

**CITY OF JACKSONVILLE, ARKANSAS**  
**Advertising and Promotion Commission**



**A & P Commission**  
**Regularly Scheduled Meeting**  
**July 15, 2019**

**CALL TO ORDER:**

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, July 15, 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" and welcomed new commissioner Roger Sundermeier.

**ROLL CALL:**

Commissioners Andy Patel, David Bush, 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 (6), Absent (1) Commissioner Ray Patel was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Mayor Robert Johnson, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Chamber of Commerce Board President Terry Weatherford, Chamber of Commerce Director Courtney Dunn, Dr. Bob Price, Warren Dupree, DannaKay Duggar, Joan Zumwalt, LaConda Watson, Freddie Scott Sr., Barbara Mellinger, Heather Smith, Sheryl Boyd, and Patrick Thomas.

**MINUTES:**

**Commissioner Jim Hurley moved, seconded by Commissioner Andy Patel to approve the minutes from the June 17, 2019 meeting as presented. Motion Carried.**

**FINANCIALS:**

Finance Director Cheryl Erkel presented the financial report for June noting assets of \$860,131.00 which includes \$255,849.00 in investments. She reported liabilities of \$77,712.00, explaining the majority is the amount owed to the Parks Department. She noted revenues of \$358,418.00 and expenditures of \$172,121.00 with revenues exceeding expenditures in the amount of \$186,297.00. She related that she was asked to provide an end of the year estimate providing that the revenues and expenditures came in as budgeted; saying would be \$855,750.00 in revenues and \$772,110.00 in expenditures with a carryover of \$83,640.00. She stated that based on current revenues received she is projecting \$872,000.00 in revenues and \$802,376.00 in expenditures; explaining as revenues increase so does the amount due to the Parks Department for their half of the 2% tax. She stated she is projecting a year-end carryover of \$69,624.00.

She reported May hotel/motel gross receipts of \$291,292.00, which is a 3% decrease regarding the year-to-date comparison and a 7% increase regarding the current month comparison. She noted prepared food tax gross receipts of \$3,490,775.00, explaining this is a 3% decrease regarding the year-to-date comparison and a 3% decrease for the current month comparison.

She reported overall gross receipts of \$3,782,067.00, which is a decrease of 3% regarding year-to-date comparison and a 2% decrease regarding the current month comparison.

Commissioner Andy Patel noted that two certificates of deposit were maturing in September and December questioning the procedure for renewal.

Director Erkel explained she sends out a bid request to all local banks noting the dollar amount and length of time which is usually a year to obtain the best interest rate.

Commissioner Andy Patel stated the rates should be improving, noting that money market rates have improved as should certificates of deposit.

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

**CHAMBER OF COMMERCE REPORT:**

Chamber of Commerce CEO Courtney Dunn stated this is her first report since the signing of the contract last month, explaining she will be covering everything for the first six months. She stated the Chamber of Commerce (Chamber) serves as the welcome center for Jacksonville and receives visitors on a regular basis that come in to get maps and the directory. She stated they are also the point of contact for residents needing phone books as they have three different ones. She related that in the last six months the Chamber sent out twenty-four weekly e-blasts, explaining that larger e-blasts are sent out when leading up to larger events that need a little more attention or reminders. She further explained the e-blasts include flyers for upcoming community events, a list of upcoming events, and the link to a full calendar on the Chamber's website. She related they have been working with the Parks Department and JNPSD, explaining each entity has their own login to the calendar to add events. She hoped the calendar would become the go-to point for people looking for upcoming events that are put on by other organizations as well; saying any of the business members or organizations can do that as well. She continued saying the Chamber helps to promote community events using social media outlets such as Facebook, Twitter, and Instagram, working closely with the Parks Department and City Hall to push out information regarding Jacksonville and community events. She related she recently has started working with Director House to send out notifications to area restaurants and hotel owners regarding upcoming sports tournaments so they can be aware with contact information if available. She noted in the spring they hosted the Jacksonville Business Expo and Job Fair which has held at the Community Center, explaining there were several job opportunities, food trucks, and Jacksonville businesses were able to come and promote their businesses. She related the chamber had a big part in the second annual Fun at Five Points' event which included a lot of prep work and a day of activity, explaining they served as the point of contact for vendor registration and event questions. She stated there were a lot of advertising opportunities, noting they were on Good Morning Arkansas, had several radio slots and was in the newspaper for several weeks leading up to the event. She noted the Jacksonville Community Profile and Business Directory was published and mailed to every resident in Jacksonville, explaining the Directory is included in informational packets they mail to people looking to move or host an event in Jacksonville.

