

**CALL TO ORDER:**

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Tuesday, January 17, 2017. Alderman/Chairman 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, Billy Hall, and Alderman Elliott answered roll call. Chairman/Alderman Ray also answered roll call and declared a quorum. Present (4), Absent (2) Commissioners Andy Patel, 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, Mayor Gary Fletcher, Mike Kish, and Warren Dupree.

**MINUTES:**

**Alderman Elliott moved, seconded by Commissioner Hall to approve the minutes from the December 19, 2016 meeting as presented. Motion Carried.**

**FINANCIALS:**

Finance Director Cheryl Erkel presented the financial report for December noting total assets of \$498,710.00 of which \$201,131.00 are investments. She reported total revenues of \$772,608.00 and expenditures of \$741,514.00, which is an excess of \$31,095.00. She stated that the report is incomplete, explaining that there are revenues that have been received in January but will be reported as December revenues.

She reported November hotel/motel gross receipts of \$174,382.00, which is a 1% increase regarding the year-to-date comparison and a 14% decrease regarding the current month comparison. She also reported prepared food tax gross receipts of \$2,991,878.00, which is an increase of 2% regarding year-to-date comparison and a 2% decrease for the current month comparison. She noted overall gross receipts of \$3,166,260.00, which is an increase of 2% regarding the year-to-date comparison and a 3% decrease for the current month comparison.

**Commissioner Hall moved, seconded by Alderman Elliott to approve the financial report as presented. Motion Carried.**

**SELLS AGENCY REPORT:**

Chairman/Alderman Ray related that Ms. Burgeis was unable to attend tonight's meeting explaining they are in the 2017 planning process. He then recognized Recording Secretary Wilmoth to provide a brief update regarding finished business for 2016.

Recording Secretary Wilmoth noted that the Sells Agency recently completed a quarter page ad regarding the Chinese New Year event. She explained that the City had been given advertising space and the Mayor's office requested that an ad be created.

Chairman/Alderman Ray stated that Ms. Burgeis would be present at the next meeting with a yearly plan.

**OLD BUSINESS:**

He noted receipt of a letter of resignation from Commissioner Lawrence citing scheduling conflicts that interfere with Commission meetings. He stated that the Mayor's office and the City Council would be looking for a replacement from the food industry.

City Attorney Bamburg pointed out that the Commission has the privilege to make a recommendation to the City Council for appointment but it is not a requirement of the Commission.

**NEW BUSINESS:**

**1. \$3,800 Funding Request "Welcome Home Vietnam Veterans" event.**

Chairman/Alderman Ray noted that the event is scheduled for the last Saturday in April and then recognized Parks and Recreation Director Kevin House.

Director House stated that he received the funding request from Recording Secretary Wilmoth without much notice. He related that last year the funding for this event was handled through his Department, noting that this request is from the Museum of Military History and not his Department. He stated that it is not his decision whether the Commission funds the event or not however, based on what the Commission has asked of his Department in the past, this request does not follow that.

Chairman/Alderman Ray recommended funding the request in full through the Parks and Recreation Department.

City Attorney Bamburg pointed out the Commission has funded this event in the past through the Parks and Recreation Department. He related that the Parks and Recreation Department did a contract with the Museum of Military History to manage and operate the event. He stated that there were certain funding amounts and the contract was specifically drawn as to what was going to be required for the event. If the Commission is going to consider funding this event again the best protected way for the Commission to do that is to again fund it by the Parks and Recreation Department managing it and the Museum conducting it in the manner that is described within a contract and the funding going through the Parks and Recreation Department to the Museum.

Director House related that last year when it was discussed, it was decided that the Parks and Recreation Department would remit payment off of invoices received which is not what happened.

He stated that the Museum remitted payment and then requested reimbursement from the Parks and Recreation Department.

City Attorney Bamburg stated that the Parks and Recreation Department should be remitting payment based on invoices received which is what the contract required.

Chairman/Alderman Ray asked the Museum representatives to meet with the Parks and Recreation Department and the City Attorney to formalize a request and contract for this event to be presented to the Commission at the February meeting.

**Alderman Elliott moved, seconded by Commissioner Hall to table the item of business until the February meeting. Motion Carried.**

**ANNOUNCEMENTS:**

**ADJOURNMENT:**

With no further business, Chairman/Alderman Ray adjourned the meeting at 6:20 p.m., next meeting Tuesday, February 21, 2017.

**CITY OF JACKSONVILLE, ARKANSAS**  
**Advertising and Promotion Commission**



**A & P Commission**  
**Regularly Scheduled Meeting**  
**April 17, 2017**

**CALL TO ORDER:**

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, April 17, 2017. Chairman/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, David Bush, Jim Hurley, Billy Hall, and Alderman Kenny Elliott 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, Mike Kish, Warren Dupree, Drew Finkbeiner, Sells Agency Vice-President & Director of Account Services, and Rick Kron with "The Leader" newspaper.

Chairman/Alderman Ray related that the Commission has a service award to present to Ms. Lawrence, noting that she was unable to attend the meeting. He expressed the Commission's appreciation and gratitude for her years of service and asked Commissioner Hurley to deliver her plaque.

**MINUTES:**

**Commissioner Andy Patel moved, seconded by Alderman Elliott to approve the minutes from the January 17, 2017 meeting as presented. Motion Carried.**

**FINANCIALS:**

Finance Director Cheryl Erkel presented the financial report for March noting total assets of \$412,075.00 of which \$201,372.00 are investments. She also noted total liabilities of \$33,319.00. She reported total revenues of \$128,681.00 and expenditures of \$218,414.00, which is a deficit of \$89,733.00.

She reported February hotel/motel gross receipts of \$195,641.00, explaining that this amount is what the hotels have reported however, the Commission only receives two percent. She noted a 16% decrease regarding the year-to-date comparison and a 12% decrease regarding the current month comparison. She also reported prepared food tax gross receipts of \$3,095,837.00, which is a decrease of 6% regarding year-to-date comparison and an 11% decrease for the current month comparison. She noted overall gross receipts of \$3,291,478.00, which is a decrease of 7% regarding the year-to-date comparison and an 11% decrease for the current month comparison.

Alderman Elliott noted that not only are the Commission's revenues down but that the city and county sales tax revenues have also declined.

