

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
February 18, 2014

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Tuesday, February 18, 2014. Alderman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, Dee Lawrence, Jim Hurley, Alderman Kenny Elliott, and Mayor Tommy Swaim answered roll call. Chairman/Alderman Ray also answered roll call and declared a quorum. Present (6), Absent (1) Commissioner Andy Patel was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Sells Agency Account Executive Kristen Burgeis, Sells Agency Public Relations Account Executive Kathryn Heller, and Warren Dupree.

MINUTES:

Alderman Elliott moved, seconded by Commissioner Jim Hurley to approve the minutes of the November 18, 2013 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for January, noting total assets of \$572,111.00 with a fund balance of \$571,087.00 and investments totaling \$250,674.00. She pointed out that there are no revenues included on the report with the exception of investment income explaining that revenues received in January are applied to a receivables account and not the revenue account because revenues received in January are actually December receivables. She reported \$58,993.30 in revenues received in January. She then noted expenditures of \$11,197.00, leaving an excess of expenditures over revenues in the amount of \$11,173.00.

She reported December hotel/motel gross receipts of \$174,440.00, which is a 14% decrease compared to last year. She also reported prepared food tax gross receipts of \$2,914,712.00, which is a 1% decrease from last year. She noted overall gross receipts of \$3,089,152.00, which is an overall decrease of 2% compared to last year.

Commissioner Jim Hurley moved, seconded by Alderman Elliott to approve the January financial report as presented.

SELLS AGENCY REPORT:

Sells Agency Account Executive Kristen Burgeis informed the Commission that for the first six weeks of the year, their focus has been to help with the marketing of the Shooting Range. She related that they have been working with Parks and Recreation Direction Kevin House and Parks and Recreation Marketing Manager Marlo Jackson along with Chairman Ray and Recording Secretary Wilmoth. She gave an overview of the Shooting Range marketing plan, explaining that they hope to increase awareness of the Shooting Range and all of the amenities. Increase preference of the Shooting Range as a weekend family activity.

To increase the City's tax revenue from visitor's visiting the Shooting Range or coming into Jacksonville for events. She related that after speaking with Parks and Recreation Director House, they want to find ways to increase weekday attendance.

Alderman Elliott stated that an attendance register was needed at the Shooting Range to log all of the visitors and where they are coming from along with a brochure rack that will list of the amenities that are available in town.

Sells Agency Account Executive Burgeis related that several of the items discussed are already in process, explaining that this is definitely a joint effort with the Parks Department. She related that they are going to develop a messaging calendar for the media to inform them of anything that is happening (i.e. archery range completion, promotion of events etc.). She further related that they will be creating the collateral materials to be placed at different venues such as Bass Pro Shop, Mack's Prairie Wings, taxidermy shops and anywhere that will generate interest. She stated that they had discussed with Parks and Recreation Director House the need to increase revenue by getting information to visitors early, explaining that if an individual is coming to a tournament that is three weeks away, if they can obtain their contact information then an information packet can be sent to them so that they can make plans to stay in Jacksonville. She related that they also want to have information packages available on site for those who did not advance register for an event.

Sells Agency Public Relations Executive Kathryn Heller stated that in order to raise weekday attendance, they are going to develop a 2014 programming calendar, explaining that there would be a list of ongoing events throughout the year that can include things such as product demonstrations, educational training courses, and pricing discount nights. She stated that they are also looking at ideas for personality and local celebrity events. She further stated that these programs will be instrumental in getting these individuals, small groups, and families to attend an event three to five times a year and subsequently staying in area hotels and visiting local restaurants. She related that they see the programming calendar as being very beneficial to the marketing campaign. She further related that Parks and Recreation Marketing Manager Jackson has a background in programming, events, and workshops which will make implementation easier.

Alderman Elliott expressed his appreciation to the Parks Department for all of their hard work in getting the Shooting Range open.

In response to a question from the Honorable Tommy Swaim, Parks and Recreation Director House replied that on opening weekend, approximately 2,200 people attended Saturday from various towns.

Commissioner Hurley questioned and Director House confirmed that at this time the Arkansas Game & Fish Commission has backed away from any marketing at this time.

Director House related that the March grand opening date has been moved, explaining that several dates have been discussed but no decision has been made at this time.

Discussion ensued with Chairman Ray stating that the City of Jacksonville will do whatever is needed to make the Shooting Range a success regarding promotion and marketing. He expressed his appreciation to Director House and his staff for all of their good work.

Sells Agency Account Executive Burgeis noted that the grand opening was not originally included in the marketing plan, but now that the Arkansas Game & Fish Commission is not handling it, they will do whatever is needed.

**OLD BUSINESS:
NEW BUSINESS:**

1. Election of officers for 2014

Alderman/Chairman Ray opened the floor to nominations for Chairman, stating that at this time the Commission would not be voting for a secretary at this time.

The Honorable Tommy Swaim related that Alderman/Chairman Ray did not receive a full term originally, questioning if he would like to continue serving.

Alderman/Chairman Ray replied that he would continue to serve if appointed. With no further nominations, Alderman/Chairman Ray closed the floor to nominations.

The Honorable Tommy Swaim moved, seconded by Alderman Elliott to re-appoint Alderman Ray as Chairman for 2014. Motion Carried.