She continued saying they worked with First Arkansas Bank and Trust on the Metro Little Rock Guide ad and have also worked with the Arkansas Department of Economic Development Chamber Executives (ADECE) regarding a spotlight article on Jacksonville, noting there is a link to the article located on their website. She stated they had several businesses and two high school trap shooting teams that came from Smackover to attend their trapshooting fundraiser. She said she attended the MAKO conference held in Branson, Missouri, explaining she was awarded a scholarship through the ADECE to attend the conference which included chamber of commerce and economic development training. She continued saying she also attended training at the Arkansas State Chamber regarding requests for information, explaining she wanted to be better prepared to respond and efficiently answer any requests received. She related recent attendance to the Arkansas State Chamber DC fly-in with chambers of commerce from all over Arkansas. She stated she has been training with the Arkansas Site Selection website, saying she has met with Steve and Matt from the ADECE on two different occasions to go over the website which is pretty in depth and will take time to get all of the information on the website that needs to be included regarding available properties. She stated the Chamber hosted, along with the Cabot and Sherwood chambers, a spouse event for the LRAFB that included food, activities and shopping from around the area to things that are available in and around Jacksonville.

Commissioner Andy Patel thanked CEO Dunn for the information provided questioning what she intends to do to make a difference within the community.

CEO Dunn related some of the goals they had before she even started where to better the relationship between the Chamber and the city, adding she thinks they are doing a great job working with City Hall and the Parks Department, as well as other community organizations. She stated communication is a big point, explaining if there is no communication between the entities then no one knows what is going on. She related they do not want to overlap or duplicate events. She stated there are a lot of great people in Jacksonville and a lot of great organizations wanting to do great things; it is just a matter of communication and being open to new ideas.

Commissioner Andy Patel offered that communication and engagement with the community and businesses is the most important key, people need to know that the Chamber exists. He explained that if a business joins the Chamber and sends a yearly check with no additional engagement that they can see, they will lose interest and discontinue their membership.

CEO Dunn stated she recently started a check list for new members that includes things the Chamber will do after a certain number of days. She continued saying they are going to start a "business of the week" feature and do "pop-ins" on existing businesses and business members to spotlight them so Jacksonville does not forget existing businesses.

Commissioner Jim Hurley requested that a printed copy be provided to Recording Secretary Wilmoth to be included in the agenda packet prior to the meeting; explaining it provides him the opportunity to think about it versus being verbally informed.

Commissioner Andy Patel expressed appreciation for the e-mail blasts he is receiving asking her to continue sending them.

**OLD BUSINESS:**

**A. Boys and Girls Club Contract**

LaConda Watson, Boys and Girls Club CEO, stated they made a few changes, explaining they changed the word “contract” to “proposal” because they did not want to be presumptuous and say it is a contract at this time. She presented copies of an updated proposal and introduced treasurer Freddie Scott Jr. and secretary Barbara Mellinger. She then stated she wanted to address some of the concerns since there has been time to digest the content and some of the language utilized within the document. She said they wanted to differentiate themselves saying this is an opportunity for them to provide a service not only to Jacksonville, as far as their programs and services they have at the Boys and Girls Club, but to confirm that it is a venue that the community, youth, and families can feel a part of. She stated the recreational feel and experience for the community is so important, saying one of the pillars of the Boys and Girls Club is health and fitness, explaining she feels it is an area for them to ensure they are a part of that effort. She stated on page two, section one under the terms and agreement, she felt there was some misunderstanding and she made a clarification; explaining they originally had a three year clause however, it has been updated to reflect July 01, 2019 through June 30, 2020. She then reiterated that this is a proposal and not a contract. She stated regarding the “minimum ask” it was broken down to a \$45,000.00 request for services to handle the program and activities throughout the year and also adding on what they do for advertising and promotion. She continued saying they are very fortunate in some cases to have an opportunities to receive in-kind support. She provided an example regarding an upcoming fundraiser at Chili’s that will also celebrate the Mayor’s birthday on August 1<sup>st</sup>. She said this is an example of what they do when they market the city and promote what they do at the Boys and Girls Club (Club) to give an opportunity for everyone to participate; acknowledging that Lamar Advertising Company created the draft that will be displayed in a few days. She related normally they have digital billboard advertising located in the area of Tractor Supply Company on Hwy 67/167. She stated they are also looking into having some physical materials so they can also use billboards located along the freeway. She continued saying Lamar Advertising Company does this as an “in-kind” service however; there are some services they will have to pay for. She stated regarding marketing and advertising, which is one of the examples along with maybe radio and advertisement based on certain events they hold. She stated they had a community event in February where they utilized Lighthouse Charter School’s activity center and Power 92 provided radio promotion for two weeks, explaining it was fifty-five spots for the week and advertising costs can really add up. She continued saying they also work with print advertising as well. She stated they try to have a broad spectrum regarding an audience so they can capture anyone that is willing to come to the city as well as informing the community as to what they have going on. She related they also use social media as a heavy medium to do a lot of communication as they continue to grow their relationship in the athletic and program areas.

