

North Little Rock Advertising & Promotion Commission

MINUTES
January 18, 2024

ATTENDEES

COMMISSION MEMBERS

Manoj Patel, Chairman
Tom Roy, Vice Chairman
Michael Marion
Council Member Charlie Hight
Council Member Maurice Taylor
Melody Williford, Immediate Past Chairman

STAFF

Karen Trevino, President & CEO
Jill Lockard, Operations Specialist

The North Little Rock Advertising and Promotion Commission met at 3:00 p.m. via Zoom. Chairman Manoj Patel called the meeting to order, roll was taken, and a quorum was present. Brayen McFadden has an excused absence.

Charlie Hight made a motion to approve the October 2023 meeting minutes, Michael Marion seconded the motion and it passed unanimously.

Karen Trevino presented the financial reports for the year ending 2023. Trevino discussed the Balance Sheet and the Profit and Loss statement through December. Income came in higher than budgeted. Lodging income increased by 9.1%, Foodservice income increased by 8.2% and the RV Park income increased by 112% over the budgeted amounts. Trevino gave details of the over budget expenses on the plaza due to various expensive repairs. Trevino also presented the 2024 Profit & Loss budget. It closely follows the 2023 budget with a few increased expenses. Tom Roy asked about employee wage increases for 2024. The commission discussed the industry prediction of a flat income forecast.

Maurice Taylor made a motion to approve the financial reports, Melody Williford seconded the motion and it passed unanimously. Marion made a motion to approve the 2024 budget, Williford seconded the motion and it passed unanimously.

Trevino recognizes Williford for her dedication as chairman for the past two years.

Trevino requested the commission approve the \$35,000 threshold of approval for her to approve expenses. Presently, the amount is \$20,000 as it has been for 20 years. A commissioner signature is still required on checks above \$10,000. Marion made a motion for Trevino to have the authority to spend up to \$50,000 and any amount above that would be brought to the commission for approval. Taylor seconded the motion and passed with five yay votes and one nay.

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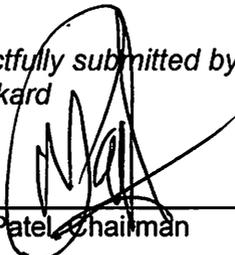
In new business Patel asked Taylor if he will consider another commission term. Taylor stated he would, and it passed unanimously. Trevino will contact the Mayor's office to bring that reappointment before the City Council.

Trevino reported on the terms of the agreement with the Piccolo Zoppé Circus for 2024. Marion made a motion to approve the \$60,000 expenditure in addition to the 90%-10% revenue split, Taylor seconded the motion and it passed unanimously.

The Commission entered an executive session at 4:07 p.m. and reconvened at 4:20 p.m. The Commission thanked Trevino for her hard work and dedication. Hight made a motion to give Trevino a \$3,520.00 net bonus with a 2.5% increase on her current salary. Marion seconded the motion. The motion passed unanimously.

The next A & P Commission meeting will be held on April 23, 2024, at 3:30 p.m. at the NLR A & P Commission office at 600 Main Street. With no other business to discuss, Williford motioned to adjourn the meeting at 4:25 p.m. Taylor seconded the motion and it passed unanimously.

Respectfully submitted by:
Jill Lockard



Manoj Patel, Chairman