

North Little Rock Advertising & Promotion Commission

MINUTES
April 16, 2019

ATTENDEES

COMMISSION MEMBERS

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

STAFF

Bob Major, President/CEO
Karen Trevino, Vice President/COO
Janis Alexander, Administrative Specialist

GUESTS

Marie Bernade-Miller, City Attorney'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 Visitors Information Center in Burns Park. Vice Chairman Melanie Hoggard called the meeting to order, roll was taken, and a quorum was present.

Charlie Hight made a motion to approve the January meeting minutes, Melody Williford seconded the motion and it passed unanimously.

Karen Trevino discussed the P & L report and noted that at end of 1st quarter we should be at about 25% of budget and we are currently at 21%. Trevino discussed the balance sheet and the Iberia Bank and Eagle Bank accounts, which is money that is to be used for the Plaza and new building expenses. Charlie Hight asked Trevino what the Deferred Outflow line is on the balance sheet. Trevino explained that is our staff Apers account, we don't owe this, but law requires that line item be on the balance sheet. Hoggard made a motion to approve the financial reports, Hight seconded the motion and it passed unanimously.

Bob Major discussed the tax report and noted that January and February 2019 tax revenue was up over the same time in 2018 and stated that the new revocation reinstatement fee has helped in the collection process. Major discussed restaurants that closed and opened in first quarter of 2019. Hoggard noted that some of the newly opened restaurants, like Black Bear Diner, should increase revenues. Hight made a motion to approve the tax report. Williford seconded the motion and it passed unanimously.

Major gave updates on the 600 Main Street and Argenta Plaza construction progress. The Northern Lights Festival is the 1st event scheduled for the Plaza on November 30, 2019 with the Christmas parade the next day. For the Northern Lights Festival, North Little Rock Convention and Visitors Bureau has purchased a 38 foot Christmas Tree and a 4 foot star as a tree topper.

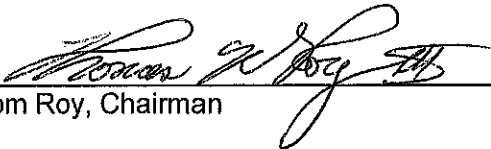
Stephanie Slagle, Communications Manager, joined the meeting and gave an update on the rebranding project. There were 15 proposals submitted. Each proposal was scored, using a point system, by each member of the advertising committee, Bob Major, Karen Trevino, Stephanie Slagle and Scott Sudduth. The company with the best combined score was chosen, Stamp Idea Group from Montgomery, Alabama. Representatives from Stamp will be in North Little Rock the week of May 6, 2019. Slagle discussed survey and

interview processes to be completed that week. Hoggard asked Slagle how long the process is expected to take. Slagle expects process to be completed in 90 days after site report is complete.

Major congratulated Manoj Patel on the Hampton Inn McCain Mall receiving it's 3rd "Connie Award" for 2018 and ranked #1 globally of all Hampton by Hilton Hotels with the highest TQS for the Hampton Brand. Major also congratulated Patel on Angela Crouse for being honored with the 2018 General Manager of the year award.

The next A & P Commission meeting will be held on July 16, 2019 at 3:30 p.m. at the NLR A&P Commission Offices. With no other business to discuss Mayor Smith motioned to adjourn the meeting at 3:56 p.m. Williford seconded the motion and it passed unanimously.

Respectfully submitted by:
Janis Alexander



Tom Roy, Chairman