Commissioner Andy Patel requested a brief background regarding the establishment of the Club and inquiring if it was a public or private entity and how they operate.

CEO Watson replied that the Jacksonville Boys and Girls Club has been in existence for fifty years however, nationwide boys and girls clubs have been around for over a hundred and twenty-one years. She stated nationwide they service over four million children and in Arkansas they serve 69,000 children. She related they have three hundred and fifty children on the roster however, over the year they average approximately 3,500 children regarding outreach and community. She stated she has been with the Boys and Girls Club for three years and they have doubled their revenue as well as the outreach; explaining they have established relationships throughout the state and in the local communities. She continued saying they hold basketball tournaments and start their practices in December for the season and after school program. She noted that during the summer program they have children from Cabot, Sherwood, and the surrounding areas who attend. She noted there is a membership requirement that is more on the side of safety and does not mean there has to be a fee associated with it. She explained that it was a concern that had been expressed in a previous meeting saying it is a way to show a sense of responsibility and pride. It is also about liability, explaining they have to make sure that from a health and safety perspective there is an understanding in place. She noted the Club services youths from the ages of six to eighteen, explaining they cannot service youths under the age of six because they are not a licensed daycare. She noted there are some state regulations they have to adhere to. She related there are certain periods of time the Club could be open to the public, saying there are some things that can definitely be worked out as far as expressing any concerns or issues on both sides if agreeable, adding that some of that is an area where there is some flexibility. She stated they are a 501c3 private non-profit foundation.

Commissioner Andy Patel questioned how they are funded.

CEO Watson replied that membership is not a revenue generator for them, explaining they have a minimum fee for the after school program which is \$50.00 for the school year. She stated the fee for the summer program is \$200.00 which is averaging \$22.00 per child. She continued saying their revenue is generated through grants, private donations, corporate donations, and all fund raising activities. She related last year they hosted First Lady Susan Hutchinson and that event provided them with a \$15,000.00 profit for the first time on record. She stated this is another example of their reach beyond Jacksonville. She continued saying they have a positive influence, a positive outlook, and a great support system because when they call and ask for support from any entity, more than likely they are going to get some type of support.

In response to a question from Commissioner Andy Patel, she replied the building they are using is owned by the city. She confirmed their organization is not connected to the city or the Parks Department.

Boys and Girls Club Treasurer Freddie Scott Jr. stated he was present to answer any questions the Commission may have, acknowledging they have been present before. He related there have been a few questions that have come up and thanked the Commission for the questions that have been asked. He noted the numbers have been relaxed from where they were previously, acknowledging they were not being realistic. He stated they want to make sure they were mapping an appropriate strategy to what the Commission's desires were from a legal perspective and to bring a value ad. He said when looking at the Boys and Girls Club leadership structure and some of the personnel in place, they have great relationships with other entities from a public relations' perspective that can be leveraged extensively. He offered they are excited as they build a brand of positivity, a brand pertaining to children that experience a holistic approach to life that directly affects what goes on within the city of Jacksonville. He said that time off in the after school scenario is time spent learning, time spent training from a physical standpoint, and time away from potential crime. He stated they feel this is a tremendous benefit where they can leverage their experience and where they can also be a hub for family and community engagement; noting that they work with the State Department of Education to do the very same thing. He related they wanted to be sure the Commission understood they were heard before and they wanted to be sure to address any additional questions the Commission may have.

In response to a question from Commissioner Andy Patel concerning rental payments, Treasurer Scott Jr. replied they are presently in negotiations with the city.

It was noted that a dollar is stated within the lease agreement.

Commissioner Andy Patel questioned whether the Club would be able to provide a copy of their budget for review.

Treasurer Scott Jr. replied affirmatively, saying he can definitely speak as to where they are today and can also provide a cash flow document along with other documents.

Commissioner Andy Patel stated he would like to see those documents.