Deviation in agenda

Alderman/Chairman Ray asked the Commission to suspend the rules to place an item of the agenda, explaining that Commissioner Hurley has an item that needs discussion.

The Honorable Tommy Swaim moved, seconded by Alderman Elliott to suspend the rules and to place the item of business on the agenda.

Alderman/Chairman Ray stated that the item of business is Department of Transportation highway signage for the Shooting range.

Motion Carried.

At this time, Alderman/Chairman Ray asked Recording Secretary Wilmoth to address the Commission regarding this item of business.

Recording Secretary Wilmoth related that Commissioner Hurley would like for the Department of Transportation to place directional signage to the Shooting Range, explaining that the application fee is \$35.00, the installation fee is \$80.00 per sign and is determined by the Department of Transportation, and the annual maintenance fee is \$200.00 per sign.

In response to a question from Alderman Elliott, Director House replied that they requested approval for the City to create and install signage but the Arkansas Highway and Transportation Department denied the request.

Commissioner Hurley confirmed that the signage would be included on the local attractions sign on the highway, noting that the Museum is already listed on the sign. He explained that the sign would direct traffic off of the interstate and depending on how far off the interstate the attraction is, another smaller sign would further direct to the attraction. He stated that he would like to have signage on the Main Street exit, explaining that when you gps the Shooting Range, it directs off of the Air Base exit which bypasses Main Street. With signage, traffic would be coming from both directions.

Director House stated that the Arkansas Game & Fish directs north bound traffic off of the Main Street exit and south bound traffic off of the Air Base exit.

Commissioner Hurley related that it is relatively inexpensive advertising, explaining that every vehicle that is traveling down 67/167 will see the signage.

It was noted that two signs would be \$560.00 per year.

The Honorable Tommy Swaim stated that the need to work with the Arkansas Game & Fish Commission at every opportunity that the Commission has and this is a way to help do some things together and will hopefully help visitors get to the Shooting Range.

Discussion ensued.

The Honorable Mayor Swaim moved, seconded by Alderman Elliott to expense the funds needed to obtain signage Arkansas Highway and Transportation local attraction signage for the Shooting Range. Motion Carried.

It was noted that the recent inclement weather caused a decline in revenues.

ANNOUNCEMENTS:

Recording Secretary Wilmoth informed the Commission that the Museum will be hosting "A Night at the Victory Canteen" dinner and auction fundraiser on March 8th.

ADJOURNMENT:

Chairman/Alderman Ray adjourned the meeting at 6:23 p.m., next meeting March 17 2014.

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, April 21, 2014. Alderman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioner Ray Patel, Alderman Kenny Elliott, and the Honorable Tommy Swaim answered roll call. Chairman/Alderman Ray also answered roll call and declared a quorum. Present (4), Absent (3) Commissioners Andy Patel, Dee Lawrence, and Jim Hurley were absent.

Others present for the meeting included: City Attorney Robert Bamburg, Recording Secretary Nikki Wilmoth, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Sells Agency CEO Mike Sells, Sells Agency Account Executive Kristen Burgeis, Sells Agency Public Relations Account Executive Kathryn Heller, and Rick Kron with The Leader newspaper.

MINUTES:

Alderman Elliott moved, seconded by the Honorable Tommy Swaim to approve the minutes of the February 14, 2014 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for March, noting total assets of \$591,929.00, including \$250,648.00 in investments. She related that there is an estimated \$30,142.00 in accounts payables. She reported revenues of \$126,257.00 and expenditures of \$21,237.00, leaving an excess of revenues over expenditures in the amount of \$105,020.00.

She noted February hotel/motel gross receipts of \$161,501.00, which is a 7% decrease compared to last year. She related that there is one hotel that has not remitted payment for February. She stated that the gross receipts for January have been adjusted; noting gross receipts of \$202,183.00 compared to January 2013 gross receipts of \$200,479.00, which is a slight increase. She also reported February prepared food tax gross receipts of \$3,004,615.00, which is a 4% decrease from last year. She noted that there are two convenience stores, two restaurants, and one donut shop that have not reported for February. She stated that the January prepared food tax gross receipts did not increase when compared to the previous year. She noted overall gross receipts of \$3,166,116.00, which is an overall decrease of 4% compared to last year. She related that with the upcoming softball and baseball tournaments and the Shooting Range, the hotels are booked for May which should improve May revenues.

In response to a question from Alderman Elliott, Commissioner Ray Patel replied that he has received some reservations, explaining that last year reservations were up during the first three months of the year but declined in the summer. He stated his hope that this year will be different.

Alderman Elliott moved, seconded by the Honorable Tommy Swaim to approve the March financial report as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency Account Executive Kristen Burgeis related that they have recently completed the Shooting Range pamphlet, explaining that a more inclusive brochure will be completed when photography is obtained. She presented the media plan for 2014, which is included in budgeted funds. She pointed out that \$2,500.00 has already been spent on the Vietnam Veterans' Day event to increase attendance. She stated that there is an amount allocated to FestiVille, occurring in September, with two weeks of paid media leading up to the event. She related their recommendation of radio and print inserts similar to the one printed for Cabot Fest with an event layout and activities. She stated that the summer television campaign has a recommended start date of June and will end on July 5th, which will cover the Big Bang on the Range event. She explained that they wanted to be sure that everything that Jacksonville has to offer is highlighted, adding that the commercial highlights a lot of summertime activities. She pointed out that the commercial will be run in the Jonesboro market, explaining that for the last few years the commercial was run in the central market and while that is great, there is a need to draw in people who are coming into the area who need a place to stay and play. She stated that there is a need to let people know that if they are coming into Little Rock for an event, Jacksonville has amenities to offer for a reasonable cost. She noted that there is \$15,000.00 allocated for Shooting Range promotion, explaining that they will be coordinating and making sure that the funds are spent efficiently and effectively.