Director Erkel stated that she could not explain the decline but speculated that it may be due to recovery from the holidays.

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

**SELLS AGENCY REPORT:**

Mr. Finkbeiner related that he is filling in for Ms. Burgeis, explaining that she is presently on maternity leave. He related that due to a scheduling conflict Mr. Sells could not be present, adding that he will be at the next meeting. He presented the 2017 media plan, stating that the goal this year was to find a balance between digital and print media. He explained that they wanted to keep the digital media going since that is the trend but a print piece has been added to the plan for the publication Local. He explained that this publication is distributed in the Central Arkansas area. He stated that digitally, there is an addition for FestiVille Facebook advertising. He stated that it would be either news feeds or column ads, depending on the access to the Facebook account; news feed would definitely be the preferable option. He noted Pandora advertising for Big Bang on the Range and FestiVille explaining, that it would be the audio everywhere package. He stated that not only would an audio spot be served but an online display ad as well to mobile and desktop devices.

In response to a question from Commissioner Hurley, Mr. Finkbeiner replied that Pandora and Facebook are both geo-targeted. He related it would be targeted to the county level which would include Lonoke, Prairie, Saline, and White counties.

Commissioner Hurley questioned the effectiveness of the television campaign in Northeast Arkansas, asking if the hotels or Parks is seeing an influx of people from that area.

Commissioner Andy Patel then questioned how the Agency computes the effectiveness of the advertising and how they determine when to make changes.

Mr. Finkbeiner replied that from a digital standpoint it can be tracked back to the analytics, adding that Mr. Sells could explain the website analytics in depth. He stated that regarding television, the Agency is purchasing target rating points, explaining that if one point represents one percent of the audience, the Agency can purchase three hundred points and, in theory, the consumer could be reached three times. He stated that there is no way to specifically tie anything back to a television ad but he could say that by doing an organic analytic search if there is an increase in traffic from that area, one could make the assumption that the ad played a part. He stated that the best thing the Agency can do is to monitor the analytics, converse with others in the tourism industry regarding reservations and foot traffic received, and look at the HMR numbers.

Commissioner Andy Patel questioned how the Agency chooses which market to advertise in and the effectiveness of the advertising. He also questioned how the Agency targets markets like Conway, which is one of the fastest growing markets.

Chairman/Alderman Ray commented that he had spoken to the Mayor of Jonesboro at a recent meeting who confirmed that Jacksonville's ad was televised in their area. He noted that the ad was targeted to individuals traveling to Little Rock from Jonesboro to stop and visit Jacksonville.

Commissioner Andy Patel reiterated his question regarding how changes are determined to the areas being marketed.

Mr. Finkbeiner related discussion regarding online display ads presented in the Central Arkansas area. He stated that nothing in the media plan is "set in stone".

Commissioner Andy Patel requested that the last three years of media plans be available at the next meeting for discussion.

**OLD BUSINESS:**

Recording Secretary Wilmoth noted that due to current construction on 67/167, the City's billboard cannot be seen due to the barricades. She related ongoing discussion with Lamar regarding this issue and the impact regarding wraps for upcoming events, explaining that the Mayor signs the contract and therefore his office is handling this matter. She also related that the billboard contract has increased this year and the line item will need to be addressed to compensate for the increase.

Discussion ensued.

Chairman/Alderman Ray welcomed Commissioner Bush to the Commission.

Commissioner Bush stated that he came to Arkansas from Southeast Asia and worked at Remington for twenty-five years and retired in 1997. He related that he originally had "The Hook" restaurant from 1985-1997, when he sold it and retired. He stated that due to some unforeseen circumstances, he went back to work, adding that he loves Jacksonville and the people.

**NEW BUSINESS:**

**1. \$11,070.00 Funding Request for "Welcome to Jacksonville" sign**

Chairman/Alderman Ray noted that Director Oakley was unable to be present for the meeting, explaining that he is asking for \$11,070.00 to install a sign on the Hwy 67/167.

It was noted that the City is responsible for "Welcome to Jacksonville" signage.

Director House related that the request is to redo the northbound sign.

**Alderman Elliott moved, seconded by Commissioner Hurley to approve the \$11,070.00 expenditure for the “Welcome to Jacksonville” sign. Motion Carried.**

**2. \$6,132.00 Funding Request for Temporary Fencing for Dupree Park**

Director House related that they have started utilizing field five, which is the old North Pulaski High School baseball field for softball tournaments. He stated that by doing so, it has given his department six softball fields that can be played on, adding that they are one of the only parks in Central Arkansas with six fields and are attracting large tournaments. He related that the temporary fencing that is presently out there is just not working. He explained that then fencing would be a temporary chain link that is very durable and will last for several years. He added that he would eventually like to have all of the fencing be this product. He stated that they have had one tournament with over sixty teams, adding that it makes a big difference having the sixth field.

Commissioner Hurley noted that he has seen several vehicles at Dupree Park on the weekends, questioning if there are any “hard numbers” regarding tournaments.

Director House stated that they have not increased the number of tournaments but are keeping track of the number of teams and individuals present.

Commissioner Hurley stated that it should translate into increased revenue for the hotels and restaurants in the area. He related that since the reports are running thirty days behind, there has been some impact, adding that his restaurant is not trending negatively and he has not seen any restaurant closures.

Discussion ensued.

Director House confirmed that he is requesting funding for temporary fencing that can be moved from field to field, explaining that the outfield fencing distance can change by age group and sport.

**Commissioner Hurley moved, seconded by Commissioner Hall to approve the expenditure of \$6,132.00 for temporary fencing for Dupree Park. Motion Carried.**

**3. \$1,400.00 Funding Request “Welcome Home Vietnam Veterans” Event**

Mr. Warren Dupree related that this is the Museum’s annual event. He stated that the requested amount has decreased because they are able to reuse signage, noting that this is the sixth year of the event. He explained that the request this year is for replacement signage and banners, the rental of sound equipment, portable toilets, and gift baskets. He stated that in the past the Commission has funded the dinner that is held on the grounds, explaining the Museum likes to pay for the meals for the Vietnam veterans and their spouses, which is not included in this year’s request. He related his understanding that the Commission was unable to fund the dinner so they are looking at an alternate source of funding.

