

**A & P Commission
Regularly Scheduled Meeting
May 20, 2024
6:00 p.m. - 6:13 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, May 20, 2024. Council Member Kinman 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, Kayla Hawkins, and Council Member Reddie Ray answered roll call. Council Member Joy Kinman also answered roll call and declared a quorum. (4) Present (2) Absent (1) Vacant

Others present for the meeting include: Recording Secretary Emilia Vazquez and Finance Director Cheryl Erkel.

Approval and/or correction of minutes: Council Member Ray moved, seconded by Commissioner Jai Patel to *approve the minutes of the rescheduled meeting of April 17, 2024, as presented. Motion carried unanimously.*

Financial Report: Director Erkel presented the financial report for the period ending April 30th, 2024. She stated Total Assets of \$1,855,589.00 and Total Liabilities of \$206,931.00. She read from the Statement of Revenues and Expenditures showing Total Revenues at \$285,473.00, Total Expenditures at \$242,173.00, and Excess of Revenues Over Expenditures at \$43,301.00. She explained for comparisons, Hotel/Motel Gross Revenue for March was \$236,689.00, which was a decrease of 31% year-to-date and a decrease of 32% compared to March 2023. She related that Prepared Foods Gross Revenue was \$4,620,425.00, which was a decrease of 6% year-to-date and a decrease of 6% compared to March 2023. She concluded that Overall Revenue was \$4,857,114.00, which was a decrease of 8% year-to-date and a decrease of 8% compared to March 2023. She confirmed the decrease in Hotel/Motel has to do with the construction, since everyone is up to date on their reports.

Council Member Ray moved, seconded by Commissioner Jai Patel to *approve the financial report for April, as presented. Motion carried unanimously.*

Old Business:

New Business: a. Funding request: \$1,500.00 Alzheimer's Arkansas H2GO Run!

Race Director Jane Svetz

Mrs. Svetz stated this is the 5th year for the 2-mile run, noting that Alzheimer's Arkansas is an Arkansas-based non-profit. She explained last year Jacksonville citizens were given approximately \$10,000.00 through family assistance grants. She confirmed they are all about caregivers and trying to make their lives easier. She detailed the funds can be used for adult daycare, minor home modifications, legal counseling, homecare supplies, utilities, or lawn maintenance. She mentioned the proceeds they make from the H2GO Run go back into the community, which she loves, because she is very passionate about caregivers since they have a hard job, so they strive to do anything they can to make it better. She pointed out that people come from Sheridan, Conway, Benton, Hot Springs, Cabot, and a lot from Jacksonville, ranging from 5 to 80 years old. She brought up that it will be at the University Park Center parking lot and will go down Vandenburg Boulevard and back. She told how participants pay a registration fee and that they have added new races in Batesville, Hot Springs, and Russellville. She related that they try to use local vendors, like TLC for the t-shirts and a local sign company. She stated the race will be July 27th, adding that the Alzheimer's Arkansas Association likes to go to businesses or city offices and educate people on how to deal with those with dementia, so they would be glad to come out. She explained anyone interested in registering can contact her, noting she works at First Arkansas Bank & Trust with Chairman Sundermeier who came up with their logo.

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Council Member Ray moved, seconded by Commissioner Hawkins to *approve* a \$1,500.00 expenditure for sponsorship of the Alzheimer’s Arkansas H2GO Run. *Motion carried* unanimously.

Announcements:

- a. May 21: Popsicles in the Park
- b. June 15: Youth Fishing Derby
- c. May-August: Friday Food Trucks

Commissioner Hawkins reported that she attended the USSSA Autism Awareness Tournament the Commission recently sponsored. She told how the turnout of people was amazing with some from Canada, Louisiana, and more. She acknowledged Joe Stoute’s hard work put into the event and how successful it was for being his first year to do it.

Adjournment: With no further business, the meeting adjourned at approximately 6:13 p.m.