

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
February 18, 2020

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Tuesday, February 18, 2020. Council Member/Chairman Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, David Bush, Jim Hurley, Roger Sundermeier, and Council Member Les Collins answered roll call. Council Member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (6), Absent (1), Commissioner Andy Patel was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, IT Director Scott Rothlisberger, Council Member Barbara Mashburn, Council Member Mary Twitty, Dr. Bob Price, Valerie Perry, Jim Moore, Oliver Mashburn, Ron McDaniel, Warren Dupree, Patrick Thomas, and Addie Gibson.

MINUTES:

Commissioner Jim Hurley moved, seconded by Commissioner Roger Sundermeier to approve the minutes from the November 18, 2019 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for January noting assets of \$767,649.00 which includes \$407,374.00 in investments and \$15,406.00 in liabilities. She reported no revenues, explaining revenues received in January were for the month of December. She then reported expenditures of \$11,619.00 and an excess of expenditures over revenues in the amount of \$11,619.00.

She reported December hotel/motel gross receipts of \$196,996.00, which is a 5% decrease regarding the year-to-date comparison and a 2% decrease regarding the current month comparison. She noted prepared food tax gross receipts of \$3,224,545, which is a 2% increase regarding the year-to-date comparison and a 5% decrease for the current month comparison. She reported overall gross receipts of \$3,274,600.00, which is a 2% increase regarding year-to-date comparison and a 4% decrease regarding the current month comparison.

Commissioner Sundermeier noted that historically prepared food tax revenues increased in March questioning the reason for the increase.

Commissioner Hurley replied that it was due to income tax refunds received, explaining Wendy's always trends downward in January and February and increases in March. He also noted that daylight savings time is also in March which has an impact on food traffic. He then noted the start of baseball practices and trap shooting events, explaining people tend to not want to cook after a practice.

Commissioner David Bush noted there are five Fridays, Saturdays, and Sundays in March.

Council Member Les Collins noted hotel revenues spike in May and June.

Commissioner Bush moved, seconded by Council Member Collins to approve the financial report for January as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. Election of Officers 2020

Council Member/Chairman Ray asked City Attorney Friedman to preside over the election of officer nominations.

City Attorney Stephanie Friedman called for nominations for Chairman.

Council Member Collins nominated Council Member Ray.

With no other nominations, she then called for a vote.

The Commission voted unanimously to continue the appointment of Council Member Ray as Chairman.

City Attorney Friedman then called for nominations for Secretary.

Recording Secretary Nikki Wilmoth noted the current secretary is Commissioner Andy Patel.

Council Member Collins moved to continue the good work of Commissioner Andy Patel.

With no other nominations, she called for a vote.

The Commission voted unanimously to continue the appointment of Commissioner Andy Patel as Secretary.

Council Member Ray thanked the Commissioners for voting him as Chairman for another year, saying he would do his best. He said he loves the City of Jacksonville and what he is doing.

He noted the recent resignation of Council Member Kenny Elliott and the recent appointment of Council Member Les Collins as his replacement. He welcomed Council Member Collins to the Commission. He said Council Member Collins is very active chairing four or five committees.

B. \$12,120.00 funding request for Promotion Package

Dr. Bob Price related the Commission received this proposal several months ago, explaining it was held up due to ADA (Americans with Disabilities' Act) requirements. He explained the issue is related to people with disabilities being able to access websites. He related there are several lawsuits going on around the country regarding this issue. He related that IT Director Scott Rothlisberger was working on revisions so the City websites would be compliant. He stated the core of this proposal is in relation to the creation of a website that will allow for a more effective job of recruiting business and industry to Jacksonville. He noted a recent meeting of the Jacksonville Ambassador's working group who has been working on this package with a website core for the purpose of doing a better job of recruiting businesses and industry.

IT Director Rothlisberger explained ADA compliance means anyone with a visual disability can visit the website, explaining if a person is blind the website will speak its' contents. He stated one of the biggest items that is being looked at is how the pictures are transposed to someone who cannot see them. He stated they are currently placing descriptions for all the pictures on the websites and are currently working on getting the City's website (cityofjacksonville.net) ADA compliant, explaining to do that they will have to spend some money which has already been budgeted. He stated the City's website moving forward will have an ADA compliance plaque on it so that anyone who is looking for ADA non-compliance will see it and move on to another website. He noted they would be moving forward with all websites in the future.

Council Member/Chairman Ray noted the request was for \$12,120.00 however, he thinks that it can be funded for \$6,000.00.