In response to a question from Commissioner Andy Patel, Mr. Dupree replied that they have had visitors come from Missouri, Illinois, Oklahoma and Arizona. He related that as an event, this one has been downscaling each year, not from a lack of enthusiasm, but because of increasing participation of other communities in this program.

He noted that the Museum was one of the very first entities in this part of the country to hold one of these events. He stated that there are people from all over the region who attend but primarily it is Arkansans and their families. He noted that the event has good promotion in the veterans' magazines such as the VFW magazine and they have received national promotion each year.

Commissioner Andy Patel requested that any events funded by the Commission be recognized in promotional materials.

**Commissioner Andy Patel moved, seconded by Alderman Elliott to approve the expenditure of \$1,400.00 to the Parks' Department for the Vietnam Veterans event. Motion Carried**

In response to a question from Commissioner Hurley, Director House replied that they do have a "welcome" package that includes a map, visitor's guide, and tournament brochure. He added that it is sometimes difficult to get the information to the team beforehand as the teams will register the week of the tournament. He stated that he was working on some promotional items within his Department regarding the possibility of a "sponsor hotel" and potentially working with area restaurants to offer discounts for tournament participants.

Discussion ensued.

**ANNOUNCEMENTS:**

Recording Secretary Wilmoth read the announcement of the upcoming Vietnam Veterans event.

**ADJOURNMENT:**

With no further business, Chairman/Alderman Ray adjourned the meeting at 6:43 p.m., next meeting Monday, May 15, 2017.

**CITY OF JACKSONVILLE, ARKANSAS**  
**Advertising and Promotion Commission**



**A & P Commission**  
**Regularly Scheduled Meeting**  
**May 15, 2017**

**CALL TO ORDER:**

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, May 15, 2017. Alderman/Chairman 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, Jim Hurley, Billy Hall, and Alderman Elliott answered roll call. Chairman/Alderman Ray also answered roll call and declared a quorum. Present (5), Absent (2), Commissioners Andy Patel and David Bush 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, Mayor Gary Fletcher, Sells Agency CEO Mike Sells, Sells Agency VP, Director of Account Services Drew Finkbeiner, William House, Warren Dupree, and Rick Kron with "The Leader" newspaper.

**MINUTES:**

**Alderman Elliott moved, seconded by Commissioner Hurley to approve the minutes from the April 17, 2017 meeting as presented. Motion Carried.**

**FINANCIALS:**

Finance Director Cheryl Erkel presented the financial report for April noting total assets of \$457,599.00 of which \$201,372.00 are investments. She reported total revenues of \$208,864.00 and expenditures of \$254,080.00, which is a deficit of \$45,216.00.

She also reported March hotel/motel gross receipts of \$278,869.00, which is a 7% increase regarding the year-to-date comparison and a 28% increase regarding the current month comparison. She noted prepared food tax gross receipts of \$3,765,266.00, which is a decrease of 2% regarding year-to-date comparison and a 2% increase for the current month comparison. She noted overall gross receipts of \$4,044,135.00, which is a decrease of 2% regarding the year-to-date comparison and a 3% increase for the current month comparison.

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

**SELLS AGENCY REPORT:**

CEO Mike Sells related that Drew Finkbeiner and John Hodges, who have both worked for the Agency for over a decade, are now partners in the business. He stated that in approximately seven years, he will be working for them. He presented two media plans for the Commission's consideration. He related that regarding tourism marketing for a destination like Jacksonville, one of the things the Agency can't do regarding the website, is to sell a product. In other words, the Agency is unable to directly link traffic to the website to receipts in a restaurant or hotel. He stated that if traffic can be driven to the website to increase interest in coming and staying in Jacksonville and information obtained regarding accommodations and attractions, they will frequently take the next step and do what they have researched. He explained that it indicates interest for them to go to the website from advertising, public relations, or any other perspective. Also, when looking at the geographic statistics, the Agency can tell what type of person they are and what their interests are. He then presented a two-year trend line report from January 01, 2015 to December 31, 2016, explaining that it contains a pattern of traffic that is reflective of the Agency's pattern of marketing spent. He noted that the majority of the advertising and marketing budget has been spent on external advertising in the summer months. He stated that on the media flow chart it is referred to as the summer television or summer branding, which also includes some advertising for Big Bang on the Range and FestiVille which falls within the same timeframe. He noted an increase in website traffic during the months of June, July and August. He related that the majority of website traffic reported was from Jonesboro, Little Rock, Dallas TX, Cabot, Memphis TN, Nashville TN, Houston TX and North Little Rock. He presented a secondary report from last summer's promotion which indicates that the vast amount of traffic was from Jonesboro. He explained that regarding the two-year timeline report, there were 2,399 sessions from Jonesboro, 2,223 happened in June, July and August. He noted that a significant television broadcast campaign and online pre-roll spots were run in Jonesboro during that timeframe. He related that the Agency only ran broadcast television in 2015. He stated that online pre-roll buys have advanced and the Agency's ability to target them has increased, the Agency has been increasing its buys to a clientele range of 60% to 40% television versus online pre-roll buys. He explained that what is driving that is the number of commercials that are being watched on iPhones and the decrease in the number of people watching broadcast television commercials. He provided another report which reflects last summer's promotion only, explaining that it includes the metropolitan statistical area of Jonesboro. He stated that the Memphis, TN statistical information was inclusive in the same media buy, explaining that the Agency purchased Jonesboro and the counties surrounding which included the Memphis metropolitan statistical area. He noted that there are several counties in Arkansas that are included in the Memphis DMA. He then presented a report that reflects the top-ten webpages that are most frequented on the website during the same timeframe. In response to a question, he explained that a bounce-rate is the amount of time spent on a webpage. He stated that regarding destination marketing, an overall bounce rate of 67% is in the acceptable range. He related that when a pre-roll commercial is run it is clickable and takes the reader to a specific webpage that gives the reader the information that they want and provides a call to action link. He noted that the top three were Big Bang on the Range, Dining, and Where to Stay webpages. He also noted that 32% of people that visited the home page also went to other pages on the website.

He stated his hope that the information provided would be insightful regarding where to place summer advertising funds in 2017.

