from last year. She noted that page views have increased by 38%; mobile device usage, the amount of people viewing the website from a mobile device, increased 280%. She related that the “where to eat” and “where to stay” pages are always in the top ten pages searched. She related that last year, the Reed's Bridge, Splash Zone, Dupree Park, and Museum pages were just outside the top ten however, this year all three are in the top ten and Reed's Bridge is the most visited page this year. She then stated that of the 4,580 visitors to the website, approximately 2,300 were new visitors that visited the website from outside of Arkansas. She noted that based on the Internet provider addresses, the visitors came from Texas, Missouri, Tennessee, Oklahoma, Louisiana, California, and Florida.

Commissioner Andy Patel inquired about the possibility of obtaining a smart phone application.

Sells Agency CEO Mike Sells related that presently only 28% of the website traffic is coming from a mobile device. He stated that the challenge is the payoff (ROI) on developing an application versus the amount of business received from it. He explained that next year the possibility of getting a good ROI on an application will be a lot higher once the shooting range is online because it is going to be the best tourism development type product that Jacksonville will have. He related that there would be an influx of visitors that will be here for an event and will stay and eat in Jacksonville. He explained that if they are offered the information prior to coming from a "download application store", it will give them an easier way to navigate around town and locate places to eat, stay, and other attractions to visit in Jacksonville.

Commissioner Andy Patel suggested incorporating QR codes on the brochures.

CEO Sells stated that a QR code could be placed on the brochures, explaining that the use of QR codes is a lot smaller than the proliferation in the marketplace. He related that as long as the QR codes take an individual to a place that offers something useful as opposed to a broad and general place, they are good.

Commissioner Andy Patel noted that with the increased usage of smart phones, people can easily scan a QR code and obtain information.

CEO Sells pointed out that they are useful marketing tool, explaining that he wants the QR code to make sense regarding the context of action that they want an individual to take. He further explained that if an individual is sent a tournament brochure, we want them to visit the website or call; if there is a QR code to scan area hotels, it doesn't make a whole lot of sense.

Commissioner Andy Patel commented that Arkansas Parks and Tourism is now using them and it is mandatory that they have a QR code on every brochure. He questioned the possibility of advertising on the monitors at the airport; noting that he saw advertisements for Hot Springs and Little Rock but not Jacksonville.

CEO Sells related that they recently contacted them to make a presentation to find out the pricing and availability due to recent changes. He stated that he had an issue in the past with advertising in the airport due to the cost being out of line with the return. He then noted that now they have expanded the inventory on what is available; adding that he would look at where the monitors were placed and if travelers were interplaying with them.

He expressed the importance of having a prominent link on the shooting range website that links to our website to drive traffic to the area hotels and restaurants; noting that the website would benefit from adding the "book-a-room" feature that was previously discussed.

Commissioner Hurley stated that regarding the visitor website statistics, the Agency might want to look at re-targeting those visitors when there is an event such as a Civil War re-enactment.

**OLD BUSINESS:
NEW BUSINESS:**

1. Amendment of the 2012 Budget

Chairman Houchen related a need to amend the 2012 budget, explaining that over the course of this year, several items were addressed utilizing funds allocated to the Sells Agency that were not originally budgeted. He stated that presently, there is a shortage of \$9,950.00 that needs to be added so that ongoing projects can be completed.

Alderman Ray moved, seconded by Commissioner Andy Patel to amend the 2012 budget by \$9,950.00. Motion Carried.

2. Approval of the 2013 Budget

Chairman Houchen stated that he is aware everyone is expecting big things from the shooting range that will be forthcoming in the later part of 2013. He added that the perception is that there will be "tons of money" coming into the Commission however, just for the Commission to have an extra \$50,000.00 to spend, restaurant and hotel gross revenues will have to increase by \$5 million.

He related that any items addressed as advertising or marketing within the funding requests regarding brochures etc. will be incorporated into the Commission's advertising budget; which will allow for cost effectiveness. He then asked Recording Secretary Wilmoth to read the approved funding requests.

Recording Secretary Wilmoth read the list of approved funding requests, noting a clerical error regarding the JHS Athletic Booster Club which should be \$3,000.00 instead of \$4,000.00 as printed.

Commissioner Andy Patel moved, seconded by Alderman Ray to approve the 2013 budget with the amendment to JHS Athletic Booster Club. Motion Carried.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements that included the holiday lighting ceremony at City Hall and the 55th Annual Jacksonville Christmas Parade.

ADJOURNMENT:

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

Next Meeting: Monday, December 17, 2012 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

12/17/2012

Date Approved

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on December 17, 2012. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioner Ray Patel, Alderman Elliott, Alderman Ray, and the Honorable Tommy 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, Finance Director Cheryl Erkel, Chamber of Commerce CEO Amy Mattison, Jack Danielson, Terry Ray, Jerry Reichenbach, Keith Weber, and one interested citizen.