Commissioner Hurley noted there is nothing mentioned within the request regarding ADA compliance questioning what it has to do with the request presented.

Director Rothlisberger stated it has stopped the continuance of moving forward with a website.

Commissioner Hurley stated then there is no need to consider this request for funding.

Dr. Price related they met with Director Rothlisberger who laid out some of the issues that have been explained in this meeting, adding this is not just a website, the website is the core of it, but they will apply the ADA requirements to this development process. He stated he did not include the ADA requirements in the application but the assumption is if they are going to develop a new website, it may not be a new website, but any website development in regard to this has to be ADA compliant to simplify the message.

Commissioner Hurley questioned if this would be the creation of a brand-new website, saying funding would be different for a new website as opposed to a modification of an existing website.

Dr. Price explained the working group is a group of Jacksonville Ambassadors that took this project on not to just develop a website, though that's the way it evolved, explaining on almost a weekly basis he receives calls, emails, and solicitations from businesses who are interested in Jacksonville

He stated he received two inquiries today, explaining there is no package that can be sent and no website related to business and industry recruitment to send people to. He noted there is a good A & P website but it is more of a tourism sort of thing, pointing out all of the good things in Jacksonville and is not designed as a website to recruit businesses and industry. He stated they discussed modifying the A & P website to both of these things and the other option is to develop a website that would be a door that would open up the A & P and JNPSD websites and would have the recruiting stuff on the front end but it would link to all of the other websites within the City but be designed specifically for recruitment of businesses and industry. He stated previously, he has obtained some information from the Chamber of Commerce to place in a package to send out however, he needs something effective and this proposal is an approach to do that. He continued saying the working group needs to go back and continue looking at whether they need to adapt the A & P website or develop a front-end for all of the other websites; saying whatever they do will have to be ADA compliant. He stated if they have images there will need to be sound and the website will be the core along with a package of hard copy materials that can be put together so it becomes a package that can be sent out or pointed to on a website. He related it is the purpose of the proposal and looming over it is the ADA requirements. He noted there is enough money in the proposal to either adapt the A & P website or develop a front-end to the A & P and the other websites in the city such as the City's website, JNPSD's website, and the Chamber of Commerce's website, which is the goal of this package.

Council Member/Chairman Ray stated that promoting the City of Jacksonville is the Commission's goal and whatever can be done to promote the City whether it is a business and industry package, would be something he would be in favor of.

Dr. Price noted it does promote the City for a specific reason, saying Jacksonville cannot compete with other cities who have a slick package for recruiting businesses and industry. He stated he has received four requests within the last ten days for information; saying he has a make-shift thing he is using but is not very competitive. He stated with this amount of money, they can put together something that is competitive and can be sent out to any business that has an interest in locating to Jacksonville.

Commissioner Sundermeier stated he has been part of this conversation as well, explaining this is going to try to streamline who Jacksonville is. He noted the City's website was built to look a certain way and to have a functionality as does the A & P and Chamber of Commerce websites, saying the hope is that everything can be filtered through a new domain name such as "choosejacksonville" domain which becomes the front door and hub. He continued explaining if a person is looking for Chamber of Commerce information, they would click on the link and be redirected to the Chamber of Commerce's website. He related that instead of directing to three or four different websites, everything will funnel into one consistent look and then people will go out and pick and choose the pieces they are needing, adding that over time one would want the individual pages contained within the website to become consistent with the front door. He questioned which is the most critical need, the printed content that can be sent out or a robust digital presence; saying he would go with the digital presence piece that can be blasted and shared easily.

He stated his opinion that they are not in a place to take on both projects right now, saying do one and get it the way they want it and then build the other based on the stuff that looks good. He continued saying if they like the look and digital presence then take that piece and turn it into a print project. He stated if both projects are done at the same time “you may be spinning tires in the mud” because you are taking on too much.

Dr. Price acknowledged the digital piece is the most critical because when people ask questions, they want to see a website because that is what everyone is doing.

In response to a question from Commissioner Hurley, Dr. Price replied the proposal would decrease approximately \$4,400.00 which is what he put into the proposal for print materials.

Commissioner Sundermeier moved, seconded by Council Member Collins to approve the expenditure of \$7,500.00 for a digital component for business and industry recruitment. Motion Carried.