He added that regarding the two media plans presented earlier, the first plan contains one change of a later start date of the last item listed from May to the first week of June. The second media plan within section two contains a change regarding the summer television buy. He explained that the first media plan contains a television buy in the Jonesboro market and online pre-roll in Central Arkansas. The second media plan takes out the broadcast television and includes online pre-roll in Northeast and Central Arkansas. In response to a question, he replied that according to Nielson, data broadcast television still delivers to more viewers than online pre-roll however, it is unknown how many of those viewers are skipping the commercials or the number of people watching the show. He stated that when a pre-roll is purchased, there is a higher likelihood that the commercial will be viewed and it can be statistically tracked. He noted that if there were unlimited funds, he would strongly suggest doing both. He recommended that the Commission select the second media plan because it will be easier to track results.

Chairman/Alderman Ray endorsed the second media plan. He stated that since the Commission could not fund other entities as it has done in the past, he suggested the possibility of including both television and pre-roll purchases this year.

Discussion ensued.

**Commission Hurley moved, seconded by Alderman Elliott to approve the second media plan as presented. Motion Carried.**

**OLD BUSINESS:**

**NEW BUSINESS:**

**ANNOUNCEMENTS:**

Mr. Warren Dupree related that the Museum of Military history will host its annual Heritage Day on May 25th which will include free admission, a movie and lunch.

**ADJOURNMENT:**

With no further business, Chairman/Alderman Ray adjourned the meeting at 6:35 p.m., next meeting Monday, June 19, 2017.

**CITY OF JACKSONVILLE, ARKANSAS**  
**Advertising and Promotion Commission**



**A & P Commission**  
**Regularly Scheduled Meeting**  
**October 23, 2017**

**CALL TO ORDER:**

The Jacksonville A & P Commission met in the Mayor's conference room on Monday, October 23, 2017. Councilman/Chairman 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, Billy Hall, and Councilman Elliott answered roll call. Councilman/Chairman Ray also answered roll call and declared a quorum. Present (5), Absent (2), Commissioners Jim Hurley and David Bush 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, Parks and Recreation Marketing & Programs Manager Marlo Jackson, Sells Agency Account Executive Kristen Burgeis, and Jacksonville Museum of Military History Operations & Collections Manager Warren Dupree.

**MINUTES:**

**Councilman Elliott moved, seconded by Commissioner Hall to approve the minutes from the May 15, 2017 meeting as presented. Motion Carried.**

**FINANCIALS:**

Finance Director Cheryl Erkel presented the financial report for September noting total assets of \$525,536.00 of which \$151,841.00 are investments. She noted total liabilities of \$34,618.00, reporting total revenues of \$574,297.00 and expenditures of \$552,352.00, which is an excess of \$21,946.00.

She also reported August hotel/motel gross receipts of \$242,977.00, which is a 5% increase regarding the year-to-date comparison and a 2% decrease regarding the current month comparison. She noted prepared food tax gross receipts of \$3,108,264.00, which is a decrease of 1% regarding year-to-date comparison and a 9% decrease for the current month comparison. She noted overall gross receipts of \$3,351,241.00, which is a decrease of 1% regarding the year-to-date comparison and an 8% decrease for the current month comparison.

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

**SELLS AGENCY REPORT:**

Sells Agency Account Executive Kristen Burgeis stated that digital media changes were made to market FestiVille this year, noting that there were 1,000 click-throughs to the FestiVille Facebook page and 250,000 impressions on Pandora. She related that advertising was placed on 94.1 The Point radio station, adding that they also provided a live remote on Friday. She noted ad placements in The Leader, Three Rivers, and Local magazine, which is a new publication that was added this year. In summary, she stated that there were almost a million impressions with close to 2,000 clicks going to FestiVille.org and the FestiVille Facebook page.

She related that the pre-roll campaign ended in July, explaining that the campaign ran for two months in Northeast and Central Arkansas. She reported almost 4,000 click-throughs with approximately two million impressions. She related impressions and clicks were double from Northeast Arkansas versus Central Arkansas.

In response to a question from Commissioner Andy Patel, she replied that her preference is to spend funds on pre-roll and display advertising due to the easy track ability of the target audience versus a billboard. She explained that she loves outdoor advertising, which is effective given placement and message, but there is no way to track the impact of a billboard. She stated print advertising is the same way. She noted that in terms of return on investment, there is no conversion other than when an individual downloads a visitor's guide. She related that the website presently does not have the function of hotel booking so there is no way to track a visitor from Google to Jacksonville Soars to booking a hotel. If that were in place, it would allow for an exact dollar amount calculation which would give the Commission the answer that it is looking for. She added that with digital space it is easy to see the upward trend in numbers and that people are more engaged and are clicking on the links, which is the only way that the Agency can really see trend year over year. She stated that she would like to see the City's website statistics to see if what she is seeing is reflective with the City's website statistics.

She stated that if they are getting people to the information on the website, and the "sale" is not being closed, hopefully there is something that can be done to correct it. She added that they are unaware unless there is a two-way communication. She stated that she can pull the numbers from any event for discussion.

Councilman/Chairman Ray thanked her for the report and excused her from the rest of the meeting.

In response to a question from Councilman Elliott, Parks Director House replied that FestiVille attendance increased, noting that there was a lot of advertising that included interviews on three local television stations.

Discussion ensued.

**OLD BUSINESS:**

**NEW BUSINESS:**

## **1. Discussion Sells Agency Contract**

Councilman/Chairman Ray related that he has been approached from several people, including the Mayor, in reference to this contract regarding the need to spend advertising funds in Jacksonville. He noted that the Chamber of Commerce presently does not have a chief executive officer, adding that they would like for the Commission to allocate some funds to the Chamber to hire a new chief executive officer. He stated that the Commission manages advertising and promotion funds and the Sells Agency. He related that it is the Commission's decision whether to continue the contract with the Sells Agency, adding that the Commission is still going to send out funding requests as it has historically. He related that he has no issues with the Sells Agency and the work that they are have performed, expressing his feeling that they have done a good job.

Discussion ensued.