Treasurer Scott Jr. stated they have to maintain compliance with all federal and state laws and be above board in all that they do so they would be happy to share any documents the Commission would like to see.

Commissioner Sundermeier questioned how the programs interface with the Parks Department, do they overlap, are there opportunities to combine resources, and are they competing with the Parks Department. He further questioned if there is a way to join forces on this.

CEO Watson replied they are not in competition, saying they have the only youth basketball program in the city. She stated they hold basketball clinics and things of that nature. She related that volleyball is an area they embark on in the summertime. She continued saying they offer a volleyball clinic in the summertime and partner with the Jacksonville High School Lady Titans.

She stated the things they are offering are not duplications of services with the Parks Department however, if there is an opportunity to combine and join forces she is definitely willing to.

Commissioner Sundermeier said this is really speaking to an investment in the local kids questioning if these programs are going to be revenue producers to add to the bottom line of the hotels and restaurants which have seen a three percent decrease. What are these programs going to contribute to increase the bottom line for the Commission to say this is a good investment?

CEO Watson replied that as they develop the athletic program and plan, with the blessing of the Commission regarding the proposal or contract, out the projects and activities and look to build on these tournaments that will help bring more people into the city to eat. She stated she believes it will be an opportunity to bring in more people with greater exposure. She related that she worked with CEO Dunn at a recent trap shoot and feels there was a breakdown in communication when it comes to who is coming into the city, when they are coming in, and how to capitalize on it. She expressed her feeling that there is a huge opportunity for the Club to join forces with the city and the Chamber, saying it is important that there is a seamless communication plan. She continued saying if there is a way they can be "a part of and add to" they definitely have the tools, knowledge, and ability to do it.

Council member Kenny Elliott stated that as much as he loves the Boys and Girls Club, supports it, and has been involved with it for many years, he feels that it is still stretching it to be able to fund it through the A & P Commission. He related regarding the Chamber and the Museum, they are both tourism related but as far as this being a part of what the law is for advertising and promotion, unless the Municipal League said something different in the meeting, to the Commission the Municipal League stated it could be a possibility if there was a tournament where there were out of town people coming into the city to pay for officials but that is about the most the Commission could stretch it.

City Attorney Friedman noted the statute expressly permits the Commission to fund or equip a public recreation facility, asking Ms. Watson to speak on that, questioning if the items she is wanting funded are open to the public and if she considers it a public recreational facility.

CEO Watson replied affirmatively and thinks it is one of the reasons they are present as far as being able to stand confidently in front of the Commission, adding because of the meeting with the Municipal League, they saw an opportunity where they can offer the Club as an open facility with some guidelines as far as safety is concerned. She stated one of the biggest issues she sees within the city, and has discussed a lot with the police chief, is how to get the youth off of the street. She stated some of the youths are not a part of the Club but they want to be able to give them an opportunity to have a place to come to when it is hot, to have fun and to have a safe place to come to just like the other kids who are in the Club.

City Attorney Friedman stated her biggest concern is that there is a membership fee it is really not open to any child that walks in off of the street to get out of the heat, you have to be a member. She then pointed out the statute states the Commission cannot provide funds for general subsidy but the Commission may contract to provide these services.

She stated that in reference to advertising, is that the direction she was headed in reference to the \$10,000.00? Does she want to provide this service to the Commission?

Treasurer Scott Jr. stated those are very good questions, truly if they are just conducting these activities during the same timeframe as the Club activities there would be a conflict; saying there is a finite period of time as true Club activities, after that when they are providing those services it would be truly public and so the tournaments and activities would be associated with activities that would not be Boys and Girls Club related so it would avoid a conflict that would be perceived and that way they could address that concern. He stated they would not necessarily have to be a Club member during that timeframe.

CEO Watson stated as they report their numbers, because they do report their numbers to their national office, one of the things they are asked for is their outreach numbers, because it is more than just about their members in the Club it is also about what they are doing for an outreach service perspective. So outside of Club hours, this is an area of opportunity they see where they can provide this service to the community.

Treasurer Scott Jr. offered that for years his colleagues have gotten on his case for not leveraging his eleven years of professional football experience and reach, so a lot of times when they go on television and radio he is able to do that. He stated they have access to media outlets and are able to reach some other professional athletes adding that outreach goes beyond Jacksonville to others across throughout state. So to address Commission Sundermeier's question regarding reach, they absolutely want to draw from the outside so they can take advantage of revenue opportunities.

