

North Little Rock Advertising & Promotion Commission

MINUTES  
July 16, 2025

ATTENDEES

**COMMISSION MEMBERS**

Manoj Patel, Chairman  
Tom Roy, Vice Chairman  
Brayan McFadden, Secretary/Treasurer  
Michael Marion, At-Large Position  
Council Member Scott Fowler  
Council Member Debi Ross  
Melody Williford, Immediate Past Chairman

**STAFF**

Karen Trevino, President & CEO  
Janis Alexander, Chief Operating Officer  
Heather Kouns, Vice President of Strategic Sales  
Lourdes Jones, Administrative Specialist  
Cindy Channell, Sr. Database and Research Analyst  
Pete Unwer, Events Specialist

**GUESTS**

Mary Beth Bowman, Director of Construction and Building Services

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, the roll was taken, and a quorum was present. There were no absences.

Brayan McFadden made a motion to approve the May 21, 2025, meeting minutes, Tom Roy seconded the motion, and it passed unanimously.

Trevino presented the Financial Report, first noting that there were no huge concerns regarding the income even though the retail center and lodging were down from what was projected. She is managing the cash flow difference by "freezing" some expenses in other categories. She mentioned that the audit cost more this year compared to last year and they had reached out to the auditors to find out the reason. Trevino summarized that the budget was over on income and under on expenses. Michael Marion made the motion to approve the Financial Report. The motion was seconded by Tom Roy and passed unanimously.

Janis Alexander went over the Tax Collection Report and Actions Taken. Revoke and Intent to Revoke letters were sent out. She recently made a court appearance about a local business not remitting their tax payments. Tom Roy made the motion to approve the Tax Report. The motion was seconded by Michael Marion and passed unanimously.

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Trevino presented information on the atg pavilion, which included the planning behind the pavilion design and scope of its impact around the state. Artwork of the pavilion was showcased; each picture depicted the future look and layout of the pavilion. Trevino explained that another part of the project will be repairing and updating the stage area in the Argenta Plaza. The Commission discussed what that would entail and the best way to implement these plans. Trevino stated that the Commission would make the decision on the financials and plans for the facilities at the next meeting. She is going to meet with Mayor Hartwick to discuss the best way to proceed with the pavilion project. She explained that atg with Ruth and Scott Landers were the named sponsor of the pavilion along with North Little Rock Tourism.

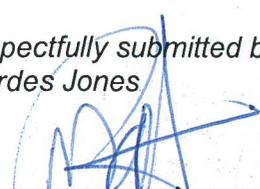
Heather Kouns presented the sales update, beginning with the Huddle Up Report. Kouns explained what Huddle Up is and explained that there would be a stakeholder meeting in September to present the information in the report. The sales team has been working on their sales guide and working in IDSS to enter sales partners into the extranet. Sales team also hosted their first dine around and are working on a climbing campaign for the Fall. Kouns announced that North Little Rock was chosen to host the North American Travel Journalist Association (NATJA) Conference next year.

Cindy Channell presented the research report which captures data on visitors that are in the area for at least four hours. Channell found that the average visitor stayed for two and a half days and where visitors were coming from. This will help North Little Rock Tourism know where to market. Figure 3 showed that North Little Rock and the state of Arkansas are trending similarly when it comes to hotel occupancy. Channell also reported data gathered from AirDNA about short term rentals and their metrics.

Trevino talked about the Strategic Plan that the Commission received by email. Trevino explained that she had emailed the Employment Handbook to the Commission with suggestions for updates. The two primary situations are that we do not meet FMLA requirements as we have less than 50 employees. The suggested change is that employees can only take a total of twelve consecutive weeks off at most which includes using their discretionary, comp, sick and vacation leave. Anytime without paid leave will be unpaid. The second situation allows employees to have piercings and tattoos, but they may have to remove or cover for certain situations or meetings. Melody Williford made a motion to approve, Micheal Marion seconded, and it passed unanimously.

The next A & P Commission meeting will be held on October 15, 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 4:00 p.m. Tom Roy seconded the motion, and it passed unanimously.

*Respectfully submitted by:*  
*Lourdes Jones*



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Manoj Patel, Chairman