Commissioner Andy Patel stated that the Commission has been promoting Jacksonville, adding that he does not have a problem dissolving the contract if the Commission does not see any results. He stated that the Commission needs something or the funds need to be re-routed to something else, adding that the Commission definitely needs a marketing agency. He related that there needs to be advertising outside of Jacksonville too. He stated that if the City Attorney advises the Commission that funds cannot be expensed, then the Commission cannot fund. He related that he supports the Chamber of Commerce and believes in the Chamber of Commerce but it is not only the Commission's responsibility but the City's responsibility to handle that kind of business. He added that the Commission is always trying to find a way to help each entity, but at this point, the Commission cannot fund them.

It was noted that the termination clause with Sells Agency is 60 days written notice.

City Attorney Bamburg stated that if the Commission is going to utilize the funds elsewhere, it has got to serve the purposes of the Commission which are advertising and promotion of the city. If the Commission is going to utilize it for economic development, the change in the law that came out of the lawsuit that blocked it several years ago allows for economic development purposes and does not necessarily require it to be advertising and promotion, adding that the Commission has to do both. He stated that the Commission can do economic development but it has got to support advertising and promotion as well; it cannot be one over the other. He noted that this is not the first time that the Chamber has asked the City for funds for an economic developer and it is not the first time that the City has not paid for an economic developer through the Chamber and not seen many results.

It was noted that funding could not be expensed without a contract.

Commissioner Andy Patel stated that he is not satisfied with some of the answers that have been given, adding that advertising is advertising and the Commission needs it. He stated that if there is a replacement company then the Commission could look at other options. He added that the Commission could also look at reducing the line item amount and the direction of advertising being taken; adding that advertising is a must for any business.

Councilman Elliott stated his feeling that the Commission needs to be doing more local advertising.

In response to a question from Commissioner Andy Patel, he clarified that the city needs to be promoted more on a local basis. He commented there are a lot of people in Jacksonville that have no idea what is going on in Jacksonville. He stated that he doesn't know how, but there needs to be some kind of push to get the information locally.

Councilman/Chairman Ray related a recent discussion regarding the lack of participation in youth sports and Director House's response was related to the lack of advertising. He suggested that a funding request be submitted for advertising funds.

Director House stated that he was asked in a recent budget meeting about the number of youths involved in the baseball/softball programs. He noted that their 2017 total advertising budget was \$32,000.00. He related that they do yard signs and whatever else they can do with the limited budget, adding for that to increase; additional advertising funds need to be provided.

Discussion ensued.

Commissioner Andy Patel stated that if the Commission continues with the Sells Agency, the Commission needs to revise everything that it has had them doing with a minimal budget.

Councilman Elliott expressed concerns the effectiveness of the Sells Agency. He questioned what the Sells Agency does that could not be handled by a full-time in-house marketing person.

City Attorney Bamburg related that what has been stated in the past is that they can get better buys on the times and efforts when advertising on television or other media. He stated that what the Commission will find is that since the Commission is doing more digital frame in advertising that is pretty much accessible for anyone who knows that end of the business. He related that it has been argued several times in the past to have someone on staff, either full or part-time, to handle the advertising purposes of the Commission; adding that the goal would be for the person to be whatever the Commission wants them to be.

Discussion ensued.

In response to a question from Councilman/Chairman Ray, Recording Secretary Wilmoth replied that the Agency has followed the Commission's directives and has coordinated marketing efforts with the Parks Department. She related that regarding the suggestion of going out for proposals, historically when the Commission has requested proposals, they have only received one other response.

In response to a question from Councilman Elliott, Warren Dupree stated they receive some impact from the advertising, adding that they don't have a particular way to track it. He related that he thought there would be an upsurge in attendance with the opening of the Shooting Range, explaining they tracked it for a few months during the first year it was open on the weekends, adding that they did see an uptick but it was not as much as they expected. He related that he did not know how much cross-advertising is being done if any.

Councilman/Chairman Ray noted that there will be an air show in 2018. He related that the Commission has historically allocated funds toward the event.

In response to a question from Recording Secretary Wilmoth, City Attorney Bamburg replied that the expenditure would be allowable under economic development.

Warren Dupree related that the air show was scheduled to be held in October.

Councilman/Chairman Ray related that Councilman Elliott and Commissioner Hurley were budget sub-committee members. The budget sub-committee meeting was set for November 9<sup>th</sup> at 9:00 a.m.

In response to a question regarding funding requests, City Attorney Bamburg replied that with what the lawsuit says, it still has to be for economic development purposes, which is what the State Constitution and the finding from the lawsuit states. He stated that even though the legislature thinks they fixed it, they did not; it still requires economic development. In the Commission's circumstance the Commission has to do both economic development and advertising and promotion. He added that for entities that can satisfy that, such as the Base for their Open House, along those lines, it is not limited to Parks and Recreation. However, Parks and Recreation is the Commission's main outlet because they are the most logical one to do economic development and advertising and promotion for the city. It is not to say that contracts cannot be formed with other entities but it is going to be difficult if they are not set up for those aligned purposes.

**ANNOUNCEMENTS:**

Recording Secretary Wilmoth read the announcements of upcoming events to include Truck or Treat, a Family Ultimate Safety Event, and the Holiday Craft & Gift sale.

**ADJOURNMENT:**

With no further business, Chairman/Alderman Ray adjourned the meeting at 7:05 p.m., next meeting Monday, November 27, 2017.

**CITY OF JACKSONVILLE, ARKANSAS**  
**Advertising and Promotion Commission**



**A & P Commission**  
**Regularly Scheduled Meeting**  
**November 27, 2017**

**CALL TO ORDER:**

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, November 27, 2017. Councilman/Chairman 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, David Bush, Jim Hurley, Billy Hall, and Councilman Elliott answered roll call. Councilman/Chairman Ray also answered roll call and declared a quorum. Present (6), Absent (1), Commissioner Andy Patel 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, Parks and Recreation Marketing Manager Marlo Jackson, Sells Agency Account Executive Kristen Burgeis, Sell Agency Vice President, Director or Account Services Drew Finkbeiner, Councilman Bishop Bolden, and Warren Dupree.

