

North Little Rock Advertising & Promotion Commission

MINUTES
January 22, 2018

ATTENDEES

COMMISSION MEMBERS

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

STAFF

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

GUESTS

Daniel McFadden, City Attorney's Office

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 Tom Roy called the meeting to order, roll was taken, and a quorum was present. Mayor Joe Smith made a motion to accept the minutes as presented. Vice Chairman Melanie Hoggard 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. Mayor Smith made a motion to accept the financial reports as presented. Vice Chairman Hoggard seconded the motion and it passed unanimously.

The Lodging Tax and the Restaurant Tax Reports were next on the agenda. Commissioner Manoj Patel asked why the difference in the collection amount and budget amount. Assistant Director Karen Trevino stated that the budget amount is the amount deposited and the collections amount is what Tax Revenue Manager Robin Powell collects and they will never be the same. With no further questions, Hoggard made a motion to accept the Tax Collection Report. Williford seconded and it passed unanimously.

Major presented out going Chairman Manoj Patel with a card and restaurant gift card for his service as Chairman.

Major then asked for a vote to re-appoint Chairman Tom Roy whose appointment date expired March 10, 2018. This will require a city counsel approval. Patel made a motion to re-appoint Roy. Williford seconded and it passed unanimously.

Next on the agenda was an update on the Market Research Project. Communications Manager Stephanie Slagle gave the update. Slagle gave the 5 parts of the program and the start and finish dates of each.

North Shore Riverwalk was next on the agenda. Major asked the commission to approve the transfer of management of the North Shore Riverwalk to the North Little Rock Parks Department and one-half the funding for event coordination. Major stated that in 2017 the amount of time the NLRCVB spends on the Riverwalk and events in other parts of the city and the amount of time Parks spends on their events was 50/50. The Parks Department would be better fit to manage the Riverwalk. The North Little Rock CVB would continue to promote the Riverwalk. Patel made a motion to approve transfer of management and one-half funding for event coordination of the Riverwalk to the North Little Rock Parks Department. Hoggard seconded the motion and it passed unanimously.

Next on the Agenda was an update on 600 Main Street and the Plaza Project. Mayor Smith stated the commission for naming of the Plaza had come down to ranking the top 5 names submitted and will be presented to the city council on February 5. Mayor Smith also stated the drawings would be finished in February and looking at April 1 for groundbreaking. Mayor Smith said they hoped to be finished in December 2018. Major stated that Shannon Harris, NLRCVB Guest Services Manager, is doing research on the management of the Plaza.

Major presented a 2017 summary and economic impact of the Downtown Riverside RV Park and the Arkansas Inland Maritime Museum (AIMM) next on the agenda. Major stated it was difficult to get an economic impact on AIMM because it is difficult to determine if visitors are local, day-trippers or overnight tourists..

The Director's report was next on agenda. Major asked if anyone had any questions. None were asked.

The next A & P Commission meeting will be held on April 17, 2018 at 3:30 p.m. at the NLR A&P Commission Offices. With no other business to discuss Roy moved to adjourn the meeting at 4:33 p.m.

Respectfully submitted by:
Robin Powell



Tom Roy, Chairman