C. \$5,000.00 funding request for an Arts & Entertainment District

Dr. Price explained the proposal is to set up a small entertainment district downtown from James Street to Second Street and the appropriate cost for marketing and signage. He related there are a lot of advantages to this, saying it will help to grow the downtown area and attract more events and activities. He stated the timing is appropriate because they are getting ready to pull off the downtown festival again in April. He noted there will be a new park downtown with some land that has been acquired. He stated with all of these things coming together, the timing is right to spend this small amount of money to create an entertainment district.

Commissioner Sundermeier questioned how this was going to come to fruition, saying the Commission is kind of buying an idea right now.

Dr. Price deferred to City Attorney Friedman for response, saying she knows the guidelines on how it is to be created. He then stated the City Council has to approve an ordinance that will be written by City Attorney Friedman. He continued saying that he and Mayor Johnson have discussed a process, saying he is looking at the City Council meeting to be held a week from Thursday to present this ordinance. He stated once the ordinance is approved, then they can move forward.

Council Member/Chairman Ray offered that being in the hospitality industry, an entertainment district means food, music, fun, and alcohol.

Dr. Price agreed saying if passed, the Five Points festival will have the area in front of CM Smoke roped off, the entire parking lot, where people will be able to drink beer in the enclosed area but will not be able to take the beverage outside of the area. He stated the controlling aspects of this depends on the specific environment, saying for our environment it will have to be done this way.

Parks and Recreation Director Kevin House stated he has discussed this with Mayor Johnson and unless he has changed his mind, ultimately the entertainment district will fall under the Parks Department.

He stated the funding request before the Commission is for signage and painting, when approved by the City Council, they can move forward with advertising downtown Jacksonville as an entertainment district.

Commissioner Hurley offered that this request should be tabled until it is approved by the City Council because the Commission does not know if it will be approved.

Commissioner Bush moved, seconded by Commissioner Sundermeier to table the item of business until approved by City Council. Motion Carried.

D. \$2,380.00 funding request for ad in the Chamber of Commerce Directory

Dr. Price related this proposal was for an ad in the annual publication of promotion by the Chamber of Commerce. He noted a copy of last year's ad has been provided, saying the ad has been funded by the Commission for the last two years.

Commissioner Hurley questioned if this was an ad in the Chamber of Commerce Directory.

Dr. Price replied affirmatively. He related the pictures have been updated and some have been changed for this year and the Mayor's letter has been revised.

Commissioner Sundermeier noted this is a Chamber of Commerce packet distributed by the Chamber of Commerce, questioning how this would integrate with what has been discussed previously. He questioned how this would be used.

Dr. Price said he mailed out last year's Chamber of Commerce Directory along with a cover letter to inquiring businesses because it does highlight some stuff. He stated this particular cost is paying for the back-page ad for the City of Jacksonville.

Commissioner Sundermeier questioned the number of directories that are printed.

Dr. Price answered that he did not know however, he could find out.

Council Member/Chairman Ray offered if it was funded last year, he sees no reason not to fund it again.

Commissioner Sundermeier stated there is a need to be sure the Commission is getting a return on the investment, explaining the Commission does not want to continue to give money to the same causes all of the time so if it is not "moving the needle", they need to be able to challenge that.

Dr. Price stated he knows the directory is widely distributed.

Commissioner Sundermeier stated a case can be made that the directory has served in the past and can serve in the interim until these other pieces are completed. He noted this was half the cost of what was proposed in the earlier request which can be justified.

Dr. Price stated he will continue to use it because it is the only piece he has along with some cover letters that he has written.

Commissioner Hurley moved, seconded by Commissioner Bush to approve the expenditure of \$2,380.00 for an ad in the Chamber of Commerce Directory. Motion Carried.

Dr. Price then announced that he had received a \$10,000.00 anonymous donation for 2020 Census promotion.

E. \$8,033.14 funding request for Jacksonville Sertoma Club's Father-Daughter Banquet

Jacksonville Sertoma Club's Chairman Valerie Perry stated this is the tenth annual banquet, explaining the Sertoma Club works within the schools and they do the Christmas Wish, noting a lot of the money raised goes toward scholarships for the local schools. She continued saying they give out quarterly awards to teachers, firefighters, police officers, and counselors. She related this is one of their biggest events, saying Council Member Twitty has a big part in doing this and it takes all of them to make it a success. She stated this is their tenth year and it does take quite a bit of money to make this event happen. She said they send out sponsor letters and roughly at this time they have \$2,100.00 in sponsorships for the event.

Commissioner Hurley commented that this request has not been presented previously.