MINUTES:

FINANCIAL REPORT:

SELLS AGENCY REPORT:

Chairman Houchen stated that there are no minutes or financials to approve due to some unresolved computer issues. He noted that the Sells Agency's staff is not present due to discussion of the advertising agency recommendations for 2013 line item of business on the agenda.

OLD BUSINESS:

NEW BUSINESS:

1. \$10,000.00 Chamber of Commerce funding request

Chamber of Commerce CEO Amy Mattison informed the Commission that the Business Expo has now been changed to the "Hire Our Heroes" career job fair in conjunction with the U.S. Chamber and the State Chamber. She noted that the event will be held at the Little Rock Expo Center to accommodate the expansion. She stated a similar event was held in September with 150 potential employers and 300 heroes attending, adding that the goal of this event is bring in 50 potential employers and 150 or more heroes. She replied that the U.S. Chamber has asked each state to participate, noting that there was an event in Rogers and the U.S. Chamber has asked that another event be held within the State. She related that the U.S. Chamber wanted to hold the event in Cabot however; the State Chamber wants to hold the event in Jacksonville. She explained that the date picked just happened to coincide with the date of the Business Expo. She stated that all three Chambers will be working together to help people as well as local heroes find jobs. She related that there will be businesses attending from across the State such as Tyson Foods and Murphy Oil who will be needing places to stay during the event.

In response to a question from Chairman Houchen, CEO Mattison replied that funds requested would be used to advertise and promote the event primarily through newspaper and billboard ads.

The Honorable Tommy Swaim questioned if the Chamber of Commerce could work with the advertising agency to advertise and promote this event.

CEO Mattison replied affirmatively; adding that they intend to cross-promote with the U.S. and State Chambers so that they could have a uniformed look.

Chairman Houchen stated that the Commission wouldn't have a problem advertising something of this magnitude that promotes Jacksonville, its citizens, and businesses. He suggested coordinating efforts with the advertising agency and utilizing budgeted funds for that purpose. He stated that it is a good idea that will be good for the community; expressing the need for cooperation and coordination between the entities to ensure that there are no duplications.

CEO Mattison stated that she has not received the U.S. Chamber's marketing plan, adding that she can forward it once received.

Chairman Houchen asked CEO Mattison to obtain the U.S. Chamber's marketing plan and to remit a copy to Recording Secretary Wilmoth so that she can disseminate it to the advertising agency and the Commission to see what can be done to help facilitate advertising efforts. He stated that it might be possible that some items can be handled through the advertising agency. He related that working together will help with the advancement of the job fair and the Business Expo.

Discussion ensued regarding the events that were held in Little Rock and Rogers.

Alderman Ray moved, seconded by Alderman Elliott to table the item of business until the next meeting. Motion Carried.

2. \$1,500.00 re-allocation of Reed's Bridge funds from the Living History event to the Blacksmith Shop

Chairman Houchen related that there is an excess of \$1,500.00 of the originally funded \$5,000.00 Living History event that Reed's Bridge would like to the Blacksmith shop.

In response to a question from Chairman Houchen, Mr. Danielson stated that there were funds remaining for the Blacksmith shop however; there are some fairly large expenses forthcoming.

Chairman Houchen stated that since the funds are already allocated, he did not have a problem re-allocating the funds as long as invoices are provided showing how the funds were spent. He thanked Mr. Danielson for requesting the Commission's approval before proceeding.

Alderman Elliott moved, seconded by Alderman Ray to re-allocate \$1,500.00 from the Living History event to the Blacksmith shop. Motion Carried.

3. Advertising agency committee recommendation for 2013

Chairman Houchen related that Commissioner Hurley and Alderman Ray were on the sub-committee that reviewed both requests for qualifications received. The recommendation is to contract with the Sells Agency for 2013 and to request proposals for 2014 to give any agency who wishes to make a presentation to the Commission time to prepare. He stated that presently, due to time constraints, the Commission cannot proceed with proposals at this time.

Alderman Ray moved, seconded by Alderman Elliott to accept the recommendation by the sub-committee to contract with the Sells Agency for 2013. Motion Carried.

ANNOUNCEMENTS:

Recording Secretary Wilmoth noted the upcoming closure of City offices for the Christmas holidays, New Year, and Martin Luther King Jr. days.

ADJOURNMENT:

Chairman Houchen adjourned the meeting at 6:45 p.m. without objection.

Next Meeting: Tuesday, January 22, 2013 at 6:30 p.m.

Nikki Wilmoth

Nikki Wilmoth, Recording Secretary

03/25/2013

Date Approved