

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
April 09, 2019

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Tuesday, April 09, 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 Andy Patel, David Bush, Jim Hurley, Billy Hall, 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 arrived at approximately 6:08 p.m.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Mayor Bob 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, Steve Pawloski, Roger Sundermeier, Sheryl Boyd, and Jane Svetz.

MINUTES:

Commissioner Andy Patel moved, seconded by Commissioner Jim Hurley to approve the minutes from the November 29, 2018 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for February, explaining all of the March information had not been received when this report was completed. She noted assets totaling \$758,683.00, saying \$253,447.00 are investments. She reported revenues of \$60,266.00 and expenditures of \$1,404.00 with revenues exceeding expenditures in the amount of \$58,862.00.

She reported January hotel/motel gross receipts of \$152,180.00, which is a 10% decrease regarding the year-to-date comparison and a 10% decrease regarding the current month comparison. She noted prepared food tax gross receipts of \$3,063,597.00, explaining this is a 1% decrease regarding the year-to-date comparison and a 1% decrease for the current month comparison. She reported overall gross receipts of \$3,215,777.00, which is a decrease of 2% regarding year-to-date comparison and a 2% decrease regarding the current month comparison.

In response to a question from Commissioner Andy Patel, Director Erkel replied that all businesses are remitting payments timely with the exception of one business that was delinquent but is now current.

Commissioner Andy Patel noted revenues have been down for both restaurants and hotels since 2017, questioning if this was due to the road construction.

Council member/Chairman Ray stated the road construction would be ongoing for a while.

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

OLD BUSINESS:

NEW BUSINESS:

A. Election of Officers 2019

Council member/Chairman Ray noted the commission currently has two officers, chairman and secretary. He asked City Attorney Friedman to preside over the election of the officers for 2019.

City Attorney Stephanie Friedman opened the floor to nominations for chairman.

Commissioner Billy Hall nominated Council member Reddie Ray.

With no other nominations, Council member Reddie Ray was selected to remain as chairman.

She then opened the floor for nominations for secretary.

In response to a question from Council member/Chairman Reddie Ray, Recording Secretary Wilmoth replied that Commissioner Andy Patel was currently serving as secretary.

With no other nominations, Andy Patel was selected to remain as secretary.

Council member/Chairman Ray thanked the commissioners for the opportunity to serve another year as chairman.

He noted the total amount of funding requests to be considered is \$93,385.38.

Commissioner Andy Patel stated the commission does not have a marketing agency contract this year, questioning how and where those funds would be used to promote Jacksonville. He related the need to have a professional person or company who can advertise and guide the commission on advertising needs. He continued saying if all of the requests are approved, how much will be left for advertising and promoting Jacksonville.

Council member/Chairman Ray stated the commission is promoting Jacksonville from within. He then recognized Mayor Bob Johnson.

Mayor Bob Johnson stated he is presently working on obtaining a proposal from another marketing company that will be considerably less in cost. He continued saying the company is MHP, adding he needs to know more about them however, he should have something for the commission's consideration at the next meeting.

Council member/Chairman Ray reiterated his thought that the commission was going to promote Jacksonville internally.

Commissioner Andy Patel stated the commission has always had local promotion however; there is a need to promote Jacksonville externally. He continued saying the commission has been externally promoting Jacksonville for years, questioning how the commission is going to do so this year.

City Attorney Friedman questioned if this has been announced in the newspaper.

Mayor Johnson replied "not to his knowledge".

B. \$514.88 invoice overage for "Night at the Canteen" event

Commissioner Hurley noted the Commission had already approved \$3,750.00 for the event, saying they must have spent more than that and are requesting the difference.

Warren Dupree apologized to the Commission, explaining this is the second time in two years he has had to do this. He stated they underestimated the attendance, explaining it is a good thing as the event continues to grow. He noted the \$3,600.00 approved for the Vietnam Veterans' event will not be spent in full. He explained they should have an event total of approximately \$3,000.00.

Commissioner Jim Hurley moved, seconded by Council member Kenny Elliott to approve the additional expenditure of \$514.88 for the "Night at the Canteen" event. Motion Carried.