Sells Agency CEO Mike Sells stated that he would like to add to the City's Shooting Range main page links to the hotel/motel, restaurant, and "things to do" pages on the A & P Commission's website. He explained that this is the main page that teams and coaches will be visiting to obtain information on the facility prior to arriving, adding that it is extremely important that they are able to obtain information on hotels, restaurants, and other things to do so that they won't feel the need to stay in Little Rock when they come for a competition.

It was noted that the City's website is presently being converted with implementation later this month.

CEO Sells stated that regarding the summer television campaign, the Jonesboro market is one area where people are definitely going to travel through Jacksonville to get to Little Rock for an event so we need to let them know that Jacksonville is closer, more affordable, and the best place for them to stay.

OLD BUSINESS:

NEW BUSINESS:

1. \$1,000 Funding Request Jacksonville High School Booster Club

Alderman/Chairman Ray related that the Jacksonville High School Booster Club is requesting \$1,000.00 to purchase t-shirts and promotional items for the state softball/baseball tournaments. He then called for a motion, adding that the Commission has funds available.

In response to a question from Alderman Elliott, Parks and Recreation Director Kevin House responded that both the state softball/baseball tournaments will be held simultaneously with a total of 32 teams competing.

Alderman Elliott moved, seconded by the Honorable Tommy Swaim to approve the expenditure of \$1,000.00 to the Jacksonville High School Booster Club for state softball/baseball tournament t-shirts and other promotional items. Motion Carried.

Parks and Recreation Director House informed the Commission that the Shooting Range opened on the last weekend in January. He related that last Saturday, 10,617 rounds were shot, noting that they were closed for Easter. He stated that they have held tournaments for the last two weekends, explaining that the twelfth was an ATA (Amateur Trap Association) tournament with 145 shooters, shooting in three disciplines, with 300 shots each that day. The 19th was the Ducks Unlimited tournament, relating that they have offered to donate half the funds raised from the tournament back to the Shooting Range to use for furniture or other facility needs. He noted that there were 390 shooters competing Saturday morning. He stated that out of the 390 shooters competing, 350 of them were children. He related that there were 910 rounds shot with the tournament ending at 2:00 p.m. He stated that he has received lots of positive compliments and very few minor complaints. He related that some of the ATA shooters began shooting on Friday prior to the tournament, adding that the tournament ended at 5:00 p.m. on Saturday. He stated that some of the shooters who competed on Saturday came back on Sunday to shoot some more rounds before leaving town and paid for an additional 10 rounds.

The Honorable Tommy Swaim asked if it would be beneficial to put down some traffic counters in the area and Director House agreed that it would be a good thing to do.

Director House noted that the directions for individuals coming north bound are to get off at the Air Base Exit and south bound to get off at the Main Street Exit, which allows traffic to pass through town. He further noted that the Arkansas Highway and Transportation Department has denied directional signs in their right-of-ways.

It was noted that the attraction signage application has been submitted with no response at this time.

In response to a question from Alderman/Chairman Ray, Director House responded that the Shooting Range tournaments sell themselves with one to two tournaments being held each month. He related that the board is really pushing to have the state tournament at the Shooting Range next year and they already have the zone shoot. He noted that this is the first time that the ATA has given a zone shoot to a first year gun club, which will be held in July and will be a three day event. He related that the problem will be getting shooters to shoot on Wednesday, Thursday, and Friday, adding that presently they are really busy because the school teams are practicing. He stated that summertime will be when they will need promotion. He related that he has received a call from Little Rock Tours to bring over forty people who will need renter guns and will be buying ammo as a tour. He noted that the Channel 4 and Channel 16 morning shows will be broadcasting from the Shooting Range on Wednesday.

It was noted that corporate clients can be accommodated during the week for daily rentals for corporate events.

2. Budget Request Update

Recording Secretary Wilmoth stated that the Commission is not receiving revenue and expenditure reports timely from the entities that have received funding by the Commission. She expressed the need to have these reports so that the Commissioners can review them for accountability on how appropriated funds were spent.

Alderman/Chairman Ray stated that funding requests should be filled out properly with all documentation submitted as requested on the funding request form.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements to include the Grand Opening of the Arkansas Game & Fish Shooting Sports Complex, the seasonal opening of the Jacksonville Farmers' Market, the Reed's Bridge Symposium, the "School's Out" event at Splash Zone, the season opening of Splash Zone, and the Pool Side Cutie Contest at Splash Zone.

Alderman/Chairman Ray related that there would not be a meeting in May because Recording Secretary Wilmoth will be out of town on business. He stated that if there is a need for an emergency meeting, he will notify everyone.