**MINUTES:**

**Councilman Elliott moved, seconded by Commissioner Hurley to approve the minutes from the October 23, 2017 meeting as presented. Motion Carried.**

**FINANCIALS:**

Finance Director Cheryl Erkel presented the financial report for October noting total assets of \$553,722.00 of which \$151,841.00 were investments with a cash balance of \$400,472.00. She reported total liabilities of \$34,440.00, total revenues of \$643,194.00, and expenditures of \$593,063.00. She noted an excess of revenues of liabilities by \$50,131.00.

She presented the Commissioners with a biography of a certified public accountant whose information was obtained through contacts within the Governmental Finance Officers' Association regarding business audits. She noted that the recommendation was obtained from the City of Hot Springs, relating that her office is located in Little Rock and she does not have any relationships with Jacksonville businesses. She noted that the rate is approximately \$90.00 per hour. She explained when an audit is conducted on a business with a point of sale systems; the process takes approximately two business days and costs approximately \$800.00. She continued if an audit is conducted on a business which has no point of sale system in place, the process could take up to a week to complete. She noted that while researching this issue, she found that the City of Pine Bluff Advertising & Promotion Commission contracted for audits to be conducted and have placed a cap on the amount spent.

She stated that this information was obtained due to ongoing questions concerning audits of businesses to confirm correct remittances of prepared food taxes. She related the attached information is for informational purposes only and can be discussed at a subsequent meeting, adding that other certified public accountants can also be researched if the Commission chooses to proceed.

She reported September hotel/motel gross receipts of \$202,030.00, which is a 4% increase regarding the year-to-date comparison and an 8% decrease regarding the current month comparison. She noted prepared food tax gross receipts of \$3,228,945.00, which is a decrease of 1% regarding year-to-date comparison and a 5% decrease for the current month comparison. She noted overall gross receipts of \$3,228,945.00, which is a decrease of 2% regarding the year-to-date comparison and a 10% decrease for the current month comparison.

In response to a question from Commissioner Hurley, Director Erkel replied that expenditures were decreasing, explaining that the largest expenditure was the remaining disbursement of the amount due to the Parks Department. She added that she would be going out for bid to purchase additional certificates of deposit to lower the cash balance.

**Commissioner Jim Hurley moved, seconded by Councilman Elliott to approve the financial report as presented. Motion Carried.**

**SELLS AGENCY REPORT:**

Sells Agency Account Executive Kristen Burgeis recapped the larger projects that were completed in 2017. She reported that 35-45 percent of the budget went towards the summer campaign which was composed of some pre-roll and digital advertising. She noted that Big Bang on the Range and FestiVille were some the event promotions that were budgeted. She related that website and blog postings are ongoing throughout the year. She stated that media print ads for the Booster Club, Christmas Parade, and other publications feature the city as a whole or a specific event.

She related that regarding the question asked by Commissioner Andy Patel in the last meeting, she looked at a case study for the year, marketing spend vs website analytics, which is the only trackable way of knowing who is going to the website and where they are going. She noted that a 10-week pre-summer push of pre-roll and digital advertising was completed, which included a number of events and activities during June, July and August. She reported a 222% increase in website sessions in June and a 368% increase in website sessions in July. She related that when adding all of the website sessions for the other nine months of the year, they do not equal June or July. She stated that the good news is that people were seeing the ads and going to the website. She stated that of the website sessions, 46% came from the northeast part of the state. She related that Commissioner Andy Patel had questioned where website visitors went and whether they spent money in Jacksonville. She explained that they can get people to the website however; they do not know where they go once they leave the website. She added that she does have options which can be discussed to further track visitors to the website but the options cost money. She noted that a couple of options have been discussed in the past such as the book-a-room option.

She related that there are ways to track visitors to the website and to see if they are spending money within the city, adding that it is a nice way to close the gap but would cost money but could be a consideration for discussion in the 2018 budget.

In response to a question from Councilman/Chairman Ray, Commissioner Hurley replied that the Agency cannot track whether funds were spent in Jacksonville, adding that the only way to track it is to see an increase in tax revenues.

Account Executive Burgeis stated that the Agency's mission is to "promote" the product and not to "sell" the product. She explained that it is a two-way street; they want to work with business owners through the Commission to promote the product through the website in the hopes that the business owners would then sell the product. She stated that for example book-a-room, which is called Path to Purchase, if placed on the website would allow for the tracking of a visitor to the website, to the where to stay page, then to the book-a-room page, which will show where the hotel reservation was made.

Commissioner Hurley stated that the responsibility is on the business owner because most people who are going to a website and going to a hotel are reading the reviews. He added that the business owner has the product to sell and it is their responsibility to get them there. He stated that the Agency is getting the reach, questioning the effectiveness of a billboard. He related that like the website, it is an immeasurable quantity. He stated that he does not want to spend any additional funds on the website preferring to spend money on marketing rather than analytics. He noted that revenues are down, adding that revenues are down across the state.

Account Executive Burgeis related that they fight an ongoing battle: 1) when the message is out there, do people respond and 2) once they respond what do they do? She stated that they deal with this with all of their clients, adding that the good news in this case is that people are responding. She agreed that there is a need to figure out what they are doing once they respond.

Vice President and Director of Account Services Drew Finkbeiner suggested that the hoteliers work with their chains to obtain the information as to where people are coming from, which would help to close the gap.

## **OLD BUSINESS:**

### **1. Discussion 2018 Budget**

Councilman/Chairman Ray related that the budget sub-committee met and has proposed the following budget for 2018, asking if anyone needed to make any statements before the budget was formally discussed.

Recording Secretary Wilmoth related a recent discussion with Warren Dupree and Director Kevin House regarding potential funding requests for the Museum. She noted receipt of three funding requests totaling \$13,525.00 which will be on the January agenda for discussion.

Councilman/Chairman Ray then covered the administrative/operational expenditures section of the budget totaling \$32,800.00.

It was noted that these expenses are fixed and have not changed from the previous year.

He then covered the direct advertising/promotional section of the budget, noting that the City's billboard is located on the south side of Hwy 67/167.

He related that regarding the line item for advertising/promotion, the Commission has received so much criticism that the committee decided to cut this line item by 50% with funds to be utilized elsewhere.

In response to a question from Commissioner Hurley, Recording Secretary Wilmoth reported expenditures totaling approximately \$75,000.00 through the end of October.