Commissioner Hurley commented, as he said at the last meeting, he was on the board at one time with Roger and Kenny, so it is not a matter of whether the Commission supports the Club or thinks that it is not a very worthy organization. He agrees with the points that have been made. He stated he is having a little problem with an unwillingness to support contracts with every entity that needs funding. He continued saying if there is a specific event that is going to be held at your facility and you demonstrate to the Commission how that promotes tourism to Jacksonville then he does not have a problem, if the rest of the Commission is in agreement, with funding the specific event but not to say "here is \$45,000.00 go forth". He stated he has a problem with the Club contract. If they can demonstrate an event that supports tourism, that brings people to Jacksonville, then he can support it.

Treasurer Scott Jr. stated what he is hearing him say is that having an event that promotes Jacksonville but was also in a position to justify reimbursement; they are able to come before the Commission with a report to showcase it.

Commissioner Hurley stated it does not have to be reimbursable, it can be that they have an event scheduled on a particular day and need funding to advertise to Boys and Girls clubs around the state to hold an all-star basketball tournament that has "x" number of teams who expressed an interest or signed up from various cities within the state that are going to come to Jacksonville for the weekend and are going to stay in the hotels, eat in the area restaurants, and hit the various flea markets.

He continued saying they are coming into the city, saying that it is so worthwhile what the Club is doing with young people in the city. He stated that words really cannot encompass that but it is not the purpose of the Commission. He related Commissioners have to be good stewards of the money and tax dollars that are coming in, explaining the purpose is to promote tourism and the city of Jacksonville and that is what the Commission has to do. He stated it is not just that, it is the idea of contracts and proposals, saying he would rather fund specific events and does not care who the entity is and support and fund those rather than signing contracts and sending money out.

Treasurer Scott Jr. said that is fine with them, adding what is implicit in the document that is before the Commission is a listing of activities with a detail, saying there will be a calendar of events that will specify the tournaments along with the plan and strategy to bring those people in. He apologized that it is not captured in the document, adding they will certainly include it in a future document.

Commissioner Hurley said "that is not what this document is", saying the Commission does not need a document this large to decide whether or not the Commission wants to buy a billboard on Hwy 67/167, the Commission wants to know what the plan and strategy is and how they are marketing outside of Jacksonville to bring people into Jacksonville.

Council member Elliott stated there is not a need to list all of the things included within the document, saying those are things the Commission has contracted with the Chamber of Commerce to do.

Treasurer Scott Jr. said they would keep it simple.

CEO Watson stated regarding the part about the Chamber, anytime you are looking to promote the city, it is better to have more people involved, explaining she comes from a sales background and feels there is an opportunity to partner to get "our bang for our buck" to draw more people into the city to show what Jacksonville can offer to the community and statewide. She stated that she is looking at it as an opportunity because they know their skills and what they have been able to do to capitalize on bringing people in and getting their name known, getting their branding out there, and just making sure their parents and youth are being provided for; saying she wants to be able to still have the opportunity because advertising does get expensive.

Council member/Chairman Ray thanked the Club for their presentation, saying he hoped the Commission could fund in the future.

## **B. Discussion Museum of Military History**

Joan Zumwalt, Chairman of the Museum of Military History Board of Directors, stated she is present to prove they are extremely tourism related. She continued saying they have a log they ask people to sign when they come to the Museum and can document at least 4,000 visitors a year. She stated there is a small fee of \$1.00 to \$3.00 depending on age and military that provides them with very little to fund attractions and activities Museum. She noted that a summary of activities has been provided, explaining the Museum holds two fund raisers per year and are heavily connected with LRAFB activities that are hosted off of the base.

She related they have hosted receptions, retirements, wedding receptions, and family events. She continued saying the Welcome Home Vietnam Veterans Day has been heavily supported and attended and they have received several accolades about it. She related they do a lot of works with Arkansas Veterans Administration especially at Christmas time, when they collect basic needs for the patients. She stated recently they have added a flag disposal box which is a very popular convenience. She stated they had a war lecture series and movies they are going to reactivate by request. She offered to answer any questions regarding the Museum the Commission may have, adding that it was a number of years before the Museum was opened. She related that Ben Rice and others were very instrumental in the opening of the Museum. She related the story of a young man who toured the Museum and found, in the Ordnance Plant section, the only picture he had of his mother. She stated from that experience, his family from at least six different parts of the country came to the Museum. She expressed her feeling that the City Attorney would agree the Museum is a tourism attraction.