C. \$73,175.00 funding request Jacksonville Sports Programs

Parks and Recreation Director Kevin House noted this request was funded last year, explaining the request is for payment of officials' fees and prizes for all of the youth and adult sports leagues. He explained according to the figures for 2018, approximately \$63,000.00 was spent on officials' fees and approximately \$10,000.00 was spent on prizes and awards.

In response to a question from Commissioner Andy Patel, Director House replied they are going to need some help to advertise the larger events. He explained the sports leagues are normally advertised in house but the Big Bang and FestiVille events will need some advertising help.

It was noted that the City Council recently approved an additional one cent sales tax that would generate an additional \$100,000.00 in revenue however; it was also noted the tax would not go into effect until January 2020.

Director House noted the Sells Agency had previously helped with advertising the larger events. He said he is not saying that it cannot be done in house however, as the commission is aware, it takes money.

In response to a question from Commissioner Andy Patel, Director House replied the increased funding request is due to an increase in the number of teams participating. He explained the more teams participating increases the number of games played.

Commissioner Andy Patel moved, seconded by Commissioner Ray Patel to approve the expenditure of \$73,175.00 for the Jacksonville Sports Programs. Motion Carried.

D. \$1,500.00 funding request Alzheimer's Arkansas

Jane Svetz related this is a first time event for the Jacksonville area, explaining she loves Jacksonville and works at Arkansas Bank and Trust. She stated Jacksonville is an untapped location for races, saying their goal is to bring in 150 runners at a minimum including serious runners, those who want to have fun, and walkers to make it a family fun event that benefits Alzheimer's Arkansas. She related the event will begin at the Little Rock Air Force Base University Park Center static display and runners will travel down Vandenburg Blvd almost to the Little Rock Air Force Base and then loop back around.

In response to a question from Commissioner Andy Patel regarding the benefit to Jacksonville, Ms. Svetz replied the commission's logo would be placed on the back of the t-shirts and the commission could have a booth at the event. She continued saying they hoped to have runners from all over central Arkansas who will purchase gas, food, and visit local stores. She related when a runner receives a good t-shirt, they tend to wear it, noting she has seen t-shirts with logos on the back worn all over the state. She stated the websites they are currently on promote the race and once they start receiving sponsors, they will place them on the website. She related that "The Leader" newspaper has also completed a short story about the race. She noted the race will be held on July 20th which is not a heavy race day, explaining they will also have some water slides and other similar things to cool people off. She stated funds will go to Alzheimer's Arkansas, explaining they do services such as support and educational groups all around the state. She noted they have a twenty-four hour help line and a lot of needed resources. She related their focus is to educate and provide the caregivers with resources.

Council member Elliott confirmed with City Attorney Friedman that this request was basically to pay for the advertising on the t-shirts.

Ms. Svetz reiterated the commission could have a booth at the event, adding they encourage all of the sponsors to have a booth. She continued saying promotional items could also be added to the goody bags as well.

It was noted the commission could fund this type of request.

Commissioner Jim Hurley moved, seconded by Commissioner David Bush to approve the expenditure of \$1,500.00 to Alzheimer's Arkansas. Motion Carried.

E. \$11,125.00 funding request “Five Points of Fun” Street Fest 2

Dr. Bob Price related this was the same request placed last year with essentially the same budget with an increase for a stage. He stated last year they used the A & P stage, explaining it was unavailable for use this year so they will need to rent a stage.

It was noted that the A & P stage will be used at the Shooting Range for the state shoot that day.

Dr. Price related they had approximately 2,000 people attend the event last year in the heat. He continued saying this year they are holding the event on May 4th. He stated it will essentially be the same event as last year however, this year they will have a carnival that will set up Thursday evening on the Jacksonville Shopping Center parking lot. He noted they will be operating on Thursday, Friday, and Saturday nights. He said if there is good weather, they are looking to increase attendance this year.

Commissioner Jim Hurley moved, seconded by Commissioner Billy Hall for fund the expenditure of \$11,125.00 for the “Five Points of Fund” Street Fest 2. Motion Carried.

