

North Little Rock Advertising & Promotion Commission

MINUTES
April 17, 2018

ATTENDEES

COMMISSION MEMBERS

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

STAFF

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

GUESTS

Daniel McFadden, City Attorney's Office
Katelyn Thomas, City Clerk's Office
Jake Sandlin, AR Democrat-Gazette

The North Little Rock Advertising and Promotion Commission met at 3:30 p.m. at the North Little Rock A&P Offices in Burns Park. Chairman Tom Roy called the meeting to order, roll was taken, and a quorum was present. Commissioner Charlie Hight made a motion to accept the minutes as presented. Vice Chairman Melanie Hoggard seconded the motion and it passed unanimously.

Major presented the 2018 Actual Income/Expenses Graph for total A&P income and expenses. Major explained the decrease in income in the first quarter as -\$19,070.00. The first quarter loss was anticipated due to the elimination of the January lump sum amount of \$100,000.00 returned to the A&P by Parks. The amount is now spread out over the entire year in monthly increments. Major then presented the 2018 Actual CVB only Statement. Major presented the Balance Sheet and Income Statement for 2018. Chairman Roy asked Karen Trevino about the profit/loss statement difference, Trevino explained that it was due to the dates of the reports. Trevino told the commission that the Downtown Riverside RV Park Loan was paid off this year saving \$3,900.00 for early payoff. Secretary/Treasurer Williford made a motion to accept the financial reports as presented. Hight seconded the motion and it passed unanimously.

The Lodging Tax and the Restaurant Tax Reports were next on the agenda. Major stated that possibly due to our winter weather lodging and restaurant taxes are down. With no further questions, Hoggard made a motion to accept the Tax Collection Report. Hight seconded and it passed unanimously.

Next on the agenda was the 2017 Annual Report. Copies were handed out to all attendees. Major stated that Stephanie Slagle had worked hard on the report. Everyone agreed it was an informative and great looking piece. Major then showed the commission the new Sports Destination Piece. Major explained that Erica Goss, Sports Sales Manager, Stephanie Slagle and Scott Sudduth, Sales and Marketing Director, had worked together on this piece. Major stated that Goss is going to NASC (National Association of Sports Commissions) next week and taking Jamie Pettit, NLR Parks Sports Programs Coordinator, with her to help explain all that Burns Park has to offer for sports events.

The Argenta Plaza and 600 Main Building update was next on the agenda. Major distributed copies of a rendition drawing of the 600 Main Building. Major showed where our visitor center and offices would be on the first floor. Major told the commission there would be a rooftop area that would be available for rental with all monies going to the building upkeep. Major said they would start construction July 1, 2018 with a fluid date of 10 months to move in the building. Hoggard asked if the current visitor center would stay open and Major stated that it would with the help of the parks department.

Next on the Agenda was and update on the NLRCVB Market Research Study. Major stated that the researchers were still in town working with the hotels. Next month they will have Spring intercepts where they will interview guests at our hotels. They will come back in the Summer and Fall for additional interviews.

Major had Erica Goss come in the meeting to present her with her Dale Carnegie Sales Advantage Course Certificate. Major read a letter from Dale Carnegie stating that Goss had met the required standards for completion of the course and she received the "Sales Talk Champion" Award.

Management Title Changes was next on the agenda. Major stated that he had talked with Chairman Roy regarding changing his title. Major stated that instead of Executive Director other A&P's have the title of President/CEO. Major explained that changing his title would be a better perception to the public and other businesses. Major asked the commission to consider this change in title for himself, Karen Trevino and Scott Sudduth. Hight made a motion to ok the title change of Bob Major, Karen Trevino and Scott Sudduth. Hoggard seconded the motion and it passed unanimously.

The Director's report was next on agenda. Major asked if anyone had any questions.

None were asked. Major then pointed out in the March report under Sports Marketing, the lost economic impact due to weather was -\$170,500. This is due to Lacrosse fest relocating to Conway due to weather related soccer field conditions and AR Bass Team Trail Tournament moved to Hot Springs due to river conditions.

The next A & P Commission meeting will be held on July 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 4:20 p.m.

Respectfully submitted by:
Robin Powell



Tom Roy, Chairman