Commissioner Hurley noted that the Chairman is much closer to this issue, commenting that he does not talk to those who are complaining. He questioned what their suggestions are or if they are just complaining.

Councilman/Chairman Ray related people are saying the Sells Agency is not doing enough to promote businesses.

Commissioner Hurley commented that having been on the Commission since the beginning, when the Commission did not utilize an advertising agency the Commission wasn't as effective as it needed to be. He stated that the reason the Commission went with an advertising agency was for the marketing expertise and short of not having any viable suggestions, the line item can be reduced by half but the Commission will only receive half of what it is presently receiving. He noted that the line item was originally \$150,000.00 when they began and the line item was reduced to \$110,000.00 and now the line item is being reduced to \$55,000.00. He related that advertising and marketing is expense, adding that the Commission can market but there has to be an end product and it is the responsibility of the product to be clear so that people want to stay or want to eat or to be activities that they want to do. He commented that there won't be a lot accomplished with \$55,000.00.

Councilman/Commissioner Elliott commented that he is comfortable with a \$55,000.00 line item so the Commission could consider other options instead of relying on just analytics and digital media.

In response to a question from Commissioner Hurley, Councilman/Commissioner Elliott replied that there is a need to evaluate what the Commission wants Sells Agency to do and then to evaluate other types of advertising or marketing.

Councilman/Chairman Ray stated that he is satisfied with the Sells Agency, which is what he has told others in Jacksonville, because the Commission tells them what to do and they execute it professionally. He related his feeling that the Agency is promoting Jacksonville but others are saying that they need to do more advertising of the businesses. He reiterated that he was satisfied, adding that he went along with the budget sub-committee's suggestion to decrease the line item and then to bring it before the Commission for further discussion.

Commissioner Hurley questioned the line item for Parks and Recreation marketing, noting that the line item was not in the 2017 budget but was now to be considered for 2018.

He questioned what the department was going to do differently. He stated that the marketing budget has increased by approximately \$2,000.00, explaining that funds either weren't requested or the Commission did not have funds to disburse in 2017.

It was noted that the budget sub-committee did not suggest funding the entire line item of \$66,675.00 but has suggested funding for \$33,430.00.

Commissioner Hurley noted that the total of the two line items is approximately \$88,000.00 questioning what the marketing funds were going to do.

Director House replied that the plan was to try and market the sports leagues and day-to-day operations of the Shooting Range and Community Center that the Agency has not been marketing for the Department.

Councilman/Commissioner Elliott pointed out that an itemized list is included with the funding request.

Commissioner Hurley questioned if the Agency wasn't advertising those items because they weren't directed to do so or because they chose not to.

Director House replied that it was more along the lines that they weren't directed to do so and confirmed with Recording Secretary Wilmoth who agreed.

Councilman/Chairman Ray stated that the Agency wasn't asked to market those items, explaining that the Agency works for the Commission and the Commission tells them what to market. He related that he and Director House were in a budget meeting and the chairman of the budget committee for the City of Jacksonville questioned the lack of participation in the baseball and softball programs compared to previous years. The result was a reduction in participation due to a lack of advertising.

Commissioner Hurley stated that it may or may not be true but at one time there were several t-ball leagues which is not the case anymore.

Director House noted that participation has declined across the state.

Commissioner Hurley related that all the signage can be placed that Parks wants to put up but when children are involved in other activities, like soccer, there will be a decline in participation. He commented that additional signage and banners will not make that much of a difference. He questioned who was going to oversee where the funds were spent and who is going to direct that.

Director House replied that the marketing funds will be overseen by Marlo and himself.

Commissioner Hurley stated that he doesn't have a problem trying something different, adding that essentially the Commission is spending the same amount of money.

Director House stated that their intent was not to cut the Sells Agency.

Commissioner Hurley remarked that he is not "married" to the Sells Agency, noting that requests for proposals have been placed previously with no other responses received.

Director House related that they do not have time as a department to advertise city-wide, explaining that the marketing request submitted is specific to the Parks and Recreation Department needs. He noted that they have a staff shortage and are being pulled in various directions. He stated that they will find time and market what they have proposed but cannot handle what the Agency presently does for the City.

Commissioner Hurley noted that last year the Commission budgeted \$110,000.00 and \$75,000.00 has been spent, adding that with this line item the amount budgeted is \$88,200.00, which is a \$17-18,000.00 decrease. He stated that he does not have a problem with it, adding that it is an important area that needed time spent on discussion. He related that whether approved or not, he is fine with it, adding that there are some inherent shortfalls that the Commission could get into.

Councilman Bolden remarked that he is a true believer that non-productive advertising should be discontinued and the funds transferred to something else. He related that he uses advertising to market his ministry and has found that social media is a more cost effective approach. He stated that the Commission shouldn't have to tell the Agency what to advertise since the Commission is paying the Agency to figure it out.

Councilman/Chairman Ray then questioned if everyone was in agreement to reduce the Agency line item to \$55,000.00.

Commissioner Hurley stated that he doesn't have a problem trying something different for 2018, if there is dissatisfaction with the approach presently taken and if the Commission feels it can be more effective by reallocating advertising dollars to Parks and Recreation marketing, he is okay with that.

With no further comments, Councilman/Chairman Ray questioned the Commission's desire to either stay at \$110,000.00 or to decrease the line item to \$55,000.00.

Commissioner Hurley and Councilman/Commissioner Elliott concurred to decrease the line item to \$55,000.00 unless someone make a differing motion.

Councilman/Chairman Ray then went to the next line item on the budget which is the Parks Sports Programs for \$211,732.00, noting that the budget sub-committee suggested funding in the amount of \$106,000.00.

Commissioner Hurley remarked that there was no allocation of funds in 2017.

In response to a question from Commissioner Hall, Director House related that they have continued to see increased participation in adult league sports. He noted that youth participation is down but has actually increased from where it was two years ago. He stated that they have introduced kick-ball, co-ed volleyball, youth volleyball, and lots of other leagues. He added that in 2017 they have had 159 league teams throughout Spring and Fall youth and adult league sports. He stated that they are drawing people from Conway, Benton, and Bryant, adding that people are coming from out of town to play in their sports leagues.

He noted that every time a new league is added, it increases the expenses incurred by the Department. He stated that he was looking for ways to help with the Parks' budget overall which is the reason the request was submitted.