ADJOURNMENT:

The Honorable Tommy Swaim moved, seconded by Alderman Elliott to adjourn the meeting. Motion Carried.

Chairman/Alderman Ray adjourned the meeting at 6:30 p.m., next meeting June 16, 2014.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
June 16, 2014

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, June 16, 2014. Alderman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Dee Lawrence, Jim Hurley, Alderman Kenny Elliott, and the Honorable Tommy Swaim answered roll call. Chairman/Alderman Ray also answered roll call and declared a quorum. Present (7), Absent (0)

Others present for the meeting included: City Attorney Robert Bamburg, Recording Secretary Nikki Wilmoth, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Sells Agency Account Executive Kristen Burgeis, Sells Agency Public Relations Account Executive Kathryn Heller, Mayor Fletcher, Tommy Dupree, Keith Weber, and Rick Kron with The Leader newspaper.

MINUTES:

Alderman Elliott moved, seconded by Commissioner Andy Patel to approve the minutes of the April 21, 2014 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for May, noting total assets of \$636,132.00, including \$250,722.00 in investments. She related that there is an estimated \$69,413.00 in accounts payable. She reported revenues of \$265,318.00 and expenditures of \$116,146.00, leaving an excess of revenues over expenditures in the amount of \$149,172.00.

She noted April hotel/motel gross receipts of \$191,449.00, which is a 12% decrease compared to last year. She related that there is one hotel that has not remitted payment for April, which is approximately \$20,000.00. She reported April prepared food tax gross receipts of \$3,224,321.00, which is a 3% decrease from last year. She noted that there are four restaurants, three convenience stores, and one donut shop that have not reported for April, which is approximately \$159,980.00. She noted overall gross receipts of \$3,415,770.00, which is an overall decrease of 4% compared to last year.

Commissioner Andy Patel moved, seconded by the Honorable Tommy Swaim to approve the May financial report as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency Account Executive Kristen Burgeis stated that they are presently working with Parks personnel regarding advertising for the Big Bang on the Range event. She related that recently they have been focused on the Shooting Range and photography. She stated that they are watching website traffic, especially this summer, explaining that website traffic has doubled from 2013 to 2014. She stated that the majority of the traffic is going to “where to eat”, “where to stay” and Splash Zone. She related that website content will be reviewed and updated as needed and all links are accurate. She noted that the summer television campaign in Northeast Arkansas and has been running for eleven days. She noted a 12% increase in website traffic from the Jonesboro area.

Sells Agency Public Relations Account Executive Kathryn Heller reviewed the media plan for Big Bang on the Range that included a news release, media alert, event calendars, and a social media event calendar. She explained that the social media event calendar could be beneficial for this event because it is the inaugural event. She related that the calendar would include both posts and a suggested schedule for when to post information that could be used by more than one entity.

OLD BUSINESS:

NEW BUSINESS:

1. \$15,000.00 Funding Request Reed’s Bridge Preservation Society

Chairman/Alderman Ray related that the Reed’s Bridge Preservation Society is requesting \$15,000.00 to finish purchasing land connecting to the battlefield site.

Mr. Tommy Dupree related that the Reed’s Bridge Preservation Society has a contract on a piece of land that lies along Cloverdale Road where the southern cannon set during the Battle of 1863 Reed’s Bridge. He stated that they have been negotiating with the owner for a couple of years and have had the property appraised. He noted funding commitments from Representative Jane English for \$50,000.00 and Representative Mark Perry for \$25,000.00 to purchase half of the property. He stated that Representative English changed her commitment from \$50,000.00 to \$25,000.00. He related that they are short \$30,000.00, explaining that he is requesting \$15,000.00 from the A & P Commission and \$15,000.00 from the City to purchase half the property this year and the other half in 2015.

In response to a question from the Honorable Tommy Swaim, he replied that the property is 5 acres total and they are purchasing 2.5 acres at this time for \$80,000.00.

He responded that they have a total of \$50,000.00 committed from Representatives English and Perry from the General Improvement Fund money that they receive.

Commissioner Andy Patel noted a decline in revenues.

Mr. Dupree stated that it seems like they get told that each other, adding that the Society has not requested major funding from the Commission in 15 years. He related that the Commission funded \$10,000.00 last year for the re-enactment, expressing his appreciation for the funding. He stated that this year, they received \$700.00 for the Symposium and \$1,200.00 for their event in the fall that will be coordinated with the Parks Department.

Chairman/Alderman Ray related that this request was in addition to the funding already approved in the budget, explaining that the land was adjacent to the Reed's Bridge Battlefield site. He related that all over the nation, they are trying to purchase all of the land related to different battlefield sites. He stated that he took the tour at Pea Ridge and was informed that they have 5,000 fenced acres.

Mr. Dupree stated that within the last four years, they have one piece of property on the National Registry besides the Battlefield property. He stated that the National Parks Service has established a new study to be approved by Congress for final approval, showing 3,300 acres within this Battlefield, which would be the equivalent to Prairie Grove. He stated that there are 700 acres for core area which is on the National Registry. He related that there is one cemetery on the National Registry and Bayou Meto Cemetery and Johnson Cemetery have been turned in. He stated that Carolyn Kent is working on obtaining a marker from the Historical Marker Program of the Sesquicentennial Commission. He related that a unit was formed in Grey Township called the Bayou Meto Hornets that were commissioned in November 1861 and went through two major battles and disbanded in 1862 and put into other units. He noted that six members of that unit are buried in the Bayou Meto Cemetery. He stated that it was the fourth unit infantry battalion. He related that the four trails that the state publicizes comes through Jacksonville, which are the Southwest Trail, Trail of Tears, Civil War battlefield routes, and Butterfield Stage Route. He stated that these trails are advertised and promoted by the Arkansas Heritage Department.

