

North Little Rock Advertising & Promotion Commission

MINUTES
May 21, 2025

ATTENDEES

COMMISSION MEMBERS

Manoj Patel, Chairman
Tom Roy, Vice Chairman
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
Everett Gaither, Sr. Marketing Manager
Shelby Morris, Sr. Manager of Sales and Partnerships
Cindy Channell, Sr. Database and Research Analyst
Pete Unwer, Events Specialist

GUESTS

Alex Betton, Assistant City Attorney
John Gaudin
Kevin Kresse

The North Little Rock Advertising and Promotion Commission met at 2:30 p.m. at 600 Main, North Little Rock. Chairman Manoj Patel called the meeting to order, roll was taken, and a quorum was present. Debi Ross, Michael Marion and Brayon McFadden had excused absences.

Tom Roy made a motion to approve the April 16, 2025, meeting minutes, Scott Fowler seconded the motion, and it passed unanimously.

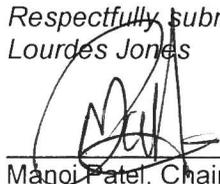
Trevino introduced John Gaudin and Kevin Kresse to the Commission, and the two started their presentation. The mayor asked John Gaudin to present the project to the Commission and gain support before moving forward with the project – the Americana Music Pavilion at Argenta Plaza. Gaudin explained that the project is a series of bronze sculptures that will recognize Arkansas musicians such as Johnny Cash, Glen Campbell, Sister Rosetta Tharpe, Levon Helm, and more. Gaudin explained that there will be two busts for each musician. The first bust will be here in North Little Rock and the second in the musician's home town. Production will include a pavilion for the 21 bronzes to be under. Gaudin and Kresse told the Commission that it will take 3 years to get 20 done, 1 bust has already been made. Gaudin explained the programming and educational opportunities that will be

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generated from this project, and an interactive educational component to be paired with each bronze. Kresse showed pictures of sculptures that had already been made in the past. Gaudin shared a list of names that were part of a committee to support the project when the time came. Gaudin said the cost of the project would be 2 to 3 million dollars. To be able to move on with the project they needed support from the Commission. Then Gaudin would go to the city council for their approval. Williford made the motion to approve moving forward with the project. The motion was seconded by Tom Roy and 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, Scott Fowler motioned to adjourn the meeting at 3:06 p.m. Williford seconded the motion, and it passed unanimously.

Respectfully submitted by:
Lourdes Jones

A handwritten signature in black ink, appearing to read 'Manoj Patel', is written over a horizontal line. The signature is stylized and somewhat cursive.

Manoj Patel, Chairman