Chairman Perry concurred, saying it has been suggested to them previously to place a request. She noted they have attendees from Sherwood and Cabot who attend, noting they received a call from someone in Texas who is planning to attend and stay in town. She stated they come and purchase flowers at the local florist and have their hair and nails done. She offered that the mothers will often hang out at Chili's to eat, drink, and visit during the dance.

Council Member Collins asked Chairman Perry to better tie this event to tourism for him, saying this is an awesome event but he needs it tied to tourism.

Council Member Mary Twitty replied there are a lot of people who come to this event who have never been to Jacksonville or the Community Center. She related it is a chance to show off the Community Center to others who may not know what Jacksonville has to offer. She stated families visit area restaurants and shop at Wal-Mart for forgotten items. She stated she knows of at least one family who took their sons to the ballpark to watch games while the dance was going on. She related they have participants from Searcy and Conway, saying they come from everywhere to attend.

In response to a question from Commissioner Hurley, Chairman Perry replied they receive revenue from ticket sales of approximately \$175.00 to \$180.00, saying she received a check today which brings them to \$110.00 at this time. She stated they are presently receiving a lot of calls, adding that people tend to wait until the last minute.

Council Member Twitty noted tickets are sold through Eventbrite.com, saying they usually sell out. She related in the past they would find themselves pulling out tables at the last minute, so now they have set an attendance limit. She offered that while there are a lot of Sertoma members, there are only a few who work for Sertoma.

Chairman Perry noted the cost was \$44.00 for the father and \$20.00 for the first daughter and \$15.00 for each additional child. She stated when she called to receive a headcount to order food, she was informed that had 110 attendees.

Council Member Twitty noted the event was originally started with the Arkansas Heart Hospital, saying they host the Sugarplum Ball in Little Rock. She explained she got the idea to do this as a fundraiser for Sertoma because, again there are just a few who are actually able to work, they needed to come up with a moneymaker to help fund Sertoma but also to be able to man it. She related Arkansas Heart Hospital shared their event with Sertoma and requested the event not be held at Christmas because that is when they have their event. She related Sertoma holds the event after Valentine's Day because everything is on sale and they use red and white decorations.

Chairman Perry offered the event continues to grow, adding it is really a great event for the town and people attending.

Commissioner Sundermeier questioned what kind of precedent is set when civic clubs are requesting support for events of this nature. He offered his understanding regarding a quality of life element the Commission needs to be mindful of, saying he is not sure he can get comfortable with the full request but can get comfortable with taking a piece of this such as the cost for the rental of the Community Center. He continued saying it would be a gesture and would say the Commission wants to be a part of it but he is nervous that once word gets out that civic clubs can request funding for events, while each one is unique and special and has its own spin on promoting tourism, he does not want to go down the path and have to walk back some of these and then it becomes a cherry picked "why did you choose this one?". He stated he wants to participate but the easiest thing is to just cover the Community Center rental.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to approve the expenditure of \$1,275.00 for the Jacksonville Sertoma Club's Father-Daughter Banquet Community Center room rental.

Council Member/Chairman Ray questioned if the Commissioner could not increase funding to \$4,000.00.

Council Member Twitty offered that they are one of the few organizations in town who gives one hundred percent of what they take in, and a lot of it is out of their own pockets, to all of the schools including the LRAFB and the School for the Deaf.

Commissioner Sundermeier amended his motion to approve the expenditure of \$2,500.00 for the Jacksonville Sertoma Club's Father-Daughter Banquet, seconded by Commissioner Hurley. Motion Carried.

F. \$20,000.00 funding request for the Jacksonville Historical District revitalization of property at 104 S. 1st Street

Council Member/Chairman Ray stated he asked Council Member Mashburn to present a proposal noting they are now in a City-owned building, saying the Commission can fund some of the City-owned buildings.

Council Member Barbara Mashburn stated in early 2019 the Jacksonville Historical District joined the City under the Parks and Recreation Department. She continued with that being said, they signed over the rights to the building they owned at 120 N. 1st Street which is also a City-owned building. She related that on October 17, 2019, they were given the chance to lease a City-owned building at 104 S. 1st Street, which they did and are planning to turn it into the Jacksonville Historical Center. She stated the building was built in 1940 as a Western Auto store, saying in 1956 Western Auto moved to Main Street. She related the last occupant of the building was the Wage Center, explaining when they went in to repair this building, pointing out the expenses paid included with request, there was some water damage on the outside walls requiring repair. She noted this is a concrete and brick building. She stated they are going to open the Jacksonville Historical Center showcasing the history of Jacksonville and the area, adding that people will be able to come in and research their family history. She related there will also be an area for the children where they can perform science experiments and come for field trips, adding that it all connects back to the history of Jacksonville. She pointed out the outline of the square footage of the building and location included with the request.

