

**A & P Commission
Regularly Scheduled Meeting
September 16, 2024
6:00 p.m. - 7:49 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 16, 2024. 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 Reddie 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: Assistant Finance Director Laura Collie, Assistant Parks and Recreation Director Marlo Jackson, and Events and Marketing Coordinator Raina Stewart.

Approval and/or correction of minutes: Council Member Ray moved, seconded by Council Member Kinman to *approve* the minutes of the regular scheduled meeting of May 20, 2024, as presented. *Motion carried unanimously.*

Financial Report: Finance Director Cheryl Erkel presented the financial report for the period ending August 31st, 2024. She stated Total Assets of \$2,134,005.00 and Total Liabilities of \$323,463.00. She read from the Statement of Revenues and Expenditures showing Total Revenues at \$672,801.00, Total Expenditures at \$525,189.00, and Excess of Revenues Over Expenditures at \$147,612.00. She explained for comparisons, Hotel/Motel Gross Revenue for July was \$295,904.00, which was a decrease of 28% year-to-date and a decrease of 18% compared to July 2023. She related that Prepared Foods Gross Revenue was \$4,237,648.00, which was a decrease of 7% year-to-date and a decrease of 20% compared to July 2023. She concluded that Overall Revenue was \$4,533,551.00, which was a decrease of 9% year-to-date and a decrease of 19% compared to July 2023.

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

Old Business:

New Business: a. Discuss/approve reappointment of Jai Patel to now expire 3/31/2028
Council Member Ray moved, seconded by Council Member Kinman to *approve* the reappointment of Commission Jai Patel for a term to expire 03-31-2028. *Motion carried unanimously.*

b. Discuss/approve 2025 Budget requests:

• AR Pontiac GMC Assoc. Wheelin’ & Healin’ Car Show-\$4,000

Owner of Goodsell Truck Accessories Mark Goodsell shared photos of the event that recently took place on September 7th. He explained it was a successful event with 13 dogs adopted out from the Jacksonville Animal Shelter. He confirmed the proceeds are donated to the Jacksonville Animal Shelter, not Jacksonville Friends of the Animals.

Council Member Ray moved, seconded by Council Member Kinman to *approve* the expenditure of \$4,000.00 for the Arkansas Pontiac GMC Association 26th Annual Wheelin’ & Healin’ Car Show event in the 2025 Budget. *Motion carried unanimously.*

• Chamber of Commerce-\$65,750

Discussion ensued regarding the struggle of reimbursing the Chamber of Commerce by invoices per event, and if executing a contract would be better. City Attorney Stephanie Friedman confirmed she would need to draft a contract in order to pay out lump sums, as they have done in the past.

Council Member Ray moved, seconded by Council Member Kinman to *approve* the expenditure of \$65,750.00 to include in a contract with the Jacksonville Chamber of Commerce in the 2025 Budget. *Motion carried unanimously.*

• **USSSA Autism Awareness Battle of The Brands-\$5,000**

Chairman Sundermeier mentioned how the visiting players stayed at hotels outside of Jacksonville. He requested they book hotels within the City for the 2025 tournament.

Parks and Recreation Director Kevin House assured he would make it happen.

Council Member Ray moved, seconded by Commissioner Jai Patel to *approve* the expenditure of \$5,000.00 for the USSSA Autism Awareness Battle of The Brands tournament in the 2025 Budget. *Motion carried unanimously.*

• **Military Museum Welcome Home Vietnam Veterans/Arkansas Heritage Month-\$3,200**

Warren Dupree related that the year 2025 will be the last year for the Welcome Home Vietnam Veterans event, but it could be renamed to include all veterans.

• **Military Museum Operation funding-\$48,000**

Discussion ensued regarding if this request, as is, would be considered a subsidy. City Attorney Friedman recalled the request in the past being for display upkeep.

Council Member Kinman moved, seconded by Commissioner Jai Patel to *table* the requests of \$3,200.00 and \$48,000.00 from the Jacksonville Military Museum for the 2025 Budget, in order to research and possibly draft a contract for services. *Motion carried unanimously.*

• **Parks & Rec Cupid Shuffle 5K-\$9,000**

Council Member Kinman moved, seconded by Council Member Ray to *approve* the expenditure of \$9,000.00 for the Jacksonville Parks and Recreation Cupid Shuffle 5K event in the 2025 Budget. *Motion carried unanimously.*

• **Parks & Rec The Market/Market Madness-\$5,000**

Discussion ensued regarding the success of this event where it was asked if it should be done away with.

Director House noted if the A & P Commission does not fund it, it will still happen, in order to give the new Events and Marketing employees a chance to improve it.

Council Member Ray moved, seconded by Council Member Kinman to *approve* the expenditure of \$5,000.00 for the Jacksonville Parks and Recreation The Market/Market Madness event in the 2025 Budget. *Motion carried unanimously.*

• **Parks & Rec Big Bang-\$28,500**

Council Member Kinman moved, seconded by Commissioner Jai Patel to *approve* the expenditure of \$28,500.00 for the Jacksonville Parks and Recreation Big Bang event in the 2025 Budget. *Motion carried unanimously.*

• **Parks & Rec Titans Obstacle Course-\$7,000**

Chairman Sundermeier noted this is a great event for kids and families.

