

**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 Tuesday, February 20, 2024. Chairman Sundermeier called the meeting to order at 6:00 p.m. Council Member Kinman delivered the invocation and led a standing audience in the “Pledge of Allegiance.”

**Roll Call:** Commissioners Sandra Patel, Kayla Hawkins, 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: City Attorney Stephanie Friedman, Recording Secretary Emilia Vazquez, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Assistant Parks and Recreation Director Marlo Jackson, Chamber of Commerce Board Chairman Lauren Martin, and Chamber of Commerce President & CEO Kathy Perez.

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

**Financial Report:** Finance Director Cheryl Erkel presented the financial report for the period ending January 31<sup>st</sup>, 2024. She reminded the Commission that the January report looks different because everything they receive in January is actually for the month of December, so they record it as of December. She stated Assets of \$1,830,277.00 and Liabilities of \$1,582.00. She read from the Statement of Revenues and Expenditures showing Total Revenues at \$150.00, Total Expenditures at \$12,237.00, and Excess of Revenues Over Expenditures at -\$12,087.00. She explained for comparisons, Hotel/Motel Gross Revenue for December was \$242,853.00, which was an increase of 7% year-to-date and a decrease of 28% compared to December 2022. She related that Prepared Foods Gross Revenue was \$3,966,599.00, which was an increase of 4% year-to-date and a decrease of 9% compared to December 2022. She concluded that Overall Revenue was \$4,209,452.00, which was an increase of 4% year-to-date and a decrease of 10% compared to December 2022.

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

**Old Business:**

**New Business: a. Chamber of Commerce 4<sup>th</sup> Quarter 2023 Report Kathy Perez**

President & CEO Kathy Perez read from the 4<sup>th</sup> Quarter Report highlighting how the Chamber:

- held First Friday Breakfast with presenters, such as Adriene Brown of the Small Business Administration, Teri Todd Marketing Director of the Children’s Protection Center, who is also a partner with JNPSD, and Chancellor Cam Patterson of UAMS to help further regionalism and quality of life
- participated in training with Carol Johnson of the Little Rock Chamber of Commerce focused on site selections, including Building Credibility with Prospects, Site Selection Consultants, Starting Strong, Gaining Agreement on Prospect Needs and Expectations, and Case Studies
- attended the 2023 South Summit hosted by the U.S. Global Coalition, in correlation with governmental affairs, that featured Senator Boozman as a speaker
- celebrated Chamber of Commerce Week proclaimed by Governor Huckabee Sanders in October with Mayor Elmore proclaiming it and inviting members to attend breakfast at First Street Café
- hosted LRAFB Air Show Committee meetings and had over 280,000 attendees to the Air Show
- held Economic Development, Education, and Local City & Pulaski County Government Sessions during their Leadership Academy

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- participated in the Arkansas State Chamber's Professional Boot Camp the Best and Worst Roundtable
- attended Workforce Best Practices Summit held at Ben E. Keith with speaker Chief Workforce Officer Mike Rogers, who will also speak at their next Leadership Academy session March 28<sup>th</sup>
- held their Fall Golf Tournament of 26 teams with onsite donations for Toys for Tots
- attended City Year's Team tour at the Jacksonville Elementary School
- participated in JNPSD Career Academies of Central Arkansas program with over 3,000 freshman
- held Shop Small Saturday, which was a huge success with publicity from the Leader Newspaper

She confirmed there will be a Washington, D.C. trip this year in May, but instead of going with the other Chambers, they may do their own trip.

**Council Member Kinman moved, seconded by Commissioner Hawkins to approve the 4<sup>th</sup> Quarter 2023 Report from the Jacksonville Chamber of Commerce, as presented. Motion carried unanimously.**

