

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Re-scheduled Meeting
August 26, 2019

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, August 26, 2019. Council Member/Chairman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, Jim Hurley, Roger Sundermeier, and Council Member Kenny Elliott answered roll call. Council Member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (5), Absent (2) Commissioners Andy Patel and David Bush were absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Dr. Bob Price, Warren Dupree, LaConda Watson, Freddie Scott Sr., Barbara Mellinger, Patrick Thomas, Billy Hall, and Marshall Ray.

MINUTES:

Commissioner Jim Hurley moved, seconded by Commissioner Roger Sundermeier to approve the minutes from the July 15, 2019 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for July noting assets of \$756,536.00 which includes \$255,849.00 in investments. She noted revenues of \$434,056.00 and expenditures of \$354,182.00 with revenues exceeding expenditures in the amount of \$82,873.00.

She reported June hotel/motel gross receipts of \$281,828.00, which decreased 4% decrease regarding the year-to-date comparison and decreased 8% regarding the current month comparison. She noted prepared food tax gross receipts of \$3,276,852.00, explaining this is a 3% decrease regarding the year-to-date comparison and an 8% decrease for the current month comparison. She reported overall gross receipts of \$3,558,680.00, which is a decrease of 3% regarding year-to-date comparison and an 8% decrease regarding the current month comparison. She explained some of the decrease is due to several hotels and restaurants not turning in reports until August; saying those revenues are not included within this report.

Council member Kenny Elliott moved, seconded by Commissioner Jim Hurley to approve the financial report for July as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. Service Award Presentation to Billy Hall

Council Member/Chairman Ray presented Commissioner Billy Hall with his service plaque, explaining service is voluntary. He noted that Commissioner Hall is presently serving on another commission. He thanked him for his time and service to the A & P Commission.

Commissioner Hall commented he hoped he was able to contribute a little bit; saying former Mayor Fletcher had told him when he was appointed that he wanted someone who could say “no”, saying that is what he has tried to do.

B. \$5,500.00 Funding Request for Dub Myers 7th Annual Golf Tournament

Boys and Girls Club CEO LaConda Watson stated they have already started advertising, explaining the golf tournament is being held on September 13th and there is only two weeks left. She related they have been working on their social media presence as well as some advertising in the local newspaper, explaining they are extending to the Arkansas Democrat Gazette as well as working with some of the various radio stations. She noted an upcoming appearance on September 5th with Cumulus radio on three stations to continue promotion of the event. She stated they are looking for support to run a successful event campaign.

City Attorney Stephanie Friedman questioned if the funding request was strictly for advertising.

CEO Watson replied that it is strictly for advertising and will take care of social media. She explained they are presently looking at a static billboard depending on what is left in the budget. She reiterated advertisements in The Leader and the Democrat Gazette, golf signs and banners, along with radio appearances and advertisements.

City Attorney Freidman questioned, if funding were approved by the Commission, would the Boys and Girls Club place something regarding Jacksonville A & P funding.

CEO Watson said absolutely, explaining they would brand with the A & P Commission regarding everything they do.

Council member/Chairman Ray called for a motion.

CEO Watson stated they do have event flyers on hand if needed.

Commissioner Jim Hurley noted the funding request is for \$5,500.00 however, when he flips the page it states “A & P Commission \$10,000.00”.

CEO Watson explained initially, when looking at their budget, that was their desire when they had marketing and advertising within their budget however, they are only requesting \$5,500.00.

Commissioner Hurley questioned if the \$6,367.00 stated amount is expected revenue and not expenditures.

CEO Watson confirmed it is expected revenue.

Commissioner Hurley questioned if the revenue received would be used for Boys and Girls Club activities.

CEO Watson stated they have various activities including an after school literacy program. She noted they have a feeding and snack program that does not begin until September 16th; explaining in the interim they are offsetting those expenses through their budget that were unplanned.

Commissioner Hurley questioned if they already have eighteen sponsors.

CEO Watson replied negatively, saying they plan to have eighteen sponsors and teams. She noted ten teams have already registered.

Commissioner Hurley noted the submitted information states eighteen teams at \$150.00 each.

CEO Watson stated they budgeted for eighteen teams.

Commissioner Sundermeier noted sponsorships are \$150.00 and teams are \$400.00.

CEO Watson related the practical math they used was eighteen holes and eighteen teams to keep it simple, saying that is their goal.

Commissioner Sundermeier questioned the number of teams who normally play in the tournament.

CEO Watson noted thirteen teams played last year, explaining they saw profit from signs and sponsorships. She further explained they do not make a profit from the teams however; they profit from sponsorships.

Commissioner Sundermeier offered that team funds are used to purchase prizes.

CEO Watson agreed saying those funds are also used for green fees, trophies, food for the event, and rental of the country club.