Council Member Kinman moved, seconded by Commissioner Jai Patel to *approve* the expenditure of \$7,000.00 for the Jacksonville Parks and Recreation Titans Obstacle Course event in the 2025 Budget. *Motion carried unanimously.*

• Parks & Rec Trunk or Treat-\$20,000

When asked, Director House replied that the hay bales were posted for free pickup on Facebook after the event last year.

Council Member Ray moved, seconded by Commissioner Jai Patel to *approve* the expenditure of \$20,000.00 for the Jacksonville Parks and Recreation Trunk of Treat event in the 2025 Budget. *Motion carried unanimously.*

• Parks & Rec Festiville-\$95,500

Director House confirmed there will no longer be a hot air balloon at the event since the wind resulted in it only being used for a very short period this year.

Council Member Ray moved, seconded by Council Member Kinman to *approve* the expenditure of \$95,500.00 for the Jacksonville Parks and Recreation Festiville event in the 2025 Budget. *Motion carried unanimously.*

• Parks & Rec Christmas Parade/Tree Lighting-\$6,000

Events and Marketing Manager Emily Stonecipher shared that she would like to add a hot cocoa and cookie station, along with a festive craft table for the children.

Director House explained the tree lighting will be done at the Community Center where they are planning a walkable light display that could possibly bring in sponsors in the future.

Council Member Kinman moved, seconded by Commissioner Jai Patel to *approve* the expenditure of \$6,000.00 for the Jacksonville Parks and Recreation Christmas Parade/Tree Lighting event in the 2025 Budget. *Motion carried unanimously.*

• City of Jacksonville Christmas-\$35,000

Director House stated this request is for Christmas lights to help start the displays around the walking trail at the Community Center. He mentioned businesses sponsoring light displays in the future to add to it, similar to the Enchanted Forest Trail of Lights in Sherwood.

Council Member Ray moved, seconded by Council Member Kinman to *approve* the expenditure of \$35,000.00 for the City of Jacksonville Christmas lighting in the 2025 Budget. *Motion carried unanimously.*

ADDITION TO AGENDA:

Council Member Ray moved, seconded by Commissioner Jai Patel to *suspend the rules* and add two items of business to the agenda. *Motion carried unanimously.*

• Surveying Proposal for City owned property-\$6,050.00

Director of Economic Development Robert Birch requested reimbursement to the City for a surveying proposal from Bond Consulting Engineers regarding the City owned 220 acres located off Wooten Road. He confirmed this is needed for economic development in order to attract businesses to this property.

Council Member Ray moved, seconded by Commissioner Jai Patel to *approve* the expenditure of \$6,050.00 to reimburse the City of Jacksonville for the surveying of 220 acres off Wooten Road to be done by Bond Consulting Engineers. *Motion carried unanimously.*

• Business Beautification Grant Program-\$50,000.00

Director Birch presented a 50/50 grant proposal regarding the beautification of businesses in key commercial areas of the City. He explained the Business Beautification Grant Program would provide grants up to 50% of the total project cost for exterior improvements, with a maximum grant of \$5,000.00. He related that details and guidelines would be included in the application, which will be accepted starting January 1, 2025.

Council Member Ray moved, seconded by Council Member Kinman to *approve* the expenditure of \$50,000.00 for the creation of the Business Beautification Grant Program in the 2025 Budget. *Motion carried unanimously.*

RESUME AGENDA:

c. Discuss/approve remainder of 2025 Budget

Recording Secretary Emilia Vazquez noted this includes line items other than the events mentioned, such as Administrative/Operational Expenditures, Direct Advertising/Promotional, and the Placer.ai annual fee.

Council Member Kinman moved, seconded by Council Member Ray to *approve* the 2025 Budget, as presented, excluding the tabled items of business regarding the Jacksonville Military Museum's requests. *Motion carried unanimously.*

d. Chamber of Commerce request for additional \$3,420.42 reimbursement for Casino Night

When asked where the overage occurred for this event, Chamber of Commerce Board of Directors Chairman Lauren Martin responded it was the cost of providing the games to play.

When Council Member Kinman inquired about their revenue from the event, President | CEO Kathy Perez responded that they had \$1,000.00 in ticket sales and that the event is a fundraiser for the Chamber of Commerce that brings people in from other cities.

Discussion ensued where it was determined the Chamber was already appropriated \$2,000.00 for this event in the 2024 Budget, therefore, since their total cost was \$5,420.42, they need an additional \$3,420.42.

Council Member Ray moved, seconded by Council Member Kinman to *approve* an additional \$3,420.42 expenditure for the Chamber of Commerce Casino Night event reimbursement. *Motion carried unanimously.*

Announcements:

Adjournment: With no further business, the meeting adjourned at approximately 7:49 p.m.