

North Little Rock Advertising & Promotion Commission

MINUTES  
July 18, 2017

ATTENDEES

COMMISSION MEMBERS

Manoj Patel, Chairman  
Tom Roy, Vice Chairman  
Melanie Hoggard, Secretary/Treasurer  
Alderman Charlie Hight Commissioner  
Melody Williford Commissioner

STAFF

Bob Major, Executive Director  
Karen Trevino, Assistant Director  
Robin Powell, Tax Revenue Manager  
Erica Goss, Sales Manager  
Stephanie Slagle, Communications Manager

GUESTS

Amy Fields, City Attorney's Office  
Jake Sandlin, AR Democrat-Gazette  
Diane Whitbey, City Clerk

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. Council Member Charlie Hight made a motion to accept the minutes as presented. Melody Williford seconded the motion and it passed unanimously.

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. Vice Chairman Tom Roy questioned the minus' on the Balance Sheet. Karen Trevino responded it had to do with the auditors making the changes in order for the city and A&P to balance. Major presented a copy of the 2015 Audit findings from the first of Craft, Veach & Company, PLC. Major stated they did not find any deficiencies in internal control. Major asked the commission if they would like the auditor to attend the next meeting and it was decided they did not. Major also offered the full audit to the commissioners if they wanted one. Roy made a motion to accept the financial reports as presented. Melanie Hoggard seconded the motion and it passed unanimously.

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 that we had added the "estimated unpaid taxes" on the report. Hight ask if we could show the 2016 estimated unpaid taxes also, Major said we would look into adding that information. Major also stated that 27% of permit holders are using the online payment system which is 33% of tax revenue. North Little Rock City Clerk Diane Whitbey thanked the A&P for taking over the tax

collections. Hight made a motion to accept the Tax Collection Report. Williford seconded and it passed unanimously.

Major presented the NLRCVB staff reorganization chart. Major explained Shannon Harris' new position, Guest Services Manager, and responsibilities. Major then introduced the new employee, Erica Goss, Sales Manager, and explained her position and responsibilities.

The new NLR A&P website was next on the agenda. Stephanie Slagle explained why the website was created and how it benefits the restaurants and hotels/motels. Slagle then explained the online newsletter sign up.

Next on the agenda was the Downtown Riverside RV Park. Major stated that the sink hole was still there. Hight asked if it was affecting sales and Major responded yes, there was one site that could not be used. Major will check with the city about fixing the sink hole. Hight asked when the bike/walking trail in the North Shore Riverwalk would be cleaned up, Major stated he would check and let him know.

The NLRCVB Research & Branding Project was next on the agenda. Major explained there are three phases to the process. First phase is sending out RFP's for the market research, new logos and website. Major explained that we have set aside the funds to cover this phase. After the first phase we will move on to the Branding Project. Patel asked that we keep the commission informed on the project. Major stated it would be mid 2018 when the project is completed.

The Director's report was next on agenda. Major stated we are working on collecting information on Airbnb's in North Little Rock. Major will talk to other cities that are collecting the A&P tax on Airbnb's to find out their process. Major then showed the commission the two-page co-op ad in *Escape to the Southeast* magazine and that North Little Rock was their featured city for "City Scenes."

The next A & P Commission meeting will be held on October 17, 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 4:38 p.m.

Respectfully submitted by:

Robin Powell

Manoj Patel, Chairman