Commissioner Hurley asked CEO Watson to briefly outline where they have advertised so far.

CEO Watson noted they have advertised with The Leader, the community calendar with Cumulus media radio stations, the Air Force Base, the Chamber of Commerce news blast, and "word of mouth" via phone calls. She continued saying they are working with the Department of Education and Mr. Scott Sr.'s team as well.

Boys and Girls Club Treasurer Freddie Scott Sr. offered one of the reasons they wanted to extend it, because of the interest of the Commission, is to see and realize revenue from outside of Jacksonville; so their effort to externally communicate outside through the Department of Education should cover the state as well. He stated they would love to get eighteen teams and optimize that, adding it would be a push but they are excited about the opportunity.

Commissioner Hurley asked Finance Director Erkel the amount of funds remaining if revenues and expenditures came in as projected.

Finance Director Erkel replied presently there is \$58,640.00.

Council Member Kenny Elliott offered the amount could change if revenues continue to decline.

In response to a question from Council Member/Chairman Ray, CEO Watson replied the logo would be added to the flyer. She then asked for a copy of the approved A & P logo.

Commissioner Sundermeier asked City Attorney Friedman if this would be a challenge or “gray area” for the Commission to fund this request.

City Attorney Friedman replied negatively, explaining it would be similar to the recent sponsorship of the Alzheimer’s 5K Run Walk. She stated that as long as the Commission is getting credit for it and advertising the City of Jacksonville, which is what the Commission was designed to do. She continued saying it is the Commission’s discretion.

Commissioner Sundermeier then asked if the Commission is more about promoting Southern Oaks as an opportunity for people to come to the golf course, join and increase memberships, which will increase revenues for them, or is it about this specific tournament? He continued saying he does not know if funding one tournament might lead to being asked to sponsor every golf tournament. He questioned if this was more about supporting Southern Oaks, explaining he is just trying to get a feel for how this request fits into the Commission’s model.

Commissioner Hurley stated he did not disagree, explaining that if you were to take \$5,500.00 and divide by the number of participants, on a scale standpoint, that is a pretty significant dollar. He continued saying there are already fourteen teams signed up and they are trying to reach an additional four teams and sixteen people.

Commissioner Sundermeier questioned if there was enough time, since the event is on September 13th, to get a return on investment if funded.

CEO Watson stated “yes” saying media is expensive, explaining it is all about marketing, reach, penetrating the audience and making sure they are reaching the targeted audience for this event. She stated that anything they do for the City is always a plus when they are advertising healthy events and fun things to do. She continued saying with the military presence and the fact the golf course on Base is no longer there, that does open them up to generating revenue for the City as well as from the Air Force Base. She stated she is looking at this as a win-win and an opportunity for them to do it in a more positive way.

Commissioner Hurley questioned how she thinks this would generate revenue for the City.

CEO Watson replied that people who are coming into Jacksonville are spending their money and time, noting they are being fed lunch but not dinner. She stated they are still providing a service to the City. She continued saying they are working with the Chamber of Commerce and visiting area businesses to obtain “goodie bag” items which will help those businesses to advertise as well.

Council Member Elliott questioned how many teams are expected from outside of Jacksonville, explaining that is the problem he is having, how many people are being drawn to Jacksonville. He stated that most of the golfers will be from Jacksonville.

Boys and Girls Club Secretary Barbara Mellinger noted by word of mouth, they had two teams register from Little Rock who were originally from Jacksonville. She stated they also have a team from Beebe that has registered. She continued saying if there are teams coming from Little Rock with all of the golf courses they have their coming to support Jacksonville and the Boys and Girls Club that is a plus.

Commissioner Sundermeier questioned who was managing the social media part of the advertising for the event.

CEO Watson replied Lancorp, explaining they are a small company located in Little Rock, having algorithms and methodology to aggressively push advertising within the two-week period prior to the event. She continued saying they are set up on Twitter, Instagram, and Facebook. She stated Lancorp is tasked with helping them to penetrate and flood the social media airwaves.

Commissioner Sundermeier questioned if that was something that could have been done in house, explaining they can pay to boost the posts and buy demographics and lists. He stated that from a Commission standpoint there is \$1,500.00 listed for a media platform, which he understands has a cost and is a lesser amount, which is a little more palatable because it does have a huge reach. He continued saying the majority of social media can be done in house if there is time to do it.

CEO Watson stated she has a challenge with time and resources, explaining she is the media person and the one posting. She continued saying she has learned that sometimes she has to take a backseat to those who have more of an expertise in that area. She related it is an area she wants to learn more about. She stated that a Facebook post will only go so far, questioning how to make it “grow legs” and expand. She offered that they are being aggressive with only two weeks remaining, saying the support of the Commission on something that is a hardship for them is definitely a benefit for them to be successful with the golf tournament. She continued that anything they do to spread the word regarding coming to Jacksonville, whether it reflects in the bank account, and advertises something positive for Jacksonville, saying Jacksonville needs more positive things and opportunities because right now Jacksonville gets skipped over for Sherwood or Cabot. She questioned what is being done to entice people to be here.

