

**A & P COMMISSION
REGULARLY SCHEDULED MEETING
SEPTEMBER 18, 2023
6:00 P.M.-6:52 P.M.**

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

The Jacksonville Advertising and Promotion Commission met at their regular meeting place on Monday, September 18, 2023. Chairman Sundermeier called the meeting to order at 6:00 p.m. Council Member Ray delivered the invocation and led a standing audience in the “Pledge of Allegiance.”

ROLL CALL: Commissioners Jai Patel, Council Member Reedie Ray, and Council Member Joy Kinman answered roll call. Chairman Roger 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, 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, Warren Dupree, and Lauren Martin.

MINUTES: Council Member Ray moved, seconded by Council Member Kinman to **APPROVE** the minutes of the regular scheduled meeting of August 21, 2023. **MOTION CARRIED unanimously.**

FINANCIALS: Finance Director Cheryl Erkel presented the financial report for the period ending August 31st, 2023. She stated Assets of \$2,048,919.00 and Liabilities of \$333,986.00, which left an Undesignated Balance of \$1,714,932.00. She read from the Statement of Revenues and Expenditures showing Total Revenues at \$672,803.00, Total Expenditures at \$503,252.00, and Excess of Revenues Over Expenditures at \$169,551.00. 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 July was \$360,166.00, which was an increase of 17% year-to-date and an increase of 3% compared to July 2022. She related that Prepared Foods Gross Revenue was \$4,289,355.00, which was an increase of 5% year-to-date and a decrease of 4% compared to July 2022. She concluded that Overall Revenue was \$4,649,522.00, which was an increase of 6% year-to-date and a decrease of 3% compared to July 2022.

Council Member Ray moved, seconded by Council Member Kinman to APPROVE the financial report for August as presented. MOTION CARRIED unanimously.

OLD BUSINESS:

NEW BUSINESS: a. 2024 Budget

Jacksonville Parks & Recreation Cupid Shuffle 5K-\$8,500.00 requested

Parks and Recreation Events and Marketing Manager Megan Tharp explained that their social media advertising is organic; they do not pay for it on this event. She recalled last year they had approximately \$6,500.00 in corporate donations/partnerships, but those sponsorships act as buffers for unexpected expenses of the race. She surmised the participants of the last race were 58% locals and the rest were from out of town; listing Paragould, Pocahontas, and Fayetteville. She noted that the \$25.00 registration fee helps pay for the race timer and t-shirts, and what is left over goes back into the General Fund for the Community Center, Parks events, etc. She noted a lot of these requests are more than last year’s because costs have risen.

Jacksonville Parks & Recreation Solar Eclipse 2024-\$21,550.00 requested

Manager Tharp detailed that they have five locations within the City and have discussed getting a few others that are not Park facilities to have information booths, because whether they advertise the City as a location or not, people will be coming for this eclipse. She related they are expecting three times what our population is, and that does not include the Air Base. She clarified the locations are going to be

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information booths for anyone who wants to put flyers up for their business here. She brought up that they have already ordered the glasses needed to safely view the eclipse, and in order to keep the Parks clean and safe, they have locked in dumpsters and portable toilets from the budget last year. She noted a lot of the money approved for last year did not get spent because they had to roll it over to this year.

Chairman Sundermeier referenced the 2017 eclipse of Wyoming mentioned in the documentation of the request, saying a woman from there spoke at the Chamber of Commerce First Friday Breakfast a few weeks ago. He told how a city's infrastructure caved because they were not prepared for the onslaught of people. He surmised it is going to be a big deal here, but was unsure of the impact the highway construction will have on people choosing us over other cities. He asked how Jacksonville compares to what other nearby communities are doing to draw people in for this event.

Parks and Recreation Director Kevin House responded that some communities are doing campsites in fields they own, but he is not okay with us doing it here because we will not get the Department of Health's approval. He mentioned a lot of other directors and parks departments he has spoken with are along the same lines as we are. He confirmed there will be a huge influx of people, and with the unknown of where his staff will be needed, they do not want to add to it by trying to have special events on top of the eclipse.

Chairman Sundermeier mentioned needing a coordinated effort between the Chamber of Commerce, city government offices, and the Parks and Recreation Department.

Director House confirmed Jacksonville is in the path of totality for almost three minutes, where Casper, Wyoming had about one minute and twenty seconds, so they feel like this eclipse is going to be bigger.

Jacksonville Parks & Recreation The Market-\$4,500.00 requested

Manager Tharp shared this year, by far, been the most successful Market since Parks has run it. She related they moved it to 2:00 p.m.-5:00 p.m. on Saturdays, instead of early morning, so a lot of farmers at other markets can bring and sell what they have left.

Director House concurred, saying that two years ago, he would have said to cancel it, but this year has been very successful and well worth the time and money, with no issues regarding locally grown produce.

Jacksonville Parks & Recreation Big Bang-\$22,500.00 requested

Director House confirmed he made it a point this year to ask attendees where they are from and there were some from Batesville, Pine Bluff, and other places out of town.

Jacksonville Parks & Recreation Titans Obstacle Course-\$7,200.00 requested

Director House noted this event is not affiliated with the school district and the corporate sponsor dollars are used the same way as with the Cupid Shuffle 5K.

Discussion ensued where it was noted the Commission only reimburses Parks and Recreation for these events based on invoices submitted and are paid up to the approved requested amount.

