

North Little Rock Advertising & Promotion Commission

MINUTES
October 16, 2018

ATTENDEES

COMMISSION MEMBERS

Tom Roy, Chairman
Melanie Hoggard, Vice Chairman
Melody Williford, Secretary/Treasurer
Manoj Patel, Commissioner

STAFF

Bob Major, Executive Director
Karen Trevino, Assistant Director
Janis Alexander, Administrative Specialist

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 Visitors Information Center in Burns Park. Chairman Tom Roy called the meeting to order, roll was taken, and a quorum was present. Commissioner Manoj Patel 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 that 51% of 3rd Quarter taxes came from lodging, 24% from food and 23% from the RV park. Major presented the Balance Sheet and Income Statement for 2018. Chairman Roy asked Karen Trevino about the Centennial Bank account being over \$250,000.00, Trevino explained that we have collateralization with the bank. Vice Chairman Melanie Hoggard asked about the marketing budget. Major explained that some of it has been frozen and some of it is about timing of advertising. Vice Chairman Hoggard made a motion to accept the financial reports as presented. Secretary/Treasurer Williford seconded the motion and it passed unanimously.

The Lodging Tax and the Restaurant Tax Reports were next on the agenda. Major stated food tax was down from 2017 by approximately \$12,000.00 but lodging tax was up over 2017 approximately \$12,000.00, due to increase of ½ cent tax increase. Major discussed Robin Powell's tax collection efforts with help from city code and the city clerk. With no further questions, Patel made a motion to accept the Tax Collection Report. Chairman Tom Roy seconded and it passed unanimously.

Major discussed the organizational chart within the bureau with the addition of Janis Alexander in the Administrative Specialist position. The 600 Main Building update was next on the agenda. Major distributed copies of a rendition drawing of the 600 Main Building. Major showed where the visitor center and offices would be located on the first floor. Major told the commission there would be a small meeting room and a rooftop deck that would be available for rental with all monies going to the building upkeep.

Vice Chairman Hoggard asked about Audio Visual equipment and Major responded that AV equipment would be available for use in the meeting room. Major explained that the stairwells, elevator, hallways and lobby are common areas and cost to maintain would be shared with the other tenants. Chairman Roy asked about selling/serving alcohol at functions and who would be responsible for the liquor license. Katelyn Thomas from the City Clerk's office said the person providing the alcohol would do so under their ABC license. Major told the commission we would need to talk to ABC regarding a liquor license if we want to sell beer and/or wine in the retail shop. Major said they would hopefully start construction in about 45 days with a completion date of 10 months to move in the building. Daniel McFadden asked about parking for A & P employees. Major explained that employee parking would be in the back of the building. Patel asked about renting or charging for use of the parking lot during special events. Major said that is being discussed. Hoggard asked if the current visitor center would stay open and Major stated that it may with the help of the parks department. Hoggard asked who would man the retail store at the new building. Major stated it would be Shannon Harris with Janis and Robin as backups. Major talked about the decreased numbers of visitors this year, believes it due to new technology like smart phones and GPS. Due to the decreased numbers the visitation center will close on weekends beginning January 1, 2019. Chairman Roy suggested an outside kiosk or other options for weekend visitors. Major responded that we may need to increase the brochures and maps available outside the VIC on weekends.

Major had Stephanie Slagle come in the meeting to present update on the NLRCVB Market Research Study. Slagle updated the board on the research study, progress of new website and rebranding efforts. Slagle is shooting for a January launch.

Major had Scott Sudduth come in the meeting to discuss the STAR (Smith Travel Research) report and discuss how the NLR hotel market is fairing in comparison to the LR hotel market. Sudduth passed out last available report (August 2018) to review.

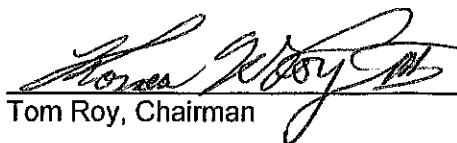
The Director's report was next on agenda. Major asked if anyone had any questions. None were asked.

Major presented 2 letters received by Sheila at the RV Park and a copy of an advertisement showcasing NLR as the most underrated city in Arkansas which was published in Thrillist Travel article.

Vice Chairman Hoggard made a motion to move the scheduled December 11, 2018 budget meeting due to scheduling conflict. Major suggested Thursday, December 13, 2018 at 3:30. Patel motioned to approve and Williford seconded and it passed unanimously.

The next A & P Commission meeting will be held on December 13, 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 4:25 p.m.

Respectfully submitted by:
Janis Alexander



Tom Roy, Chairman