

North Little Rock Advertising & Promotion Commission

MINUTES
December 10, 2024

ATTENDEES

COMMISSION MEMBERS

Tom Roy, Vice Chairman
Brayan McFadden, Secretary/Treasurer
Melody Williford, Immediate Past Chairman
Michael Marion
Council Member Charlie Hight
Council Member Maurice Taylor

STAFF

Karen Trevino, President & CEO
Janis Alexander, COO
Heather Kouns, Vice President of Strategic Sales
Chris Kennedy, Administrative Specialist
Jill Lockard, Operations Specialist

The North Little Rock Advertising and Promotion Commission met at 3:32 p.m. at the North Little Rock A & P Commission Offices at 600 Main Street. Vice Chairman Tom Roy called the meeting to order, roll was taken, and a quorum was present. Manjo Patel had an excused absence.

Melody Williford made a motion to approve the October 2024 meeting minutes, Michael Marion seconded the motion, and it passed unanimously.

Karen Trevino introduces Chris Kennedy, the new administrative specialist for North Little Rock Tourism. Trevino gave an update on the circus, the financials and the changed date for 2025. Trevino then presented the financial reports through the fourth quarter of 2024. Trevino discussed the Balance Sheet and the Profit and Loss statement through December. Lodging is down and food service is holding steady. She pointed out the increase in sales for the gift shop. Heather Kouns, president of strategic sales, reported on the capital improvements made at the Downtown Riverside RV Park. Trevino presented the 2025 proposed budget. She discussed a new plan to increase the plaza income, new rules for grants/sponsorships, and the additional funds to the advertising budget.

The commission discussed Trevino's salary. Williford made a motion to approve a 5% salary increase for Trevino for 2025, Marion seconded the motion, and it passed unanimously. Additionally, Charlie Hight mad a motion for Trevino to receive a net bonus of \$3,000.00 for 2024, Williford seconded to motion, and it passed unanimously.

Hight made a motion to approve the financial reports and the proposed 2025 budget. Marion seconded the motion, and it passed unanimously.

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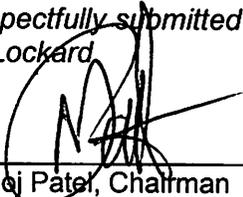
Trevino gave recognition to commissioners Hight and Maurice Taylor since this is their last meeting. The commission presented the retiring Hight with a bike rack that will be installed at the RV park.

In new business Kouns reported on upcoming sports feasibility and discovery study by Huddle Up and requests the commission members participation. Trevino announced the new day and time for meetings in 2025. Two new council members will start at the January meeting after they are appointed on January 13, 2025.

With no other business to discuss, Hight motioned to adjourn the meeting at 4:33 p.m. Taylor seconded the motion, the meeting adjourned at 4:35 p.m.

The next A & P Commission meeting will be held on January 15, 2023, at 2:00 p.m. at the NLR A & P Commission office at 600 Main Street.

Respectfully submitted by:
Jill Lockard



Manoj Patel, Chairman