Commissioner Hurley questioned what is to say there is not more damage and the need for additional repair funding, saying he does not want to expense funds and not see it come to fruition.

Council Member Mashburn stated she had someone inspect the building who stated if the one wall, front and back which are outside walls, are taken care of then the building is solid; but they are going to have to go in and take care of the walls where the damage has occurred. She related the building does have a new roof on it which was completed by the City before they moved in. She then responded the pictures show water damage and not mold, adding there is no asbestos in the building. She then introduced their first Chairman Addie Gibson.

Council Member/Chairman Ray reiterated that he had asked her to bring forth a proposal, saying the history of Jacksonville is very important and the Commission needs to help the Historical District in any way it can.

Council Member Mashburn related this building, along with six other buildings on First Street, is on the national registry of historical places. She said people look for historical buildings, saying her pet peeve is if the buildings are not repaired, people are not going to come. She continued saying, if the buildings are repaired, people will come and will become a tourist attraction.

Commissioner Sundermeier questioned what entity is responsible for funding these types of things in other communities that have historical buildings, is it a collaborative effort or does it fall squarely on the advertising and promotion commissions.

Council Member Mashburn replied that she has submitted four grants and did not receive funding. She related she received a community development grant but it was taken away and given to the Senior Center because their roof fell in. She stated, every once in a while, she sends out requests for donation letters, saying they do receive some responses. She noted they also hold the annual citizens of the year banquet in July which will bring in \$5,000 to \$6,000.00 however; those funds they try to earmark for the train depot because they made a deal with Union Pacific if they build a base, Union Pacific will build the building.

Commissioner Hurley questioned where the water was coming from besides the rain. Is it rain water that has gotten inside or is it water that is flowing underneath.

Council Member Mashburn replied it came in from the roof which has since been replaced.

Commissioner Hurley confirmed there is no water coming in now and the repair cost to fix the walls was \$5,100.00 for the contractor to correctly fix and replaced rotten wood from the water damage. He questioned what the next step would be once that is completed.

Council Member Mashburn replied they would try to get the fence repaired in the back, explaining there is part of the fence missing and the concrete fixed out front. She related they do have a wheelchair ramp, noting both inside restrooms are wheelchair accessible.

Commissioner Sundermeier questioned who would be doing the work if funded, saying he is struggling because this feels like something the community should be pulling together and doing.

Council Member Mashburn replied that volunteers will be doing the work.

Commissioner Hurley confirmed that \$5,100.00 would repair the structure and make it sound.

Council Member Mashburn agreed.

Council Member/Chairman Ray questioned if fixing the fence would make the structure more secure.

Council Member Mashburn replied "yes". She noted the cracks on the exterior of the building are masonry cracks that need to be fixed because they are a part of the foundation.

Commissioner Hurley confirmed the cracks were included within the wall repair for \$5,100.00.

Council Member Mashburn noted the awning on the back of the building was taken off and there is a lot of rotten wood back there coming off of the building that needs to be replaced.

Commissioner Hurley stated that is \$1,000.00.

Council Member Mashburn stated what she is suggesting is right over the door because every time it rains water comes in the bottom of the door in the back which is why she put the two door thresholds in the request, one on the front and back.

Discussion ensued.

Council Member Mashburn noted there is a small meeting room in the back of the building where meetings can be held.

Commissioner Hurley moved, seconded by Commissioner Sundermeier to approve the expenditure of \$8,500.00 to the Jacksonville Historical District for specific repairs to property at 104 S. 1st Street. Motion Carried.

Commissioner Hurley noted the funding will cover all repairs listed on page one of the listed repairs with the exception of the sixteen-foot fence replacement and the cutting of bolts out of the concrete.

In response to a question from Commissioner Sundermeier, she replied price quotes came from Lowe's and Whit Davis, saying Community Development Director Theresa Watson was a big help in obtaining some of the costs.

G. \$85,655.00 funding request for Parks Sports Programs

Director House noted this request has been funded previously and would cover official fees and awards for all of their sports programs.

It was noted funding last year was in the amount of \$73,125.00.

Commissioner Hurley confirmed this was in addition to the one percent provided by the prepared food tax. He stated he would like to see how much was spent on officials last year.

