

North Little Rock Advertising & Promotion Commission

MINUTES  
April 25, 2017

ATTENDEES

COMMISSION MEMBERS

Manoj Patel, Chairman  
Tom Roy, Vice Chairman  
Melanie Hoggard, Secretary/Treasurer (by phone)  
Mayor Joe Smith  
Alderman Maurice Taylor Commissioner  
Alderman Charlie Hight Commissioner  
Melody Williford Commissioner

STAFF

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

GUESTS

Amy Fields, City Attorney's Office  
Jake Sandlin, AR Democrat-Gazette  
Katelyn Thomas, Assistant City Clerk  
Dennis Clay, Crews and Associates

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. Melanie Hoggard attended via conference call. Patel made a motion to accept the minutes as presented. Alderman Charlie Hight seconded the motion and it passed unanimously.

Upon a request by Major, the NLRCVB Funding Option agenda item was moved to the first item of business.

First on the revised agenda, Mayor Joe Smith presented an update on the new Plaza to be built in downtown North Little Rock and to get approval from the commission for a 1 percent increase in the city's lodging tax to help pay for the development downtown. Smith brought photos, drawings and architects renderings of what the plaza would like. Smith's plan would move the NLR CVB downtown into the ground floor of a three-story building next to the plaza. With plans for the NLR CVB to manage and maintain the plaza. Patel asked the Mayor if the tax would be permanent, but Smith could not give an answer at that time. Roy was concerned the extra 1% would hamper their efforts to compete with other properties in the area for large groups and conventions that look at the tax rates when searching for a property. Smith said they could review the issue in 18 months and see if it was hurting the NLR properties and go from there. Major stated being downtown would be more effective in promoting North Little Rock. Major also stated he would be glad to talk to the NLR hotels and motels and get their input on the 1% additional lodging tax. Smith made a motion to accept the 1% lodging tax

increase with a review of the tax in eighteen months. Hight seconded the motion the commission voted 6-1 with Roy voting no. The motion passed.

Major presented the 2017 Actual Income/Expenses Graph for total A&P income and expenses. Major then presented the 2017 Actual CVB only Statement. Major presented the Balance Sheet and Income Statement for 2017. Major noted we were in sound financial shape. Melody Williford made a motion to accept the financial reports as presented. Roy seconded the motion and it passed unanimously.

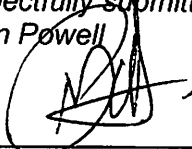
Major presented the 2016 Year-In-Review. Major mentioned the highlights on the Downtown Riverside RV Park, AR Inland Maritime Museum, NLR CVB Sports Bureau and the Visitors Center. He also mentioned the new economic impact information for sports in Burns Park for January-March 2017. Major also mentioned our co-op ad with Heart of Arkansas in *Escape from the Southeast* magazine. He handed out copies to everyone to see our ad. We had a 2-page spread and the editorial section. Major stated that we get a lot of leads from this magazine. Mayor Smith made a motion to accept the 2016 Year In-Review. Hight seconded the motion and it passed unanimously.

Major also mentioned the Hampton Inn received the "Connie Award" for being the top 6 Hampton Inn's in the Americas. Wyndham recently made the top 15 hotels in Arkansas by *US News and World Reports Magazine*. AR Inland Maritime Museum recently won the "Outstanding Achievement in Exhibitions" award from the Arkansas Museum Association for its Pearl Harbor diorama. Also, Allison Hiblong, Director of Operations, won the "Distinguished Museum Professional of the Year" and Stephanie Slagle won the "Outstanding Achievement" award for the Pearl Harbor event.

The Lodging Tax and the Restaurant Tax Reports were next on the agenda. Major stated that lodging taxes were up from last year but restaurant taxes were down. Major stated six restaurants closed in 2016: Wendy's on Camp Robinson, Books-A-Million coffee shop, McDonalds in Wal-Mart on Maumelle Blvd., Kentucky Fried Chicken on Broadway, Kroger on Pike Avenue and Dunkin Donuts on JFK. Major also state a few of the larger restaurants had not remitted their taxes. Major also stated that 29% of permit holders are using the online payment system which is 34% of tax revenue. Roy made a motion to accept the Tax Collection Report. Hight seconded and it passed unanimously.

The next A & P Commission meeting will be held on July 18, 2017 at 3:30 p.m. at the NLR A&P Commission Offices. With no other business to discuss Patel moved to adjourn the meeting at 4:30 p.m. Hight seconded and it passed unanimously.

Respectfully submitted by:  
Robin Powell



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Manoj Patel, Chairman