Commissioner Andy Patel thanked Ms. Zumwalt for her presentation questioning if the Museum was a private entity and how it operates.

Chairman Zumwalt replied they are a 501c3 with a voluntary board interest.

Commissioner Andy Patel questioned if they charge a fee to enter.

Chairman Zumwalt replied they charge a fee if it is a private party or group, reiterating there is minimal charge to enter the Museum.

Commissioner Andy Patel questioned what the bottom line was, saying money collected from the hotels and restaurants was supposed to benefit and promote Jacksonville, questioning if people come to stay and eat. He continued saying with 4,000 visitors which is a 2018 number, has it improved over the last five, ten, or fifteen years.

Chairman Zumwalt replied it has consistently grown and as seasons change attendance varies.

Commissioner Andy Patel stated the document states approximately 80% are visitors from outside of Jacksonville which means that it might be out of Jacksonville somewhere or out of state questioning if they have any information regarding the hotels and restaurants at the Museum.

Chairman Zumwalt said brochures are available.

In response to a follow-up question, she replied they have a sign-in log however; it does not differentiate whether they are military or civilian visitors.

Commissioner Andy Patel questioned if there have been events now or in the past that have brought people in from out of state to stay and benefit Jacksonville.

Chairman Zumwalt stated that is very hard to track and cannot provide a specific number.

Council member Elliott noted the Welcome Home Vietnam Veterans' Day event has a number of out of state visitors.

Mr. Warren Dupree stated that is a specific event where you see a lot of them come in. He also stated there are a lot of events held by the LRAFB and hosted by the Museum which also brings in a lot of out of state guests because they send invites out to family members and officials, explaining the Museum does not have the tracking capability to determine whether they have stayed in town. He continued saying generally they are confident they have at least eaten in town. He said those are specific events where they know people have come from out of state, other times they do not know because family members come in. He offered that he covered the front desk two weeks ago due to having several volunteers on vacation and while he was there he had three people from New Zealand come in who were there with family, so they were either staying with the family or locally somewhere. He stated they see that a lot, noting they have a lot of international visitors who are usually tied to the LRAFB but not always. He stated they do not have a mechanism for tracking where they are staying.

Commissioner Andy Patel stated that 4,000.00 visitors a year averages out to ten to twelve visitors per day.

Mr. Dupree related attendance seems to spike during special events, explaining their heaviest attendance is between May and September which is related to vacationing people and their families.

Commissioner Hurley stated that based on the budgeted revenues and expenditures for 2019 and what has been budgeted; the Commission would have spent \$25,347.00 with the Museum, which he then corrected to \$14,663.00, leaving a balance of \$25,000.00. He noted the Museum is requesting \$40,000.00 but the Commission has already funded some of the events. He continued saying based on the meeting with the Municipal League and the interpretation from the City Attorney and Lanny with the Municipal League and the clarifications, the Commission does not have to fund through the Parks Department anymore for specific events. So funding for an event could be requested and then the Commission could vote prior to the event whether to fund the event.

Council member Elliott clarified it can be placed on the budget without having to go through the Parks Department.

Mr. Dupree remarked that it was the way it used to be done.

Commissioner Hurley stated he is not going back there, saying we are where we are today and have received clarification from the Municipal League and City Attorney Friedman that the Commission can fund things that promote tourism, so we are back to square one where we were before. He continued saying the Commission has always supported the Museum since day one of this Commission when it was drawing \$80,000.00 per year and the Commission has always done what it could, adding he does not see that changing but \$40,000.00 for the remainder of 2019 having already allocated \$14,600.00 and looking at \$25,300.00, not \$40,000.00. He said some of these events such as the flag return and pick-up station is something the Commission may not be able to fund.

He related his understanding the Museum does different functions but some of these things that have not been budgeted for in 2019 should be remitted to the Commission by a separate funding request. He stated with \$72,000.00 remaining in the 2019 budget going forward, that is the way he would like to proceed for 2019 and maybe do something different in 2020 like the Commission used to do. He reiterated he is in favor of funding specific events and not general funds.

Commissioner Andy Patel questioned the length of time the Commission has funded the Museum.

Recording Secretary Wilmoth noted the Commission was established in 2003.

It was the consensus based on that information the funding began in 2004 or 2005.

In a follow-up question from Commissioner Andy Patel, Ms. Zumwalt replied the Museum has always received funding with the exception of two and a half years.

Commissioner Hurley noted the lack of funding for those years was due to pending litigation regarding how the Commission funds.

Council member Elliott noted it was three years ago the Commission had to go to event based funding.

