

North Little Rock Advertising & Promotion Commission

MINUTES  
January 15, 2019

ATTENDEES

COMMISSION MEMBERS

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

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 3:33 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.

Charlie Hight made a motion to approve the October meeting minutes, Manoj Patel seconded the motion. Melody Williford made the motion to approve December meeting minutes, Melanie Hoggard seconded the motion and they both passed unanimously.

Karen Trevino discussed the P & L report and the amount give to NLR Parks and the amount kept by A & P. Trevino discussed the balance sheet and the Iberia Bank and Eagle Bank accounts, which is money that is to be used for the Plaza. Patel made a motion to approve the financial reports, Hight seconded the motion and it passed unanimously.

Bob Major discussed the tax report and compared 2017 taxes to 2018 taxes as well as any past due accounts. Major noted that the hotel tax is up over 2017 due to the ½% increase to fund the new building. Major discussed the collection process and cost involved and proposed to start charging an Advertising and Promotion (A & P) permit reinstatement fee to restaurants and hotels whose permits have been revoked due to nonpayment of taxes. Commissioners discussed amount of proposed fees. Patel made a motion for a \$50.00 reinstatement fee for 1<sup>st</sup> permit revocation and \$100.00 reinstatement fee for each additional revocation within a twelve (12) month period. Hoggard seconded the motion and it passed unanimously.

Erica Goss joined the meeting and discussed 2019 groups and sporting events. Goss discussed the Destination International Economic Impact Program and how the formula is specific to North Little Rock. Major noted that a column for room nights could be added to next year's report and that Goss and Scott Sudduth are working on a spreadsheet for 2019 reunions and groups, as they are much harder to track than sporting events. Tom Roy suggested to ask hotels for room nights by categories instead of by names of groups/reunions as they would be more willing to share total monthly numbers.

Major discussed the Visitors Information Center. The numbers of visitors were down 18% in 2018 compared to 2017. There were over 19,000 gift bags given out in 2018. Major noted that the addressing of Burns Park was complete and the new website was almost complete. The steel is up at the Plaza but the work had slowed down a little due to the steel work being done at the New Horizon building. The groundbreaking for the Main Street building should be within 45 days.

The next A & P Commission meeting will be held on April 16, 2019 at 3:30 p.m. at the NLR A&P Commission Offices. With no other business to discuss Hight motioned to adjourn the meeting at 4:20 p.m. Patel seconded the motion and it passed unanimously.

*Respectfully submitted by:*  
*Janis Alexander*

  
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Tom Roy, Chairman