Jacksonville Parks & Recreation 11th Annual FestiVille-\$95,500.00 requested

Director House stated overall, they feel it was a success, was well attended, with some vendors saying they had the best FestiVille they have ever been to. They will change a few things, logistically, for next year in order to make it run more smoothly.

Council Member Ray noted the nearby food businesses were very busy and everyone really enjoyed it.

Director House suggested they continue having attractions the City pays for and lets people do for free, rather than having the carnival.

Chairman Sundermeier shared he would like to have a well-known performer during FestiVille with name recognition to bring more people in from out of town.

Jacksonville Parks & Recreation Trunk or Treat 2024-\$25,900.00 requested

Chairman Sundermeier pointed out this is another one of our capstone events in the community.

Jacksonville Parks & Recreation Christmas in Jacksonville-\$8,000.00 requested

Chairman Sundermeier mentioned he would like a portable ice-skating rink to go at the Farmer's Market Pavilion for the winter season, noting the City of Greenbriar bought a used one a few years ago and First Arkansas Bank and Trust helped sponsor it. He requested the Parks Department to look into it and let the Commission know what the total costs would be and discuss it further in the future.

Council Member Ray moved, seconded by Council Member Kinman to APPROVE the total expenditure of \$193,650.00 for Jacksonville Parks and Recreation, as outlined in the 2024 Budget. MOTION CARRIED unanimously.

Arkansas Pontiac GMC Association 25th Annual Wheelin' & Healin' Car Show-\$3,800.00 requested

Chairman Sundermeier recalled they approved this the past few years with the current \$3,800.00 request going strictly toward the advertising of the event. He stated this event is well attended and the money raised will go directly to the Jacksonville Animal Shelter. He noted that Cripple Creek Flea Market and Taqueria Amigos Mexican Restaurant have a great increase in business that day as well, so it does bring economic impact to the community.

Council Member Kinman moved, seconded by Council Member Ray to APPROVE the expenditure of \$3,800.00 for Arkansas Pontiac GMC Association's 25th Annual Wheelin' & Healin' Car Show in the 2024 Budget. MOTION CARRIED unanimously.

Jacksonville Museum of Military History Operational Funding for 2024-\$48,000.00 requested

Warren Dupree stated that for the last year and a half they have had two paid staff members and a full-time curator on their Board, when before this, it was just him. He told how they have held "outside the fence" events for the Air Base at the Museum where they do not have to have the same security as on Base. He related that the Zumwalt Memorial is still awaiting a good funding push, but the tank is in place. He shared that they have a lot of issues with the structure of the old building they are trying to take care of, adding they received a substantial grant from the Attorney General's Office that will allow them to fix the roof. He confirmed this was the amount funded last year from the Commission. He brought up that he has been working with the City Attorney to look at structuring what their funding is under a contract, similar to the one with the Chamber of Commerce, because it will give them more flexibility on the things the money can be used for. He mentioned the potential for functioning as a visitor's center point of interest to add a City map with QR codes and call outs since they are there six days a week at a centralized location. When Council Member Kinman inquired, he replied the reason those groups are picked out are because they are very active in veterans support, but they can look a little closer at possibilities within Jacksonville.

Jacksonville Museum of Military History Welcome Home Vietnam Veterans/Arkansas Heritage Month activities-\$3,200.00 requested

Mr. Dupree stated this is a slightly smaller request than last year, noting for weather purposes, they prefer to do it at the end of April. He told how they did an event every weekend between the end of April and Memorial Day weekend this past year. He pointed out that his staff requested not to do five weekends in a row again, so they are looking at doing three.

Council Member Ray moved, seconded by Commissioner Jai Patel to APPROVE the total expenditure of \$51,200.00 for the Jacksonville Military Museum, as outlined in the 2024 Budget. MOTION CARRIED unanimously.

When Council Member Ray brought up an inspector mentioning the wrong bars on doors, Mr. Dupree assured the grant they just received could be used for some of that and it is on their priority list.

City of Jacksonville Christmas Displays-\$35,000.00 requested

Director House surmised these would be going around the “Welcome to Jacksonville” signs and on City Hall grounds. He confirmed this is the same vendor they used for the pole Christmas lights.

Council Member Ray moved, seconded by Commissioner Jai Patel to APPROVE the expenditure of \$35,000.00 for City of Jacksonville Christmas Displays in the 2024 Budget. MOTION CARRIED unanimously.

Jacksonville Chamber of Commerce 2024 | Multiple | Jacksonville-\$63,000.00 requested

Chamber of Commerce Executive Vice President Kathy Perez stated the money for the Leadership Class goes towards the team building, lunches for each session, and travel. She detailed that the Quality of Place and Economic Development are a lot of conferences, educational networking events, and for the printing and distribution of the pamphlet used to recruit businesses.

Council Member Kinman moved, seconded by Council Member Ray to APPROVE the total expenditure of \$63,000.00 for the Jacksonville Chamber of Commerce, as outlined in the 2024 Budget. MOTION CARRIED unanimously.

Discussion ensued regarding the Lamar billboard contract and wraps where it was determined that when it comes time for renewal, it will be brought before the Commission for approval.

Director House shared that the Governor’s Conference on Tourism will be held in Jonesboro in February 2024, confirming the \$600.00 budgeted should cover an attendee.

Council Member Ray moved, seconded by Council Member Kinman to APPROVE the 2024 Budget as presented. MOTION CARRIED unanimously.

ANNOUNCEMENTS:

ADJOURNMENT: With no further business, the meeting adjourned at approximately 6:52 p.m.