F. \$2,380.00 funding request Chamber of Commerce Directory ad

Dr. Price explained it is a full size ad that is all about Jacksonville. He stated the inside cover contains a letter from Mayor Johnson and is circulated throughout central Arkansas and Jacksonville, explaining it is a big promotion of the city and all that goes on within the city.

It was noted the Chamber of Commerce Directory would be mailed to every household in Jacksonville.

In response to a question from Commissioner Andy Patel, Dr. Price replied he created the ad along with the publisher of the Directory and input from numerous other people.

Commissioner Andy Patel moved, seconded by Commissioner David Bush to approve the expenditure of \$2,380.00 for a Chamber of Commerce Directory ad. Motion Carried.

It was noted the ad should include an acknowledgement of funding from the Commission as well as photo credit for the photography used.

Dr. Price related the fountain project funded in 2018 would include a platinum sign stating “funded by the Jacksonville Advertising and Promotion Commission” and would also be illuminated so it can be seen at night.

G. \$3,697.50 ad renewal contract for the Little Rock Air Force Base Guide

Council member/Chairman Ray stated this is a renewal of an ad is placed annually.

Commissioner Andy Patel moved, seconded by Council member Kenny Elliott to approve the expenditure of \$3,697.50 for the ad in the Little Rock Air Force Base Guide. Motion Carried.

H. \$985.00 ad Arkansas Democrat Gazette “Where We Live” Guide To Central Arkansas

Recording Secretary Wilmoth stated she was contacted by the newspaper, explaining the Commission placed an ad with the publication two years ago. She noted the ad did not have the reach of other publications and was not continued. She continued saying it was the Commission’s decision whether to proceed with an ad this year and wanted the Commission to be aware of the opportunity.

Discussion ensued and Recording Secretary Wilmoth stated she did not have a copy of the ad on hand.

Commissioner Hurley commented he did not feel the Commission should place an ad since one has not been placed in a couple of years unless someone wanted to make a motion.

Council member/Chairman Ray offered his opinion that since it was advertising, the Commission should go ahead and spend the money for an ad.

Commissioner Andy Patel stated the Commission needs to have more online versus print advertising.

Recording Secretary Wilmoth noted the publication would be distributed the week of November 12th to residents in the four county metro areas to include Pulaski, Faulkner, Saline and Lonoke counties.

Roger Sundermeier noted the Arkansas Democrat Gazette has added a digital component, explaining digital links could be added to different websites for a broader reach. He stated the digital piece is probably more significant than the printed piece.

Discussion ensued.

Jim Hurley moved, seconded by Council member Kenny Elliott moved to approve the expenditure of \$985.00 for an ad in the Arkansas Democrat Gazette newspaper’s “Where We Live Guide to Central Arkansas. Motion Carried.

Council member/Chairman Ray alluded to an upcoming announcement from the City of Jacksonville that will be good for all citizens and businesses. He stated that as chairman, he recommended the Commissioners stand behind what it coming in the future.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements to include the Easter Egg Hunt and the Underwater Easter Egg Hunt by the Jacksonville Parks Department; along with the Wheelin’ & Healin’ Car Show and the Fun @ Five Points Street Festival events.

Mayor Johnson said he would like for the Municipal League to complete another training session for the public prior to the next Commission meeting.

Dr. Price announced the upcoming town hall meeting of the Millage Extension Committee.

Warren Dupree announced the upcoming Vietnam Veteran's event on April 27th.

In response to a question from Sheryl Boyd, City Attorney Friedman replied that she has spoken with Lanny from the Municipal League and will be working with him to address the contract so both sides feel comfortable with it. She stated regarding the 2018 funds, she did not want to speak for the Commission but feels it can be addressed within the contract. She continued saying hopefully it will be completed by the next meeting.

Commissioner Hurley related at the training meeting, the Chamber contract was discussed a great length. He stated the commissioners were given guidance on what needed to be done, explaining Lanny was going to fax some documents to City Attorney Friedman and work with her to put together something the Commission is comfortable with that has better definition and clarification.

ADJOURNMENT:

With no further business, Council member/Chairman Ray adjourned the meeting at 6:42 p.m.