

North Little Rock Advertising & Promotion Commission

MINUTES  
October 4, 2024

ATTENDEES

**COMMISSION MEMBERS**

Manoj Patel, Chairman  
Brayan McFadden, Secretary/Treasurer  
Michael Marion  
Council Member Charlie Hight  
Council Member Maurice Taylor

**STAFF**

Karen Trevino, President & CEO  
Heather Kouns, Vice President of Strategic Sales  
Jill Lockard, Operations Specialist

**GUESTS**

Amy Fields, City Attorney  
Diane Whitbey, City Clerk

The North Little Rock Advertising and Promotion Commission met at 3:32 p.m. at 600 Main, North Little Rock. Chairman Manoj Patel called the meeting to order, roll was taken, and a quorum was present. Tom Roy & Melody Williford have excused absences.

Charlie Hight made a motion to approve the April 23, 2024, meeting minutes, Michael Marion seconded the motion, and it passed unanimously. Additionally, Hight made a motion to approve the July 16, 2024, meeting minutes, Marion seconded the motion, and it passed unanimously as well.

Trevino presented the financial reports for the third quarter of 2024. Trevino discussed the Balance Sheet, the Profit and Loss statement and tax distribution. She reported that the lodging tax revenue is remaining low nationwide and what we are seeing is not unusual. The upcoming election and inflation rates are contributing factors. The commission discussed the final payment to Dickey Stephens Park after completion of punch list. Maurice Taylor made a motion to approve the financial reports. Hight seconded the motion, and it passed unanimously.

In new business, Trevino informed the commission that no administrative specialist has been hired yet. She has more interviews scheduled next week. Heather Kouns gave an update on the RV Park's project's progress. The sewage project is 90% complete and the new storage building is completed. The next project is fencing the area where the highway construction was sitting. Kouns reported that the online booking platform has helped tremendously with efficiency. The new marketing plan is to target 28-day stays to increase revenue. Diane Whitbey gave insight into the North Little Rock Tree Board and the access for native trees as a grant.

MINUTES  
October 4, 2024

Kouns reported on the new sales strategy in addition to a new marketing plan for the sports market that she and Shelby Morris are implementing. Trevino gave an update on the upgrades done at the tennis center before the international pickleball tournament. Kouns announced that January will be Restaurant Month.

In other business Patel informed the commission of Brayan McFadden's request for reappointment for another term. Marion made the motion to approve McFadden's reappointment. Hight seconded the motion, and it passed unanimously. Trevino will inform the city and ask the city council to ratify the decision. The sponsors will be Hight and Taylor.

Trevino proposed a new day and meeting time for 2025 to make it easier for commissioners to attend the meetings. After discussion the commission agreed Wednesday's at 2:00p.m. will be the new meeting day and time.

The next A & P Commission meeting will be held on December 10, 2024, at 3:30 p.m. at the NLR A & P Commission office at 600 Main Street. With no other business to discuss, Patel motioned to adjourn the meeting at 4:19 p.m. Marion seconded the motion, and the meeting was adjourned.

*Respectfully submitted by:*  
Jill Lockard

  
\_\_\_\_\_  
Manoj Patel, Chairman