**b. Funding request: USSSA Autism Awareness Tournament Joe Stoute**

USSSA Arkansas Assistant State Director-Slowpitch Joe Stoute presented a slideshow regarding an Autism Awareness Tournament benefitting Pathfinder, Inc. on April 19<sup>th</sup>-21<sup>st</sup>. He detailed their goal to create a different atmosphere than any other event done in Arkansas. He explained there are 12 national bat companies coming for this event, with approximately 32 pros, so their aim is to make this a marque event for Arkansas, replacing the Busch Classic. He stated they already have 70 teams signed up with 8 co-ed for Friday night, so they are full for Saturday and Sunday already. He confirmed every bit of the event will take place here. He gave an overview that it will be an open/D stock bat tournament highlighting many companies where each field is a different brand, forcing the teams to swing bats they do not normally swing. He related that the pros will be on the field and players can turn in a ticket to let the pro come and sub in for them to play. He mentioned Friday night events will include Demo Pro Day, Pros vs. Joes, Bracket Style Home Run Derby, and Pathfinder's athletes with Allstars playing exhibition games. He brought up they will have bounce houses and activities, noting that Pathfinder serves toddlers to adults, and they want all of them to be able to interact. He stated the co-ed games will be an all-nighter with the tournament on Saturday and Sunday. He explained the tickets are \$10.00 each, up to six purchased, to generate extra money to go to Pathfinder. He added that there will be a silent auction including 7-8 items so far. He referenced the expense report in the agenda, noting Suncoast bat company will also attend. He related that Cindy Roach is his contact with Pathfinder, who has been involved in the event since last year and gave him a tour of their facilities. He pointed out that five of the bat companies will have their owners here and everyone is really excited for the tournament.

Parks and Recreation Director Kevin House noted most of the time, when you get all bat companies represented, it is only at the World Series in Florida, but not only that, they are bringing their pros, which they do not do. He confirmed Jacksonville hotels will be listed as host hotels and attendees will have concessions available, which are considered Prepared Food for A & P tax purposes. He noted, when it comes to media coverage, they have press releases ready for next week. He shared a good problem they is that they are completely full on teams, adding that they will play through the rain if there is no lightning.

Mr. Stoute stated it will run until 8:00 p.m. that Sunday. He mentioned that 40 of the 78 teams are coming from 75+ miles away, with 8 from Louisiana, 3 from Texas, 10 from Tennessee, 3 from Kansas, and 3 from Missouri and pros coming from New Jersey, Michigan, Florida, etc.

Director House told how they are reaching out to other sponsors as well because they want buy in from the community. He requested a sponsorship where they can put the A & P Commission's logo on everything.

Mr. Stoute related approximately \$6,000.00 has already been put on a card for rooms. He mentioned going throughout the community for sponsorships, talking to Chris Walker with Fence Brokers, Inc., and tried to keep everything fairly local with Gwatney, Unity Health, and Chili's being on board, and possibly Graffiti Graffix. He pointed out that USSSA staff will work the event, but they are taking volunteers, especially for Friday night.

Director House noted the Parks and Rec Maintenance staff will handle most of the trash, but they will need volunteers to help with the Pathfinder kids, etc. He confirmed schools have been notified, but was unsure if they have reached out to the Little Rock Air Force Base.

Mr. Stoute recalled wanting to pull something off a little bit different last year in Sherwood, since they did not have Dupree Park because of the tornado, but the timing was not right. He told how Gwatney and Unity Health have signed up for the Gold sponsorship.

**Council Member Kinman moved, seconded by Commissioner Hawkins to *approve* the expenditure of \$5,000.00 for sponsorship of the USSSA Autism Awareness Tournament. *Motion carried unanimously.***

**c. Expenditure approval requested: Ad in 2024 Metro Little Rock Guide**

Chairman Sundermeier recalled the Commission has done this in the past for a number of years, it is a great profile of our city, and they are very well circulated.

**Commissioner Hawkins moved, seconded by Council Member Kinman to *approve* the expenditure of \$4,530.00 for the City of Jacksonville ad in the 2024 Metro Little Rock Guide. *Motion carried unanimously.***

**d. Funding request: \$3,600.00 Chairman to attend 2024 ICSC Las Vegas**

Chairman Sundermeier stated this is a conference attended last year, but this year should be better since they understand what they are doing going into it now and what conversations to have. He detailed that this would cover airfare, lodging, and registration fees. He listed Lauren Martin, Kathy Perez, and himself as the attendees.

**Council Member Kinman moved, seconded by Commissioner Hawkins to *approve* the expenditure of \$3,600.00 to the Jacksonville Chamber of Commerce to reimburse for the attendance of Kathy Perez, Lauren Martin, and Roger Sundermeier to the 2024 International Council of Shopping Centers Las Vegas. *Motion carried unanimously.***

**e. Discussion/approval: \$75,000 Economic Development Director**

**Council Member Kinman moved, seconded by Commissioner Hawkins to *table* this item of business. *Motion carried unanimously.***

**Announcements:**

- a. March 9: Community Movie Night

**Adjournment:** With no further business, the meeting adjourned at approximately 6:37 p.m.