Chairman/Alderman Ray asked the Commission to table the item of business due to a funding deficit at this time. He then asked Mr. Dupree if the item of business could be further addressed at the next meeting of the Commission.

Mr. Dupree agreed.

Commissioner Andy Patel moved, seconded by the Honorable Tommy Swaim to table the item of business at this time. Motion Carried.

The Honorable Tommy Swaim requested some attendance figures.

Mr. Dupree stated that it would be difficult however; they do have a voluntary sign-in book on site.

The Honorable Tommy Swaim clarified that he wanted attendance from the events held.

Commissioner Jim Hurley questioned what difference the additional 5 acres would make, noting that \$16,000.00 an acre seems high to him.

Mr. Dupree stated that the property has been appraised and has a lot of frontage and service. He replied that in response to economic impact, you can't buy a battlefield and bring it here; it is an essential part of the overall program that is being presented.

Commissioner Hurley questioned if it would bring in enough visitors to make a big enough impact to offset the \$15,000.00 expenditure.

Mr. Dupree replied that all of the tourism sites work together. He stated that state tourism last year was \$5 billion with a potential increase to \$6 billion this year, so it will make a difference.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements to include the 17th Annual Fishing Derby and Olympic Day at the Boys' and Girls' Club.

ADJOURNMENT:

With no further business, Chairman/Alderman Ray adjourned the meeting at 6:43 p.m., next meeting July 21, 2014.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
September 15, 2014

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, September 15, 2014. Alderman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Jim Hurley, Alderman Kenny Elliott, and the Honorable Tommy Swaim answered roll call. Chairman/Alderman Reddie Ray also answered roll call and declared a quorum. Present (6), Absent (1) Commissioner Dee Lawrence was absent.

Others present for the meeting included: City Attorney Robert Bamburg, Recording Secretary Nikki Wilmoth, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Sells Agency Account Executive Kristen Burgeis, Sells Agency Public Relations Account Executive Kathryn Heller, Warren Dupree, and Rick Kron with The Leader newspaper.

MINUTES:

Commissioner Andy Patel moved, seconded by the Honorable Tommy Swaim to approve the minutes of the June 16, 2014 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for August, noting total assets of \$449,042.00, including \$250,817.00 in investments. She reported revenues of \$480,233.00 and expenditures of \$517,007.00, with a deficit of \$36,774.00.

She explained that gross receipts are the sales reported by the vendors, not amounts paid to the Commission. She related that vendors report for the month prior. She noted July hotel/motel gross receipts of \$248,586.00, which is a decrease of 8% compared to last year. She reported prepared food tax gross receipts of \$3,218,966.00, which is a decrease of 1% from last year. She noted overall gross receipts of \$3,467,552.00, which is an overall decrease of 1% compared to last year. She stated that all of the hotels have reported for the month of July. She noted that ten businesses have not reported, estimating total gross receipts of \$3,339,000.00, adding that the difference will be reflected on September's financial report.

Commissioner Andy Patel related that two of the hotels have recently changed ownership.

In response to a question from the Honorable Tommy Swaim, Finance Director Erkel replied that the businesses that have not reported are not new businesses.

She predicted that revenues will improve in the fourth quarter, explaining most of the budgeted expenditures have been expensed.

The Honorable Tommy Swaim moved, seconded by Alderman Kenny Elliott to approve the August financial report as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency Account Executive Kristen Burgeis related recent completion of the Shooting Range brochure, Visitor's Guide, and the Reed's Bridge brochure, adding that they should be in the Welcome Centers within the next month. She stated that they have been working on FestiVille, noting that the radio spot will begin airing on Thursday. She related that there will be a four-page insert in the Arkansas Democrat Gazette as well as The Leader newspaper featuring a map and a schedule of events for FestiVille next week.

She noted that website traffic for the four previous months in 2014 compared to 2013 is up 255%. She related that there is major traffic to the "where to eat" and "where to stay" pages. She replied that there were 2,700 visitors to the website in the four month period in 2013, compared to 9,850 visitors in 2014.

In response to a question from Commissioner Hurley, she replied that they are searching Splash Zone, Community Center, Dupree Park, along with the "where to eat", and "where to stay" pages.

Discussion ensued regarding website traffic and potential revisions to the website.

Commissioner Hurley noted a recent article in Wild magazine that was very complimentary of the Shooting Range.

Commissioner Hurley questioned the status of the attraction signs for the Shooting Range.

Parks and Recreation Director Kevin House stated that he met with a representative from the Arkansas Highway & Transportation Department and signed the paperwork. He related that the representative stated the Shooting Range needed a larger sign and would discuss it with his boss however, if not approved, would process the existing paperwork for the attraction sign, explaining that the paperwork was never processed. He related that Recording Secretary Wilmoth spoke with the representative last week and was informed that with the widening of Hwy 67/167, there may not be an attraction sign. He stated that he would be contacting the representative within the next week to follow up on the request.