Council member/Chairman Ray thanked Chairman Zumwalt, noting the Museum's request is for \$40,000.00. He confirmed that Commissioner Hurley discussed funding the difference between the requested amount and the amount already allocated to the Museum, which is a difference of \$25,300.00.

Discussion ensued.

City Attorney Friedman stated to clarify is Commissioner Hurley wanting to continue event based funding due to previous litigation or does he not want to enter into a contract.

Commissioner Hurley stated he does not see a contract.

City Attorney Friedman clarified "a proposed agreement" for the \$40,000.00, noting in the past the Commission had to do event based funding but there is an attorney general's opinion that defines a museum as a tourist oriented facility which is expressly covered under the advertising and promotion statute. She stated if that was his concern, she wanted to clarify that legally the Commission can fund tourist oriented facilities.

Chairman Zumwalt stated there are groups they host such as the Boy Scouts, Girl Scouts, church youth groups, and senior citizens who tour the Museum with paying an admission fee, so many times when that happens that can be food service whether it be twenty kids or forty seniors.

**Commissioner Hurley moved, seconded by Council member Elliott to expense \$25,000.00 to the Museum of Military History for general operations.**

In response to a question from Commissioner Andy Patel, Commissioner Hurley stated that prior to the conflict, the Commission used to give the Museum \$48,000.00 a year and then it was decreased to \$40,000.00 per year; then due to the circumstances the Commission got away from that and was just funding events through the Parks Department. He stated that as far as tourism goes, he would like to see greater numbers and more revenue out of the admission and concessions in whatever way the Museum can draw revenue. He would like to see more cooperation and work with some of the other entities and some crossover. He questioned if the Museum was in the Christmas Parade, and received a negative response, saying that it how you get your name out there. He noted that Rosie the Riveter was in the North Little Rock parade, saying he was there and saw it. He questioned why not here. He expressed his feeling that there are things the Museum can do that would promote their cause within Jacksonville. He expressed his opinion that there are things that can be done and realizes they would cost money so some of that money, the \$25,000.00, is what he is proposing they use to do that, saying there needs to be a presence.

Council member Elliott stated there is no question the Museum is a legitimate advertising and promotion commission expenditure. He continued saying he has no problem funding the Museum. He stated that as much as he would like to fund the Boys and Girls Club, in good conscience that is stretching it unless a way can be found to do it. He continued saying the Museum, within the law, is a legitimate expenditure unless the Commission receives a different interpretation.

Commissioner Andy Patel stated he is not against funding an entity the Commission has been supporting for years but this money is supposed to bring more money here in town regardless whether he likes it or not that is a reality for the Commission. He then said he wanted to hear from fellow commissioners, not for this entity in particular but for any entity, what would they like to see going forward, if they would like to fund here and there that is fine but how that money is bringing the other money and promoting Jacksonville is what the Commission should have an interest in and nothing else.

Commissioner David Bush related he has seen some business off of it, saying he had some people come in who had two hours to kill before attending a funeral that were from Iowa and the Museum is where they spent their two hours. He offered they could not talk about it enough and were “blown away” by it.

**Motion Carried.**

**NEW BUSINESS:**

**A. “Arkansas Love Where You Live” Publication Presentation**

Recording Secretary Wilmoth related she received this advertising opportunity from the Chamber of Commerce for funding consideration.

