

North Little Rock Advertising & Promotion Commission

MINUTES
July 16, 2024

ATTENDEES

COMMISSION MEMBERS

Tom Roy, Vice Chairman
Michael Marion, Secretary/Treasurer
Melody Williford, Immediate Past Chairman

STAFF

Karen Trevino, President & CEO
Stephanie Slagle, Vice President of Marketing & Communications
Shelbey Morris, Senior Manager of Sales & Partnerships
Jill Lockard, Operations Specialist

GUESTS

Marie Miller, City Attorney
Katelyn Thomas, City Clerk

The North Little Rock Advertising and Promotion Commission met at 3:30 p.m. at 600 Main, North Little Rock. Vice Chairman Tom Roy called the meeting to order, roll was taken, and a quorum was not present. Manoj Patel and Charlie Hight had excused absences.

Roy tabled the motion to approve the April 23, 2024, minutes due to a quorum not present. The meeting proceeded with informational reports given.

Trevino presented the financial reports for the first half of 2024. Trevino discussed the Balance Sheet, the Profit and Loss statement and tax distribution for the first quarter. Roy questioned the accrued pension liability account. Trevino stated the GASB rule per the auditor is why that account is different and the auditor creates the journal entry to adjust it each year. Why it is listed as a liability has always confused her. The pension is paid twice a month and if anyone leaves there are no other fees charged for them. APERS has all the money from the employee and employer. Trevino reported that lodging revenue is down and has adjusted the allocation expenses. She reported the roof at Dickey Stephens Park is completed, however the final punch list has not been, and the final payments are being withheld.

In new business, Shelbey Morris presented the completed capital improvements to the RV Park. Morris reported the estimate and details for phase two in the capital improvements plan including adding sewer to new spaces and a new storage shed among other things. Stephanie Slagle presented the leisure strategic plan from our new research platform. The plan included comparative insights from the 2024 eclipse weekend, the RV Park and the Old Mill.

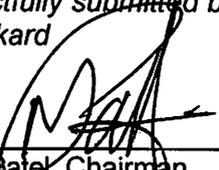
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Trevino reported the statues on the west side of the plaza driveway will be removed and Mayor Harwick has requested them for the Burns Park Golf Course. She discussed the celebration for the fiftieth anniversary in 2025.

Roy tabled the minutes and approvals with no quorum present and with no other business to discuss the meeting adjourned at 4:17 p.m.

The next A & P Commission meeting will be held on October 4, 2024, at 3:30 p.m. at the NLR A & P Commission office at 600 Main Street.

Respectfully submitted by:
Jill Lockard



Manoj Patel, Chairman