Sells Agency Public Relations Account Representative Kathryn Heller related that the news release with the schedule for FestiVille was distributed last week and has been placed on all the community calendars throughout Central Arkansas to include the state tourism calendar, and the Arkansas.com calendar. She stated that they have also reached out to two different blogger networks, the Arkansas Women's Blogger Network and Little Rock Mommy Bloggers. She related that both entities are being used to disseminate both the press release and map in the hopes that some of the bloggers would cover the event and then attend with their families. She stated that they will be reaching out this week to television producers for both morning show coverage ideas and live coverage opportunities. She stated that they will probably be most interested in the early morning activities such as the fishing derby. She related that the week prior to the event, the final media release would be sent.

Discussion ensued regarding the radio stations that will be running the spot and the possibility of a live remote.

Chairman/Alderman Ray encouraged all of the Commissioners to attend.

Discussion ensued regarding entertainment and attendance.

Mr. Warren Dupree related that the "Stars and Stripes" golf tournament benefiting the Museum of Military History will be held on September 22nd.

OLD BUSINESS:

NEW BUSINESS:

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements to include FestiVille and the Living History Harvest Time and Political Rally.

ADJOURNMENT:

With no further business, Chairman/Alderman Ray adjourned the meeting at 6:30 p.m., next meeting October 20, 2014.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
November 17, 2014

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, November 17, 2014. Alderman Ray called the meeting to order at 6:10 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, Jim Hurley, Dee Lawrence, and Alderman Kenny Elliott answered roll call. Chairman/Alderman Ray also answered roll call and declared a quorum. Present (5), Absent (2) Commissioner Andy Patel and the Honorable Tommy Swaim were absent.

Others present for the meeting included: City Attorney Robert Bamburg, Recording Secretary Nikki Wilmoth, Mayor Gary Fletcher, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Warren Dupree, Jim Moore, Patrick Thomas, and Rick Kron with "The Leader" newspaper.

MINUTES:

Alderman Elliott moved, seconded by Commissioner Hurley to approve the minutes of the September 15, 2014 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for October, noting total assets of \$526,374.00 and a fund balance of \$423,825.00 including investments. She reported revenues of \$616,670.00 and expenditures of \$576,267.00. Revenues exceeded expenditures by \$40,403.00.

She related that the gross receipts are the sales reported by the vendors and not amounts paid to the Commission, adding that the reported amounts are for the month prior. She reported September hotel/motel gross receipts of \$281,733.00, prepared food tax gross receipts of \$3,047,445.00, and overall gross receipts of \$3,329,178.00. She noted year-to-date hotel/motel receipts were down 5% when compared to the previous year but were up 4% when compared to the same month. Prepared foods remained even and overall year-to-date gross receipts were even with a 1% increase in the monthly comparison.

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

OLD BUSINESS:

Chairman/Alderman Ray stated he hoped that no one was offended because the Commission has not been meeting monthly due to not having any business to discuss. He explained that he saw no reason to conduct a meeting when there is no business to discuss.

Commissioner Hurley agreed.

NEW BUSINESS:

1. Stage Update

Parks and Recreation Director Kevin House related that roughly six weeks ago, the LRAFB was using the stage for their Rocktoberfest event. He stated that the stage was set up on Friday and he talked them into letting him pick it up on Monday since there was no rental fee and to keep from paying overtime. He related that a storm came through Sunday night that blew the stage over thereby damaging the stage.

Commissioner Hurley questioned if the stage was covered under insurance.

Director House replied that there is liability insurance through the Municipal League insurance program.

Commissioner Hurley asked if there were estimates to repair the stage.

Director House replied affirmatively, stating that the first estimate was from Marshall Austin, who built the stage, in the amount of \$70,000.00. He further replied that a new stage would cost \$80,000.00.

Commissioner Hurley questioned how the Parks & Recreation Department was going to pay for it.

Director House related that he has another estimate from another local welder, Ronnie Tucker with R & R Manufacturing, who stated that he could repair the stage to its original condition for \$13,687.00.

Chairman/Alderman Ray asked if the repairs could be completed in-house.

Director House replied negatively, explaining that the repairs would require a lot of aluminum welding. He stated that he was photos on his cell phone for review, adding that he did not think to print them.

Commissioner Hurley stated that the stage has been a point of conversation at different times, first whether to purchase it or not and then the contract that someone has to sign when they use or rent it, and who does and does not pay. He related his assumption that at some point the decision was made that the Base did not have to pay a rental fee questioning if there is not some liability when they take possession of the stage. He further stated that it would seem to him that it is a matter of hooking it up to the truck isn't it?

Director House replied that it is a lot more complicated, to move the stage it has to be disassembled.

It was noted that the original cost was around \$80,000.00.

Commissioner Hurley questioned if they signed a contract.

Director House replied that contracts were handled through Recording Secretary Wilmoth but that they work together regarding scheduling. He stated that he did not know if there was a signed contract for this event.

Commissioner Hurley stated he had tried to get the Commission out of the stage rental business however, it was discussed but no one wanted to touch it.

