

North Little Rock Advertising & Promotion Commission

MINUTES
October 17, 2017

ATTENDEES

COMMISSION MEMBERS

Manoj Patel, Chairman
Tom Roy, Vice Chairman
Melanie Hoggard, Secretary/Treasurer
Mayor Joe Smith
Council Member Maurice Taylor
Council Member Charlie Hight
Commissioner Melody Williford

STAFF

Bob Major, Executive Director
Karen Trevino, Assistant Director
Robin Powell, Tax Revenue Manager

GUESTS

Amy Fields, City Attorney's Office
Jake Sandlin, AR Democrat-Gazette
Katelyn Thomas, Assistant City Clerk
Shannon Carroll, Deputy City Clerk/Revenue Enforcement Officer

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 Maurice Taylor made a motion to accept the minutes as presented. Vice Chairman Tom Roy seconded the motion and it passed unanimously.

Assistant Director Karen Trevino presented an update on the audit report. Trevino reported that all problems were solved with the audit report and everything is good.

Executive Director Bob 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. Roy made a motion to accept the financial reports as presented. Council Member Charlie Hight seconded the motion and it passed unanimously.

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The Lodging Tax and the Restaurant Tax Reports were next on the agenda. Major stated that lodging and restaurant taxes were down from last year. Major stated that there were estimated unpaid restaurant taxes. At this time Katelyn Thomas, Assistant City Clerk introduced their new employee, Shannon Carroll. Carroll's title is Deputy City Clerk and Revenue Enforcement Officer.

Next on the agenda was the Food Service Tax Distribution Proposal. Major explained that all city departments concerned were on board with this new proposal.

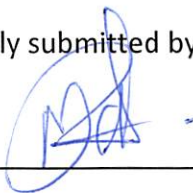
The Event Grant Application Process was next on the agenda. Major explained the process and requirements to acquire a grant from the A&P for special events and sports events. Major also explained the post event form that is sent out after the event that is to be turned in to the A&P to receive your grant.

Scott Sudduth, Sales and Marketing Director, was next on the agenda to give an update on our Military Reunions Co-op Marketing. Sudduth distributed to the commission a copy of our ad and newsletter that is sent out once a year. Sudduth stated that the military market is growing.

Next on the agenda, Stephanie Slagle, Communications Manager, updated the commission on our Research and Branding Project. Slagle stated that everything is on target. Next year we should receive updates and information on the on-going projects that the research firm has planned. Slagle also presented to the commission pictures of our new banners we will have made. Major then presented a copy of the ad that is on a wall at the Outlet Mall's food court. Major explained we did a co-op with Little Rock on this ad that has no expiration date.

Major then presented his Executive Director's Report. Major gave the dates for the 2018 meetings; January 16, April 17, July 17 and October 18. These are all Tuesdays. With no further business to discuss Patel moved to adjourn the meeting at 4:25 p.m.

Respectfully submitted by: Robin Powell



Manoj Patel, Chairman