Commissioner Hurley noted that this budget request contains a line item for sports officials in the amount of \$109,700.00 questioning if it were for referees.

Director House replied that it includes score keepers, referees, and umpires.

Commissioner Hurley then questioned the expenditure for trophies in the amount of \$22,000.00, asking if every kid receives a trophy.

Director House replied negatively, adding that the awards are for both youth and adults. He stated that on some leagues the adults do not want a trophy so they substitute t-shirts or an equivalent. He noted that the expenditure is for awards for the programs.

Commissioner Hurley questioned the concession supplies expenditure in the amount of \$65,000.00.

Director House stated that he will not say the Department does not make money off of concessions, explaining they were looking for ways to help with balancing of the budget and to continue to grow their programs and events.

Commissioner Hurley remarked that it is a lot of money, adding he knows the department currently receives half of the revenue. He questioned what percentage would Parks be receiving with the current allotment plus the additional \$106,000.00. He stated if rounded, half would be approximately \$400,000.00 plus the additional \$106,000.00 would be approximately \$506,000.00.

Councilman/Commissioner Elliott commented that it is a large percentage, adding with the guidelines placed on the Commission there are many things the Commission cannot spend funds on.

Commissioner Hurley related his understanding that at this point there are restrictions on Commission funding but if the funds are expensed in 2018 and a subsequent ruling is issued unrestricting funding, Parks is reliant on receiving \$106,000.00 to grow leagues and programs, the Commission will not have the funds available to spend on other things that could be viable options that should be funded.

City Attorney Bamburg noted the Commission's budget can always be amended throughout the year.

Commissioner Hurley remarked no one is saying anything so he assumes that everyone is in agreement.

Councilman/Commissioner Elliott commented it is good to have a discussion on all of it.

Councilman/Chairman Ray placed a question mark regarding the \$106,000.00 line item and moved on to the next line item in the amount of \$66,675.00 for Park's marketing, adding that the sub-committee recommended funding for \$33,430.00.

Commissioner Hurley noted it was essentially a reallocation of marketing dollars to the Parks Department and saving a small amount.

Councilman/Chairman Ray reviewed the line items for Big Bang of the Range in the amount of \$9,700.00, FestiVille in the amount of \$25,000.00, and the Christmas Parade in the amount of \$1,000.00. He noted the Museum of Military History had requested \$40,000.00 which the sub-committee decided not to consider funding at this time. He reminded Commissioners there are three other funding requests for the Museum to be considered in January. He stated he has received several comments from citizens who do not want the Museum to close. He related the need to keep the Museum open. He asked Museum representatives to try to promote the economic development of the city by accounting for the number of participants, potential draw, and impact of a scheduled event.

He noted that there will be an LRAFB will hold an open house and air show in 2018, adding that the budget has a line item in the amount of \$4,000.00.

It was also noted that the line items for hotel/motel tax due parks and prepared food tax due parks are estimated revenues that will be due to the Parks Department.

In response to a question from Commissioner Hurley, Councilman/Chairman Ray replied that the Commission's funding agreement regarding the Shooting Range has been fulfilled.

Discussion ensued.

Director House stated attendance has increased at the Shooting Range with a ten percent increase in target sales from the previous year. He noted there were 47 events scheduled in 2017 however, a few of them were canceled. He stated he could provide exact numbers at the next meeting.

Commissioner Hurley commented there seems to be a lot of traffic at the Shooting Range.

In response to a question from Commissioner Hurley, Director House replied RV space usage depends on the day and week, adding during the AYSSP state tournament forty spaces were booked and there was a waiting list of thirteen. He noted they will be hosting the tournament in 2018. He related they rent the spaces during the tournament for a weekly fee of \$100.00.

Discussion ensued.

Director House related attendance at Splash Zone had declined, explaining the main reason was the weather. He stated this is the first year they have not had to turn on the irrigation systems at the parks.

Councilman/Chairman Ray questioned if the Commission wanted to approve the budget in its entirety as presented or approve the budget less the \$106,000.00 line item for Parks sports programs.

Commissioner Hurley questioned if it would be too cumbersome for Director House to submit funding requests on an "as needed" basis or would it need to be budgeted up front.

Councilman/Commissioner Elliott stated that he wouldn't have a problem funding \$106,000.00 this year with the understanding that those funds might not be available in subsequent years.

Commissioner Hurley remarked that it also needs to be understood, as previously stated by City Attorney Bamburg, the budget can be amended throughout the year should something come up.

**Councilman/Commissioner Elliott moved, seconded by Commissioner Hall to approve the budget as presented. Motion Carried.**

Councilman/Chairman Ray thanked the Commissioners for their time and attendance.

**NEW BUSINESS:**

**1. Marketing presentation**

Recording Secretary Wilmoth presented the Commission with an alternative marketing approach, explaining that several cities have both a Chamber of Commerce and a Convention and Visitors Bureau. She related the thought process is to establish a Convention and Visitors' Bureau and to hire a marketing person who would oversee the day to day operations under the Commission's directive. She stated she discussed the idea with Mike Sells of the Sells Agency, who had stated the Commission could obtain a full-time marketing person for approximately \$40,000.00 per year.

She noted the Chamber of Commerce is more focused on economic development, adding the Commission might want to consider this option in the future.

Chairman/Commissioner Elliott stated he believes some cities started out and then transitioned to a convention and visitors' bureau as they grew.

City Attorney Bamburg related the only cost would be for the employee, explaining the Commission would also have to budget for advertising, web locations, web presence etc. He stated it is a circumstance of whether the Commission wants to go "in house" or continue to contract the service.

Councilman/Chairman Ray commented he wants to do whatever is best for the citizens of Jacksonville. He related if this is best for the city the Commissioners should consider it for discussion at the next meeting.

Commissioner Hurley asked that the item be placed on the next agenda for discussion.

**ANNOUNCEMENTS:**

Recording Secretary Wilmoth read the announcements to include the 60<sup>th</sup> Annual Christmas Parade and the Fantasy in Lights decorating contest.

**ADJOURNMENT:**

With no further business, Councilman/Chairman Ray adjourned the meeting at 7:08 p.m., next meeting Tuesday, January 16, 2018.