Ms. Heather Smith, with Arkansas Business Publishing Group, related that for the last fifteen years they have produced the Living in Arkansas magazine for the State Parks Department of Tourism Retirement and Relocation Division. She stated that last year when they started talking about the planning of the upcoming issues of Living in Arkansas, Parks and Tourism decided they wanted to have something a little bit more upscale and to capture people a little bit further down the funnel who are actually looking at retirement and relocation to Arkansas and at that same time Arkansas Economic Development Commission (AEDC) came to them and were wanting a customized leave behind top notch quality piece for them and so it kind of got the wheels turning as to what it would look like. She said ultimately they decided to partner up and work together to have this really nice publication to promote the quality of life in Arkansas. She noted the last time they had done something of this type was the Picture Arkansas publication that was a coffee table publication and was not a hard bound book but was soft bound, very pictorial and photo heavy. She stated essentially this is what this publication will be doing, explaining it is two-parts combining economic development and tourism. She related that a total of 50,000.00 copies will be printed and AEDC will get 20,000 copies and Arkansas Tourism will get 20,000 copies. She stated especially for tourism people, it is capturing people further down the funnel. She continued saying the only difference between Picture Arkansas and this publication, as far as what the publication will look like, is it will be an 8.5 x 11 size with the same type of paper. She related that one picture will wrap from the front cover to the back cover so it is not a typical magazine that has a lot of ads and that kind of thing throughout, it is very picture heavy but both entities really wanted to showcase Arkansas, show quality of life in Arkansas, so they are kind of going away from that advertising. They are really, from an economic perspective wanting to showcase the best and brightest. She stated there is going to be a home section, a people section, a business section, and a future section. She related the home section would be the best fit for Jacksonville because it is going to detail the communities that are interested in attracting retirement and relocating people. She stated that Parks and Tourism has a whole department dedication to recruiting people to come to Arkansas to live so that is kind of what this would fall under. She provided a PowerPoint presentation (on file) detailing the layout of the publication and cost. She related they have four-page sections, two-page sections, and half-page sections for each city that is interested in participating. She stated they are also allowing a county or tourism region to come in and do a combined effort. She related the client would provide the photos and they would assemble the content. She stated the publication would come out in October and would be distributed until they run out, adding they are thinking it will be indefinite but really it will have a two or three year shelf life. She related the ultimate goal of this publication is to showcase the quality of life in Arkansas and to say "why Jacksonville". She stated that within the business section they are allowing businesses to showcase themselves as to why they are the best and brightest and why they are located in Arkansas. She noted there is some flexibility regarding billing since the publication is coming out so late in the year; they can bill some of the cost in October and the remainder in January.

Commissioner Sundermeier questioned if the publication were going to live digitally to where it can be shared socially and have click-throughs to other websites.

Ms. Smith replied there would be a digital component that will be on the Arkansas.com website as well as AEDC's website but they are not sure if there is going to be any marketing of just a digital edition. She continued saying they really wanted this to be something tangible in their hands, expressing her understanding that when AEDC travels to various places to recruit businesses, this publication will be left behind.

Commissioner Sundermeier questioned with static print advertising what is the percentage of adoption rate, saying if someone were to leave this publication at a trade event, what the expectation would be to have someone choose Jacksonville based on that.

Ms. Smith replied that it is very important the photography really shows well, with the publication being photo heavy it is really important the photography be top-notch. She related if the Commission needs help with photography, they have a photography intern through the end of the month. She said if this is a place where the Commission could use some newer photography, she would highly recommend it and it could be included within the advertorial pricing. She said it is going to be harder to measure.

Commissioner Sundermeier stated from a relocation perspective and moving into the area, he is not sure those folks are staying in hotels but they are eating here obviously, does this justify the mission of the Commission where economic development may be a better use of those funds. He offered that it may be a project for the Chamber of Commerce to take on as opposed to the Commission. He suggested that maybe a business such as a bank might want one, the Museum may want to jump on, a community effort of people coming together to share the cost a little bit more, not necessarily the Commission's mission but the town's mission.

Ms. Smith agreed, saying that Jacksonville is unique in the fact that it has the LRAFB questioning how many of them come to the LRAFB for three years, leave and then come back. She stated that from a city perspective you would think there are a lot of them that are buying homes here ultimately and it is helping everyone. She related that personally there are a lot of people that can gain from being included in the publication.

Commissioner Sundermeier offered his opinion that it is not so much a tourism piece as it is a recruitment tool for people moving to the area or economic development.

Council member Elliott stated, as Commissioner Andy Patel alluded to, the Commission has to concentrate on getting people here to stay in the hotels and to eat in local restaurants.

City Attorney Friedman offered that by statute the Commission's funds are to be used for advertising and promoting the city, saying a lot of the business people up here would like to see revenue come into the hotels and restaurants but actually by statute these funds are to be used to promote the city.

Commissioner Sundermeier offered that we are in an age where the lines are kind of getting blurred so that it is not so much all about tourism, it is about quality of life and if we have 29,000 people in Jacksonville that do not choose Jacksonville every day, we should not expect another 50,000 people outside of the border to want to come in and be a part of this.

He stated it is a two-pronged approach to really balance marketing to our own people who have no clue about what we have in our community as well.

**ANNOUNCEMENTS:**

Recording Secretary Wilmoth read the announcement of the upcoming Bank to School Splash event.

Mayor Johnson offered that he attended the Big Bang on the Range event, which was his first time to attend, saying it was well attended from people from all over, it was well showcased and he really enjoyed it.

**ADJOURNMENT:**

With no further business, Councilman/Chairman Ray adjourned the meeting at 7:28 p.m.