

North Little Rock Advertising & Promotion Commission

MINUTES
April 16, 2025

ATTENDEES

COMMISSION MEMBERS

Tom Roy, Vice Chairman
Brayan McFadden, Secretary/Treasurer
Council Member Scott Fowler
Council Member Debi Ross
Melody Williford, Immediate Past Chairman

STAFF

Karen Trevino, President & CEO
Janis Alexander, Vice President of Operations
Heather Kouns, Vice President of Strategic Sales
Jill Lockard, Operations Specialist
Lourdes Jones, Administrative Specialist

GUESTS

Alex Betton, Assistant City Attorney

The North Little Rock Advertising and Promotion Commission met at 2:00 p.m. at 600 Main, North Little Rock. Vice Chairman Tom Roy called the meeting to order, roll was taken, and a quorum was present. Michael Marion and Manoj Patel had excused absences.

Debi Ross made a motion to approve the January 15, 2025, meeting minutes, Scott Fowler seconded the motion, and it passed unanimously. Karen Trevino introduced new staff member Lourdes Jones and Assistant City Attorney Alex Betton.

Trevino presented the financial reports for the first quarter of 2024. Trevino discussed the Balance Sheet, the Profit and Loss statement and tax distribution for the first quarter. She reported that EGP found no issues during the audit review and that a copy of the final audit was sent to them and the city's CFO. Trevino discussed RV Park is up in revenue, and expenses are down. Nationwide hotels are down in revenue for the first quarter as are the North Little Rock properties. Williford made a motion to approve the financial reports. Roy seconded the motion, and it passed unanimously.

Trevino discussed Tax Collection Reports, and Janis Alexander explained the Taxes Due spreadsheet. Alexander talked about late dues and the intent to send code enforcement and revoke letters to the individuals. Alexander talked about businesses that have made payments and businesses that have closed. No vote was needed for the information.

In other business, Alexander presented Sr. Database and Research Analyst, Cindy Channell's research. Alexander reported on the RevPAR for Hotels and Short-term rentals.

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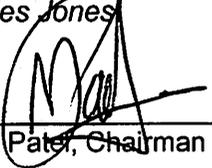
Also, the numbers that Air DNA pulled from Airbnb and VRBO. The occupancy was up for February.

Vice President of Strategic Sales Heather Kouns presented the strategic plan for North Little Rock sports. She also presented the G.R.I.T.S. plan and gave a sales update. Sales update included some events that North Little Rock has going on this month like the HBCU baseball championship. Kouns talked about Cooking Matters program, Tourism's involvement in the program, and the impact it has had on the community.

Kouns presented a project proposal for Big Rock Quarry, and talked about a grant application that would help add mountain biking, boulder climbing, and a Via Ferrata to Big Rock Quarry. The grant requires a \$750,000 match. The Mayor said he could get \$500,000. Karen Trevino asked the Commission for permission to use \$250,000 from the CDs to complete the match. The Commission discussed the project and safety and took a vote. Williford made the motion to approve \$250,000. McFadden seconded the motion, and it passed unanimously.

The next A & P Commission meeting will be held on July 16, 2025, at 2:30 p.m. at the NLR A & P Commission office at 600 Main Street. With no other business to discuss, Melody Williford motioned to adjourn the meeting at 3:22 p.m. Fowler seconded the motion, and it passed unanimously.

Respectfully submitted by:
Lourdes Jones



Manoj Patel, Chairman