

North Little Rock Advertising & Promotion Commission

MINUTES
October 18, 2016

ATTENDEES

COMMISSION MEMBERS

Manoj Patel, Chairman
Tom Roy, Vice Chairman
Melanie Hoggard, Secretary/Treasurer
Rob Best, Commissioner

STAFF

Bob Major, Executive Director
Karen Trevino, Assistant Director
Robin Powell, Special Projects Manager

GUESTS

Paula Jones, NLR Deputy City Attorney
Marie-Bernarde Miller, NLR Deputy City Attorney

The North Little Rock Advertising and Promotion Commission met at 3:30 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Manoj Patel called the meeting to order, roll was taken and a quorum was present. Mr. Best made a motion was made to accept the minutes as presented. Vice Chairman Roy seconded the motion and it passed unanimously.

Chairman Patel recognized Paula Jones, NLR Deputy City Attorney, and explained that she will be leaving the NLR City Attorney's office as she starts her new career as a judge. Ms. Jones introduced the new NLR Deputy City Attorney, Marie-Bernarde Miller. Mr. Major and the commissioners recognized Ms. Jones for her years of service.

Mr. Major presented the Balance Sheet and Income Statement for the third quarter. Mr. Major noted that overall the budget vs. actual was doing well. Ms. Hoggard inquired about the status of the North Shore Hospitality House as no activity shows up on the reports. Mr. Major explained that he was still in discussions with the Mayor about how to start the process of getting the building renovated and ready for rental. Vice Chairman Roy asked if there was a recognized amount of money held in CD's. It was explained that it has been the goal to have at least six months of operating costs held in CDs for a rainy day. In addition, there are several big projects coming down the pipe for which some of the funds will be used. There was some discussion about drawing down some of the cash but was tabled until next year's budget has been set. Vice Chairman Roy made a motion to accept the financial reports as presented. Ms. Hoggard seconded the motion and it passed unanimously.

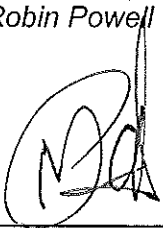
The Lodging Tax and the Restaurant Tax Reports were next on the agenda. There was discussion about the numbers reported for the lodging collection summary. It appears there was a problem with the formulas on one report so Ms. Powell agreed to check the numbers again to provide an explanation and provide an updated report to the commission. Mr. Major stated that the online e-check option was still increasing in use with about 25% of the permitted businesses participating. He reported positive feedback from users. Mr. Best made the motion to accept the reports presented with the explanation coming later. It was seconded by Ms. Hoggard and passed unanimously.

Mr. Major presented updates on various items including how the new labor changes were going to affect the CVB. He stated that Missy Duke, lawyer with Cross, Gunter, Witherspoon & Galchus, had visited with the staff to make them aware of the changes. He stated that a new time record had been developed to assist in keeping track of comp time earned. As a public entity, the A & P can use comp time instead of overtime. Ms. Trevino mentioned that Ms. Duke was happy with how this was already being handled and only had a few suggestions for ensuring compliance.

Mr. Major explained that the 2017 budget planning was in process and that it will be presented at the January commission meeting. He also mentioned that The Friends of the Old Mill were hosting an open house event on Tuesday, October 25 and distributed invitations. Mr. Major displayed the North Little Rock ad featured in the Dallas Cowboys Team Blue Book and explained his reasons for trying different marketing opportunities. He also reported that the Club de Madrid is returning to Central Arkansas this year. This organization is planning an "Epcot" type facility dedicated to "spreading a message of green living" near the Clinton Library. As part of the meeting, North Little Rock will host them for a special event. Mr. Major reported that over \$20,000 was spent on the event the last time they were here. This year's event will be co-sponsored by the North Little Rock Chamber of Commerce, North Little Rock Economic Development and the North Little Rock Convention & Visitors Bureau. Mr. Major pointed out the reports that he gives the Mayor's office each month with specific activities for the CVB.

The next A & P Commission meeting will be held on January 17, 2017 at 3:30 p.m. at the NLR A&P Commission Offices. With no other business to discuss the meeting was adjourned at 4:24 p.m.

Respectfully submitted by:
Robin Powell

A handwritten signature in black ink, appearing to read 'Manoj Patel', is written over a horizontal line. The signature is stylized and cursive.

Manoj Patel, Chairman