Director House related that he has discussed it with Recording Secretary Wilmoth, explaining that it is a nightmare him and his department because everyone wants to rent the stage on a weekend or evening. He stated that there are a couple of options; one would be to not repair the stage. He related that the stage could be repaired without the canopy top for less than the estimated cost of \$13,000.00.

It was noted that the stage has lights up top and to not have a top would make the stage an unlit stage.

Director House stated that whatever decision is made, he would really like the Commission to consider getting out of the stage rental business. He related that his department has used the stage a lot more this year than in the past at the Shooting Range, FestiVille, and for other things, but is it worth the \$300.00 rental fee when factoring the overtime costs to set-up and take down the stage? He noted that if the event is a City event, there will be qualified staff available to set-up and take down the stage, adding that it would not be left overnight.

Chairman/Alderman Ray stated that allowing the Base to use the stage was a community-military relationship building event.

Commissioner Hurley stated that he would hate to see \$80,000.00 end up in the recycling center.

Chairman/Alderman Ray replied that the renter assumes responsibility for the stage however; the Commission assumes the responsibility for taking down and removing the stage. He stated that the answer would be for both parties to have insurance, explaining that he went to a Municipal League conference where there was a question/answer portion regarding insurance. He stated that the insurance representative recommended full coverage insurance versus liability only.

Director House stated that the renters could be required to have event insurance.

Chairman/Alderman Ray remarked that the stage is good for the community, recommending that the stage be repaired and to stay in the stage rental business for now. He added that once the stage is repaired, the matter could be discussed again.

Commissioner Hurley concurred with getting the stage repaired but not for \$70,000.00.

Director House stated that the storm damaged the roof and the cloth canopy, adding that it would be replaced and all of the damage would be repaired.

In response to a question from Commissioner Hurley, Finance Director Erkel stated that there are funds available to repair the stage this year.

Commissioner Hurley asked if there was anything that the Commission could do to ensure liability within the contract going forward.

City Attorney Bamburg replied that the contract could be changed to where the liability is totally on the lessee for the time period that they have the stage in their possession. He stated that in this case it was not an actual leasing situation but a community support matter.

Commissioner Hurley stated that he did not disagree because that is what the stage is for, adding that going forward the contract should be reviewed and a section added regarding liability as well as reviewing the insurance.

Discussion ensued regarding insurance and it was noted that the City maintains liability insurance to save on cost.

Commissioner Hurley asked that Finance Director Erkel check into the cost of full coverage insurance.

Commissioner Hurley moved, seconded by Alderman Elliott to expense \$13,687.00 to R & R Manufacturing to repair the stage. Motion Carried.

2. 2015 Budget

Chairman/Alderman Ray related that the budget sub-committee met recently to review the funding requests received, asking for additional information regarding the Keep Jacksonville Beautiful funding request for the north gateway project.

Jim Moore, Executive Director Keep Jacksonville Beautiful, stated that they are an affiliate of Keep America Beautiful and a non-profit organization. He related that they were able to move the south gateway sign, stating his opinion that it looks better, adding that they have received several compliments. He related that there is a place designated on the north end, which is close to the new Entergy location and has been plated by City Engineer Whisker. He provided the Commission with a printed copy of the sign, noting that it was a sample of the signage and not the one that was selected by Keep Jacksonville Beautiful. He related that presently there is only a small sign and they want to improve the area. He stated that Entergy has willingly given them space for the sign, adding that the area would need to be fenced so that they could get to it for maintenance and landscaping.

Chairman/Alderman Ray noted that the funding request was in the amount of \$37,500.00.

Mr. Moore stated concurred, adding that the amount did include some other projects that they want to accomplish in the upcoming year. He explained that they organize the annual "clean-up" campaign in Jacksonville involving various organizations and need to obtain supplies such as t-shirts and safety vests. He stated they would also like to have a cookout. He related that there are certain areas within the city that are chosen that are heavily traveled and have a lot of trash and debris.

He stated that especially now with the new school district and with new businesses coming to town, hopefully that will also bring new residents. He stated that they want to work hard to keep Jacksonville beautiful. He related that they also want to plant some beautification type trees around the Shooting Range area.

Commissioner Hurley questioned the cost for the north gateway project or something similar.

Mr. Moore replied that he did not have an exact figure and he would have to estimate the cost.

Commissioner Hurley stated that he would like to see an exact figure of what the project would cost, explaining that the Commission is somewhat limited in funding and revenues. He related that the Commission is trying to do what they can; explaining that part of the discussion was that the Commission could not fund the entire amount in 2015 but had discussed funding a portion in 2015 and subsequent funding until the project's completion. He stated that the project cost could be more than he realizes but that he couldn't see it being overly expense.

Mr. Moore stated that the south gateway sign was pre-fabricated, adding that they want to go with something that is less expense than a pre-fabricated sign. He further stated that he would get the cost information and provide it to Recording Secretary Wilmoth.

Chairman/Alderman Ray then reviewed the proposed budget for 2015, explaining that Finance Director Erkel has projected a two percent increase in revenues for 2015. He expressed his hope that it would happen. He stated that the sub-committee did its best to take the funds available and spread it out between all of the funding requests.

Alderman Elliott noted that the opening balance would be decreased by the amount funded for stage repair.

It was noted that the opening balance would decrease from \$40,000.00 to \$26,313.00.

