

**A & P COMMISSION
REGULARLY SCHEDULED MEETING
AUGUST 21, 2023
6:00 P.M.-6:16 P.M.**

CALL TO ORDER: REGULAR A & P COMMISSION MEETING - CITY HALL - #1 MUNICIPAL DRIVE

The Jacksonville Advertising and Promotion Commission met at the regular meeting place of the Commission on Monday, August 21, 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, Council Member Reedie Ray, and Council Member Joy Kinman answered roll call. Chairman Sundermeier also answered roll call and declared a quorum. (4) Present (2) Absent (1) Vacant

Others present for the meeting include: Recording Secretary Emilia Vazquez, 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, Chamber of Commerce Executive Vice President Kathy Perez, and Warren Dupree.

MINUTES: Council Member Ray moved, seconded by Council Member Kinman to APPROVE the minutes of the regular scheduled meeting of May 15, 2023. MOTION CARRIED.

FINANCIALS: Finance Director Cheryl Erkel presented the financial report for the period ending July 31st, 2023. She stated Assets of \$1,952,401.00, Liabilities of \$285,420.00 and a Total Fund Balance of \$1,666,981.00. She read from the Statement of Revenues and Expenditures showing Total Revenues at \$575,761.00, Total Expenditures at \$456,036.00, and Excess of Revenues Over Expenditures at \$119,725.00. She noted the next two pages are backup documentation to support the aforementioned figures in the report. She explained for comparisons, Hotel/Motel Gross Revenue for June was \$402,282.00, which was an increase of 20% year-to-date and an increase of 3% compared to June 2022. She related that Prepared Foods Gross Revenue was \$4,442,765.00, which was an increase of 6% year-to-date and an increase of 3% compared to June 2022. She concluded that Overall Revenue was \$4,845,047.00, which was an increase of 7% year-to-date and an increase of 3% compared to June 2022.

Council Member Ray moved, seconded by Council Member Kinman, to approve the financial report for July as presented. MOTION CARRIED.

OLD BUSINESS:

NEW BUSINESS: A. Funding Request: Jacksonville Parks & Recreation Trunk or Treat: Megan Tharp

Parks and Recreation Events and Marketing Manager Megan Tharp shared that at the beginning of the year, they received \$10,000.00 from the Commission for this event. She explained how every year they try to increase the events they do and Trunk or Treat has, by far, become their largest with 15,000 people in a span of about 2 ½ hours. She hopes to have a few attractions and games for kids to play and get prizes so that it feels more like a fall festival, instead of just candy at the trunks. She related they would need an additional \$5,200.00 in order to get those things locked in for this year. When Chairman Sundermeier inquired, she assured Festiville is the same size it has always been; not having a carnival per se, but will have more attractions than they have had the last two years. She confirmed the added attractions for Trunk or Treat are not because Festiville is getting any smaller, but because Trunk or Treat is getting bigger. She noted that to keep the kids in a safe area, they need to increase what there is to do at the event. She listed rides, like a mechanic bull, except it is a pumpkin, and games, such as skee-ball, basketball, etc. She reiterated this would give the kids more to do where they would stay in a safe place longer throughout the evening. When Council Member Kinman inquired, she told how they estimated 15,000 attendees last year; they could put the road counter down, but people park here and walk all of the way to Dupree Park, so it would not be accurate.

Chairman Sundermeier recalled last year there were a lot of cars and activities.

Council Member Kinman moved, seconded by Council Member Ray to APPROVE the additional expenditure of \$5,200.00 (making the 2023 total \$15,200.00) for Jacksonville Parks and Recreation 2023 Trunk or Treat event. MOTION CARRIED.

B. Quotes for LED message board signage

Chairman Sundermeier brought up that back in February the Commission discussed this with Mayor Elmore about LED message boards that would be placed around town as a way to better educate residents about what is going on in the Community. He told how they revised the number to four instead of five message boards because one of them would have been at Fire Station 3, but with road construction, there is no need right now. He related that the Action Signs quote was \$204,494.86. He brought up that Commissioner Fagan requested additional quotes, so they reached out to ACE Signs in Little Rock. He explained for four signs, including one at City Hall, one at Firestone to update the banners hanging, one at Graham and Loop intersection, and one at Dupree Park, after installation and tax would be approximately \$146,225.64. He mentioned asking Action Signs if they could meet those prices to keep the money in Jacksonville, but they could not. He noted that the signs would be updated by the Communications Director who will work with the various departments on what needs to be communicated.

Council Member Ray moved, seconded by Council Member Kinman to APPROVE the total expenditure of \$146,225.64 for four LED message board displays from ACE Signs of Arkansas LLC. MOTION CARRIED.

C. New Commissioner sourcing

Chairman Sundermeier mentioned the new manager of Kum-N-Go being a possibility and that a gentleman from Dogtown Tavern had showed interest in serving. He confirmed it needs to be someone from a restaurant, but if they are able to open it up, it would give other opportunities. He shared that he can visit with Dogtown Tavern and Kum-N-Go and report back to the Commission next month.

Council Member Kinman brought up new owners of the Bar-B-Que Shack and also a new fish restaurant who may be interested.

ANNOUNCEMENTS: Festiville and Run the Ville 5K

Chairman Sundermeier announced the 10th Annual Festiville is Saturday, September 2nd from 8:00 a.m. to 8:00 p.m. at Five Points downtown Main Street. He listed there will be rides, attractions, live entertainment, 5K run, concessions, commercial and non-commercial vendor showcase, petting zoo, kids' area, water slide, hot air balloon ride, and much more. He confirmed it is handicap accessible with free admission and parking. He detailed that Run the Ville 5K, sponsored by Unity Health, will be a run/walk with \$25.00 entry fee at 1 Paradise Park Road.

ADJOURNMENT: With no further business, the meeting adjourned at 6:16 p.m.