Commissioner Sundermeier noted the Arkansas Democrat Gazette e-blast cost is \$3,100.00 per month with a minimum of a three-month agreement.

CEO Watson stated that is not for the Boys and Girls Club, explaining she has already negotiated with them and they are not paying for three months. She related the Arkansas Democrat Gazette understands that this is a special project. She stated that her goal next year is to be in front of it and to have her media plan together now that they know this is an avenue they can go down to have that marketing package and plan. She noted upcoming television appearances scheduled on Channels Eleven, Seven, and Four. She reiterated the upcoming Cumulus radio appearance along with a possible appearance on 103.7 The Buzz.

Commissioner Hurley questioned if it would help to meet her goal as well as the Commission's criteria if the \$1,500.00 radio platform were funded.

CEO Watson replied funding the radio platform would definitely help, saying she would not turn down any means to get advertising out there.

Commissioner Hurley offered that he was unfamiliar with the radio stations listed questioning what is offered by 105.5.

CEO Watson stated that she believes it is one of the sports stations that Lancorp is working with. She continued saying she presently has Cumulus radio, 102.5, Power 92, and 102.1 KOKY with the potential of 103.7 The Buzz.

Commissioner Hurley stated if reading correctly, it states to choose one station however; in parenthesis is says to choose between 105.5 and/or 96.5 so they can split between the two. He asked if that was correct.

CEO Watson replied affirmatively.

Commissioner Hurley questioned what type of station 96.5 is and if it is reaching their potential customer.

CEO Watson stated the station is in the Central Arkansas listening area.

Discussion ensued.

CEO Watson noted that Cumulus radio and 103.7 The Buzz are not charging for advertising the event.

Commissioner Sundermeier offered that he would feel more comfortable committing \$1,500.00 for the radio platform which also has a social media piece that can be shared.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to expense \$1,500.00 for the radio platform advertising of the Dub Myers 7th Annual Golf Tournament.

Council Member/Chairman Ray confirmed the Commission wanted to fund \$1,500.00 and not \$5,500.00 which is the requested amount. He questioned if that amount would be enough to advertise the event, saying he would like to see the entire amount funded as requested.

He explained that Dub Myers was a very responsible person for Jacksonville, saying he supported the community and the high school. He recalled that Mr. Myers provided a van from Gwatney Chevrolet when a bus was not available to transport students to a ballgame. He reiterated that he would prefer the Commission fund the entire amount requested, explaining it is beneficial to the community. He stated Mr. Myers sponsored the entire community, saying he feels the Commission should fund the entire amount requested.

Discussion ensued.

Motion Carried.

C. \$2,930.00 Request for ad in Arkansas Business

Commissioner Sundermeier noted a copy of the ad is included within the packet, saying it will be published in Arkansas Business as part of their tourism edition that is published statewide and digitally. He explaining there will also be a full page of editorial copy for Jacksonville to tell its story from the School District, LRAFB, Boys and Girls Club, Museum of Military History and all of the other entities as well to paint a picture of Jacksonville as a whole. He continued saying from that standpoint, it is probably one of the better pieces the Commission can fund.

In response to a question from Commissioner Hurley, he replied that Arkansas Business would be writing the copy.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to approve the expenditure of \$2,930.00 for an ad in the Arkansas Business tourism edition. Motion Carried.

ANNOUNCEMENTS:

Mr. Warren Dupree announced the 40th Annual Razorback Coin Show to be held on September 20th - 22nd at the Community Center. He encouraged attendance, noting people come from all over the region to attend. He stated they are the longest running customer of the Community Center and have enjoyed the partnership they have.

Council Member/Chairman Ray noted the large attendance at the recent train show.

Mr. Dupree noted the Jacksonville Community Center is the site for collector shows, saying the Community Center hosts the train show, book and paper show, the coin show, the stamp show, the gem and mineral show, and the holiday arts and crafts sale, all in the span of three months.

Council Member/Chairman Ray stated he was approached by some representatives from JNPSD, noting the parking lot is quite a distance from the stadium, that want to obtain golf carts to transport older and handicapped people to and from the stadium. They thought the Commission could help sponsor a couple of golf carts and place the Commission's logo on them. He continued saying they could either be leased or purchased to transfer people back and forth. He said he informed them to bring it to the Commission for discussion.

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City Attorney Friedman stated that she would discuss it when the item is presented, saying she believed under the current Statute that it is not doable.

ADJOURNMENT:

With no further business, Council Member/Chairman Ray adjourned the meeting at 6:38 p.m.