

**CALL TO ORDER:**

The Jacksonville Advertising and Promotion Commission met in the regular meeting place of the Commission on Monday, May 15, 2023. Chairman Roger Sundermeier called the meeting to order at 6:00 p.m. Council Member Reedie Ray delivered the invocation and led a standing audience in the "Pledge of Allegiance".

**ROLL CALL:**

Commissioners Sandra Patel and Jai Patel, Council Members Reedie Ray and Joy Kinman answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. Present (5), Absent (1), Commissioner William Fagan was absent with one open position.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Mayor Jeff Elmore, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Parks and Recreation Events and Marketing Manager Megan Tharp, and Chamber of Commerce Vice-President Kathy Perez.

**MINUTES:**

**Council Member Reedie Ray moved, seconded by Council Member Joy Kinman, to approve the minutes from the February 23, 2023 meeting as presented. Motion Carried.**

**FINANCIALS:**

Finance Director Cheryl Erkel presented the financial report for April, reporting assets of \$1,881,784.00 and liabilities of \$133,882.00; revenues of \$275,168.00 and expenditures of \$197,422.00, with an excess of revenues over expenditures in the amount of \$77,746.00. March hotel/motel gross revenues reported were \$327,957.00, which is an increase of sixteen percent regarding the year-to-date comparison and an eight percent increase when compared to the same month last year. Prepared food tax gross revenues reported were \$4,695,987.00, which is a six percent increase regarding the year-to-date comparison and even when compared to the same month last year. Overall gross revenues reported were \$5,023,945.00, which is a seven percent increase regarding the year-to-date comparison and even when compared to the same month last year.

In reference to a question from Council Member Ray, Director Erkel replied certificate of deposit rates are still low, noting a recent maturity in March.

Council Member Ray noted a recent advertisement of four percent.

Director Erkel noted there are a couple of certificates of deposit maturing this month and would check when they become due for better interest rates.

Chairman Sundermeier pointed out the two highest rates presently are from First Arkansas Bank & Trust.

**Council Member Ray moved, seconded by Council Member Kinman, to approve the financial report for April as presented. Motion Carried.**

**OLD BUSINESS:**

**A. Update: Commission Open Position**

Chairman Sundermeier related that Commissioner Fagan had suggested Bridget from Chicken Country for consideration. He offered that at one time she was not interested in serving however, has now had a change of heart. He expressed the need to visit with her and questioned if there were any other suggestions for consideration.

Council Member Kinman questioned if the candidate had to be someone affiliated with a restaurant or could it be someone with food affiliated with the business.

Chairman Sundermeier replied it has to be someone from a restaurant, saying he had asked if it could be someone from a business such as Kum N Go that has food within it.

City Attorney Stephanie Friedman noted it is mandated by Statute that it has to be someone from a restaurant.

Council Member Kinman commented she would be good if she is interested.

**NEW BUSINESS:**

**A. Chamber of Commerce Quarterly Report**

Chairman Sundermeier noted the inclusion of the report within the agenda packet, on file in the Recording Secretary's office, asking if anyone had any questions for Chamber of Commerce Vice-President Kathy Perez.

Council Member Kinman commented that she is amazing and appreciates what she has accomplished.

**Council Member Kinman moved, seconded by Council Member Ray, to approve the Chamber of Commerce Quarterly Report as presented. Motion Carried.**

**B. Additional Consideration of Funding Air Show**

Recording Secretary Wilmoth noted the receipt of a request from Air Power Arkansas for additional funding for this year's Air Show, explaining annually the Commission has a \$4,000.00 allocation for either the Air Force Ball or Air Show. The request is due to the rising cost of expenditures, explaining this is one of the larger Air Shows and they are asking for increased sponsorship.

In response to a question from Chairman Sundermeier, Recording Secretary Wilmoth replied if the Commission were to approve the additional expenditure of \$6,000.00, the Commission would then be considered for a co-presenter sponsorship.

Further discussion ensued and it was noted that there has not been an Air Show in four years secondary to the pandemic.

In response to a question from Council Member Kinman, Chairman Sundermeier replied that funds approved, but not expensed, for the budgeted year are not carried over.

In review of the sponsorships available, Chairman Sundermeier said the Commission would be more visible with the VIP Tent Co-Presenting Sponsorship.

**Council Member Ray moved, seconded by Council Member Kinman, to approve the additional expenditure of \$6,000.00 (for a total of \$10,000.00) for the VIP Tent Co-Presenting Air Show Sponsorship. Motion Carried.**

**C. Funding Request: Alzheimer's Arkansas H2GO Run**

Chairman Sundermeier noted the Commission has previously funded this request.