Chairman/Alderman Ray continued reviewing the budgetary line items noting total administrative and fixed operational costs in the amount of \$32,275.00. He noted direct advertising and promotional costs of \$6,550.00. He then reviewed the special projects funded explaining that the LRAFB Open House line item in the amount of \$6,000.00 was funded prior to receiving information that instead of an Open House the Base will be having a Rodeo. He stated that it will be the 60th anniversary, explaining that a representative will be coming to speak to the Commission regarding potential funding. He noted that the \$180,000.00 Shooting Range line item is a commitment that the Commission has for the next three years. He related that the funding request for FestiVille was for \$43,400.00 however, the Commission could only fund \$20,000.00 at this time. Big Bang on the Range is funded at \$5,000.00. The Community Center 20th year anniversary at \$2,800.00 and the Splash Zone 10th year anniversary at \$3,800.00. He related that the funding request for the Shooting Range marketing would be handled through the Sells Agency. He stated that in reference to the anniversary funding requests, he asked Director House to come back to the Commission in the second quarter for possible additional funding dependent upon the revenues.

He then related that he has received several telephone calls from individuals who are under the misconception that the all of the revenues received are the Commission's funds to expense. He explained that by ordinance half of the revenues received go to the Parks Department to offset the deficit in their general fund budget.

Commissioner Hurley questioned if anyone has looked at obtaining grants to help complete the north gateway project.

Mr. Moore replied that he has not, explaining that a lot of the grants are almost impossible to obtain. He stated that they tried to obtain a grant for liter pick-up but it dropped down to \$500.00, which is all that they could apply for. He related that they have applied for some grants through Keep America Beautiful but have not been successful. He stated that they would try again but they do not have a grant writer on board which causes a problem. He expressed his desire to have Mr. Newport back, acknowledging his success with obtaining the eagle statues.

Alderman Elliott noted that Keep Jacksonville Beautiful's funded request was in the amount of \$10,000.00.

Commissioner Hurley stated that the funds were to be applied to the north gateway sign, adding that if the amount was not sufficient to cover the cost the Commission would budget the remainder in 2016 to complete the project.

Mr. Moore asked if they could come back before the Commission regarding the "clean-up" day this spring, explaining that they have some new ideas to get more participation from local people and organizations. He stated that they were also looking at more murals to put up. He expressed his appreciation for the funding received.

Chairman/Alderman Ray continued reading from the list of approved funding, Chamber of Commerce map printing \$3,045.00, Chamber of Commerce Washington fly-in \$2,000.00, Chamber of Commerce Highway Commissioner's dinner \$500.00, Chamber of Commerce eggs and issues breakfast \$500.00, Chamber of Commerce new teacher welcome \$1,000.00, Chamber of Commerce principal's luncheon \$800.00, and the Chamber of Commerce Champions of Academic Excellence luncheon \$2,000.00. Reed's Bridge \$2,139.00, Boys and Girls Club Christmas parade \$1,200.00, Boys and Girls Club annual banquet \$6,000.00, Boys and Girls Club summer program \$1,100.00, and the Boys and Girls Club after school program \$1,100.00. The Museum of Military History operational budget \$40,000.00, Museum of Military History welcome home Vietnam veterans' event \$6,500.00, the Museum of Military History living history exhibit \$6,000.00, the advertising and marketing campaign \$100,000.00, and the Governor's Conference on Tourism \$600.00.

He related that the grand total budgeted is \$865,819.00.

Alderman Elliott noted that the budget is now out of balance due to the decrease in the opening balance. He confirmed with Finance Director Erkel that there is a \$1,000.00 budget deficit and that there will be no unbudgeted funds. He added that the only way additional funding could be considered would be an increase in revenues.

Discussion ensued.

City Attorney Bamburg noted that if round figures were used, the Commission would need to cut \$14,000.00 out of the budget.

Alderman Elliott stated that if the Commission utilizes the budgeted/undesignated funds of \$12,501.00, would it not be the difference between that amount and the amount budgeted to repair the stage?

Finance Director Erkel agreed.

Alderman Elliott related that the Commission is not looking to cut \$14,000.00 but to only cut \$1,500.00, adding that there would not be a reserve.

Commissioner Hurley questioned if a motion could be made to not fund the stage repairs which would then leave the budget as presented.

Discussion ensued regarding which line item to reduce.

Chairman/Alderman Ray suggested reducing the amount of the LRAFB Open House line item by \$1,500.00.

Finance Director Erkel stated that if the Commission utilizes the unbudgeted/undesignated funds of \$12,501.00, the Commission would still need to cut an additional \$1,500.00.

It was the consensus of those present to reduce the LRAFB Open House line item from \$6,000.00 to zero to balance the budget.

Alderman Elliott moved, seconded by Commissioner Hurley to approve the 2015 budget as proposed and amended. Motion Carried.

In response to a question from Commissioner Hurley, Finance Director Erkel replied that the certificates of deposit are already included in the fund balance.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements to include the 37th Annual Holiday Craft and Gift Sale, the 57th Annual Christmas Parade, and the Holiday Lighting Ceremony.

ADJOURNMENT:

With no further business, Chairman/Alderman Ray adjourned the meeting at 7:00 p.m., next meeting January 20, 2015.