

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, October 16, 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, Sandra Patel, Council Member Reddie Ray, and Council Member Joy Kinman answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. (5) Present (1) 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, and Chamber of Commerce Executive Vice President Kathy Perez.

Approval and/or correction of minutes: Council Member Ray moved, seconded by Council Member Kinman to *approve* the minutes of the regularly scheduled meeting of September 18, 2023, as presented. *Motion carried unanimously.*

Financial Report: Finance Director Cheryl Erkel presented the financial report for the period ending September 30th, 2023. She stated Assets of \$1,736,927.00 and Liabilities of \$128,915.00. She read from the Statement of Revenues and Expenditures showing Total Revenues at \$767,899.00, Total Expenditures at \$708,268.00, and Excess of Revenues Over Expenditures at \$59,631.00. 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 August was \$303,985.00, which was an increase of 15% year-to-date and a decrease of 1% compared to August 2022. She related that Prepared Foods Gross Revenue was \$4,305,776.00, which was an increase of 5% year-to-date, but had no real change compared to August 2022. She concluded that Overall Revenue was \$4,609,761.00, which was an increase of 5% year-to-date, but had no real change compared to August 2022.

Council Member Ray moved, seconded by Council Member Kinman to *approve* the financial report for September, as presented. *Motion carried unanimously.*

Old Business:

New Business: Chamber of Commerce Quarterly Reports

Executive Vice President Kathy Perez read from the 2nd Quarter Report highlighting how the Chamber:

- gathered and provided links to resources from the federal, state, and local levels regarding relief efforts after EF3 tornado
- supported effort to designate Pulaski County as an ACT Work Ready Community and was approved for inclusion in the ACT Work Ready Communities Business Directory
- continued efforts with JNPSD's Jacksonville Reads Literacy Campaign and attended the Murrell Taylor and Bayou Meto Elementary groundbreaking
- attended the MAKO conference with other Chamber Executives from Missouri, Arkansas, Kansas, and Oklahoma to exchange ideas, train, and learn
- attended Washington DC Legislative Congressional meeting to further develop local and government relationships while also touring the U.S. Capital
- attended a Local Civic Leader Tour of Scott Air Force Base, Illinois
- attended the International Council of Shopping Centers (ICSC) event in Las Vegas, Nevada
- had their Leadership Academy hold its Education Session, Hospitality Industry and Parks and Recreation Session, toured the LRAFB, and had a graduation ceremony
- attended the 19th Airlift Wing Change of Command ceremonies

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- had their Leadership Academy erect a canine pad at Jacksonville Police Department as part of a community class project
- hosted the Committee for Air Power Arkansas LRAFB Air Show

She then read from the 3rd Quarter Report highlighting how the Chamber:

- attended the LRAFB Runway Rededication Ceremony
- received RFI from a truck driving training institution and provided available property sites
- awarded two \$500 scholarships to two high school scholars
- supported LR Regional Chamber's Central AR Academies Program efforts within Jacksonville High School's Career Academies
- held 57th Annual Jacksonville Chamber of Commerce | LRAFB Summer Golf Tournament with 32 teams to further strengthen military relationship
- provided 130 New Teacher Welcome goodie bags for JNPSD and Lighthouse Charter School
- held Casino Night with 150 participants and 10% of proceeds given to Children's Protection Center
- continued partnership with JNPSD by attending the City Year Little Rock AmeriCorps ribbon cutting and with Unity Health and JHS Healthcare Academy
- attended Metro LR Alliance's Retail Attraction training hosted by LR Regional Chamber that included Understanding How Cities Grow, Primer on the Retail Industry-How restaurants and retailers do site selection
- supported FestiVille by hosting a Razorback Watch Party
- recruited 24 new members for Class II of the Leadership Academy

When Council Member Kinman inquired, she replied they need to get any properties available in the City listed on Entergy's site selection website.

Council Member Ray moved, seconded by Commissioner Jai Patel to *approve* the 2nd and 3rd Quarter Reports from the Jacksonville Chamber of Commerce, as presented. *Motion carried unanimously.*

Announcements:

- a. October 18: Popsicles in the Park at Marshall Smith Inclusive Playground
1700 Redmond Road 6:00 p.m. - 8:00 p.m.
- b. October 21-22: Thunder Over the Rock Air Show at LRAFB
Vandenberg gate open to public 8:00 a.m. - 5:00 p.m.
- c. October 28: The Great Pumpkin Plunge at Community Center for ages 3-12
check-in at 12:00 p.m. | starts at 1:00 p.m. | \$5/participant | \$3/parent
- d. October 28: Barktoberfest at Farmers' Market 2:00 p.m. - 6:00 p.m.
- e. October 31: Trunk of Treat at Dupree Park 5:30 p.m. - 8:00 p.m.

Adjournment: With no further business, the meeting adjourned at approximately 6:21 p.m.