**Council Member Ray moved, seconded by Council Member Kinman, to approve the expenditure of \$1,500.00 for the Alzheimer's Arkansas H2Go Run. Motion Carried.**

**D. Billboard Wraps**

Recording Secretary Wilmoth noted in the last meeting, a motion was made for the billboard contract expenditure however, it did not include wraps that would be changed monthly and/or every other month. She related the wrap cost is \$375.00, explaining Parks Events and Marketing Manager Megan Tharp had provided a preliminary calendar that includes nine additional wraps. She noted one wrap has already been expensed from the discretionary fund amount due to the lack of a motion for this expenditure. She offered the schedule can be remitted to the Commissioners regarding these preliminary events.

Chairman Sundermeier explained it is the cost associated with changing out the graphic to update community events such as Truck or Treat or FestiVille and other events going on in the community, on the billboard located in front of Wal-Mart. He noted it presently has a Parks & Recreation graphic on one side and is another touch point to educate the public on what is ongoing on this side of town.

Recording Secretary Wilmoth confirmed, based on her conversation with a Lamar representative, that the wrap is scheduled to be changed monthly to every other month based on the schedule. She offered that it may be possible to include the Museum of Military History within this rotation at some point.

Chairman Sundermeier said once this wrap goes down, Big Bang on the Range goes up, then Splash Zone, FestiVille, Quality of Life, Trunk or Treat, Holiday Craft Sale, Shooting Range, Quality of Life, and Total Eclipse of the Park for the event on April 8<sup>th</sup>. He noted an additional expenditure of \$3,375.00 would need to be made to cover the installation of all the billboard wraps.

**Council Member Kinman moved, seconded by Commissioner Jai Patel, to approve the expenditure of \$3,375.00 for billboard wraps.**

Council Member Ray questioned if everything was legal connected to the billboard, explaining he did not want anyone to say something was placed that should not have been.

Council Member Kinman asked if Megan would be approving the billboards.

Chairman Sundermeier replied that he is receiving copies of what Megan sends as well.

**Motion Carried.**

**E. Funding Request: \$3,600.00 International Council of Shopping Centers registration for Council Members Kinman and Twitty**

Chairman Sundermeier noted information was not contained within the packet, asking Mayor Elmore to address the Commission regarding what to expect that this event.

Mayor Jeff Elmore stated the International Council of Shopping Centers' convention or show is in Las Vegas starting next Monday. It is the largest single gathering of retailers i.e. shopping centers, retail, hotels, restaurants; all combined into one site at the Las Vegas Convention Center. It is the one-stop shop for going and wooing businesses and promoting the city to try and get them to come and invest in the city. He offered there are five people who are planning on going explaining Paul Harvel, who is the economic developer for the Chamber is unable to attend due to health issues, and Barbara Harvel is also unable to attend. To take their places, he asked Council Members Kinman and Twitty to attend. He noted some of the expense is being covered but not all of it, explaining tickets still need to be purchased to get them onto the floor and so forth. He stated the request is to cover part of the expense, explaining the Chamber of Commerce is also expensing funds for that as well.

It was noted the request was for \$3,600.00 with Mayor Elmore saying it would not be anywhere near that amount. He said the cost would be around \$2,500.00 to \$2,900.00 which would include admission to get them onto the floor and helping with the hotel cost. He noted the Chamber of Commerce is covering the airline cost.

Council Member Ray offered he has been through this before with the International Council of Shopping Centers, saying the city lost \$250,000.00 visiting that show, explaining it was previously done under another administration who contracted with people from the show, which is why the purchase was made for the 400 plus acres of land that resulted in a loss. He commented that he does not like going to the convention and does not think it helps the City of Jacksonville.

In response to a question from Mayor Elmore, Council Member Ray replied the city contracted with a contractor from the convention who was going to come to the city and suggest making improvements, who was paid all that consulting money that did not "pan out".

Mayor Elmore said obviously that is something he would not be favor of doing and operating in that manner.

Council Member Ray offered it was just his opinion.

**Chairman Sundermeier then said he would entertain a motion to approve up to \$3,600.00 for Council Member/Commissioner Kinman and Council Member Mary Twitty to the International Council of Shopping Centers' registration.**

**Council Member Ray said "I so move".**

**Commissioner Patel seconded. Motion Carried with Council Member Kinman abstaining from the vote.**

**ANNOUNCEMENTS:**

Chairman Sundermeier read the announcements to include the Summer Food Truck Fridays, The Market, The Museum of Military History Car Show, and the Museum of Military History Heritage Day.

**ADJORNMENT:**

With no further business, the meeting adjourned at 6:24 p.m.