

North Little Rock Advertising & Promotion Commission

MINUTES  
January 17, 2017

ATTENDEES

COMMISSION MEMBERS

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

Marie-Bernarde Miller, NLR Deputy City Attorney  
Jake Sandlin, AR Democrat-Gazette

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. Vice Chairman Tom Roy made a motion was made to accept the minutes as presented. Alderman Charlie Hight seconded the motion and it passed unanimously.

Director Bob Major stated that Rob Best has resigned as an A&P Commissioner due to selling his foodservice business. Best has served on the commission 10 years. Chairman Patel asked for a motion to accept Best's resignation. Roy made a motion to accept Rob Best's resignation. Secretary/Treasurer Melanie Hoggard seconded the motion and it passed unanimously. Major then introduced the new commissioner, Melody Williford. Alderman Hight made a motion to accept Williford as the new commissioner. Hoggard seconded the motion and it passed unanimously.

Patel introduced the new North Little Rock Deputy City Attorney Marie Miller to the group. Ms. Miller is our liaison at the NLR City Attorney's Office. Miller stated we could call her any time for her help.

Major presented the 2016 Actual Income/Expenses Graph for total A&P income and expenses. Major then presented the 2016 Actual CVB Only Statement. Major discussed expenses for 2016 which were not budgeted. They included; 2016 electric bill was miss-figured, city audit, legal fees for a Fair Labor Act attorney, Club De Madrid conference, and a leak at the RV Park. Major presented the Balance Sheet and Income Statement for 2016. Major noted that overall the budget vs. actual was doing well. Despite unplanned additional expenses the 2016 budget was "in the black." Roy made a motion to accept the financial reports as presented. Hoggard seconded the motion and it passed unanimously.

The Lodging Tax and the Restaurant Tax Reports were next on the agenda. Major stated that beginning in July of 2016 all lodging collected and remitted the 3%. Major also stated that we are now collecting the 3% from the Downtown Riverside RV Park, Burns Park Campground and the North Little Rock KOA. Hight made the motion to accept the reports presented. It was seconded by Roy and passed unanimously.

Major presented the 2017 Budget. Major stated that the Downtown Riverside RV Park has been very beneficial to our budget. Major stated it is a great resource and the new parking pads were a great investment. Major also stated that North Little Rock Parks Dept. has taken over the management of AIMM. The NLRCVB will continue to promote AIMM as a lone entity, as well as our promotion of NLR Parks and sports. Hight made a motion to accept the 2017 Budget. Williford seconded the motion and it passed unanimously.

At this time, Rob Best arrived and was recognized for his years as a commissioner for the A&P. Major presented Best with a plaque and proclamation from Mayor Smith designating January 18, 2017 as Rob Best Day. Patel presented Best with a gift certificate from the commission.

Major discussed our NLR Restaurant Month promotion. Major then presented the Executive Director Reports to the commission. Williford made a motion to accept the executive director's reports. Hoggard seconded the motion and it passed unanimously.

Hoggard made a motion to go into Executive Session for the Executive Director's annual evaluation. Commissioner Maurice Taylor seconded the motion and it passed unanimously. Once reconvened, Hight made a motion to increase the salary of the Executive Director by 3% to \$80,500.00, effective January 1, 2017, Roy seconded the motion and it passed unanimously.

The next A & P Commission meeting will be held on April 18, 2017 at 3:30 p.m. at the NLR A&P Commission Offices. With no other business to discuss Hight moved to adjourn the meeting at 5:02 p.m. Roy seconded and it passed unanimously.

*Respectfully submitted by:*  
*Robin Powell*



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Manoj Patel, Chairman