Director House stated they are actually paying off of the invoices, explaining the invoices are created when the officials are contracted and the Commission is reimbursing the expenditures per quarter. He stated it was not a lump sum given to the Parks Department but was reimbursed based on actual expenditures.

Commissioner Sundermeier stated that back when he played baseball, the registration fees covered a lot of these expenses. He questioned what the cost of playing is these days when the Commission is having to reimburse for official fees and awards.

Director House replied the prices have not increased in eight or nine years and everything else has increased. He stated that due to the demographics of Jacksonville they have to keep prices low, explaining they hear it non-stop and are looking for ways to help offset more of the expense. He related they hear daily from parents who would love for their kids to play but they cannot afford it. He noted the cost is \$65.00 per kid to play. He said if they could get the cost reduced from \$65.00 to \$40.00 they could get more kids to play. He continued saying their goal was to get more kids involved, adding they do not want a financial reason to be why they cannot play.

In response to a question from Commissioner Bush, Director House replied costs are less than other surrounding cities. He noted most are charging over a hundred dollars per kid and Jacksonville is charging \$65.00 per kid. He continued saying they had sixteen youth teams playing baseball and softball last year which is up by six teams from the previous year. He stated they hope to continue to add more teams.

In response to a question from Commissioner Sundermeier, Director House replied the one percent they receive supplements their budget. He explained when they do their yearly budget, that amount is part of their budget and is not an addition. He continued saying they have been under budget every year since he has been director.

Commissioner Collins stated the amount was to maintain the facilities.

Director House offered they do not earmark A & P funds separate from other funds in the Parks budget.

Council Member/Chairman Ray stated that was part of the Ordinance when the prepared food tax was passed that half would go to the Parks Department.

Commissioner Collins stated the Statute that covers A & P funds notes it is one of the legal expenditures for the Commission and he wanted to be sure it was stated.

In response to a question from Commissioner Hurley, Director House replied he would say that 95% of the funds expensed were for officials. He stated he had placed a round number of \$10,000.00 to cover awards for all of their sports programs. He reiterated if it is not spent, it will not come out of A & P funds. He noted the officials are the largest expense.

Commissioner Hurley commented with every entity the Commission funds the next year there is a request for more and the Commission gets "locked in" to continue funding. He continued saying entities become dependent on funding and if the Commission for some reason does not fund, what would the entities do? He stated he does not like getting locked in, saying the Commission gave \$73,000.00 last year and now the request is \$85,000.00, questioning how they paid officials three years ago.

Director House replied it was included in the Parks budget, noting it is included in this year's budget.

Commissioner Hurley noted he has been on the Commission since day one and promoted the prepared food tax. He related he went every Council Member's home and showed them every city where they had stores and what all the other cities were doing, as a way to improve the ballfields, pave the parking lot, and upgrade the lights. He said he did not know whether it was included within the Ordinance but since there was already a Parks budget this amount should be an addition to the budget however; he believes the City quit funding as much as it used to so now it has fallen on the Commission. He stated he has not seen a whole lot of upgrades on the parks such as LED lighting on the fields.

Director House noted 2008 was the last time that the Commission's funds were used to do an upgrade to a park, saying they put Must Glow lights on fields two, three, and four.

Commissioner Hurley stated the purpose of the funds was to be used for upgrades, enhancements, and improvements to attract more tournaments to compete with other cities with nice facilities. He continued saying it has not been expensed since 2008, and now it is 2020, and the Commission is being asked to pay for official fees, that is his problem.

He stated he loves the ball program, adding it is one of the major draws along with the Shooting Range. He continued saying \$85,000.00 is a lot of money out of the Commission's budget especially when revenues are down three and four percent with no guarantee going forward. He then questioned what would be cut if funding were not approved.

Director House replied they would do their best to maintain, saying he does not want to cut the sports programs and does not want to be part of a Parks Department that does not offer sports programs for youths and adults. He stated they would find a way to make it work, saying it would be easier on him if they had the funding but if not, they will find a way.

Commissioner Sundermeier asked if it were possible to table the request and review the Parks budget to see what can be done to manage and mitigate this request a little bit.

Discussion ensued.

Council Member/Chairman Ray offered the Commission funded the request last year and he appreciates the Commissioners being good stewards of taxpayer funds, saying he was sure the Parks Department would carry on however, there are some things that are lacking that could get done if they had the funding.

Commissioner Hurley stated that is what they want to know, what are those things?

Commissioner Sundermeier offered he could vote easier with a clearer conscience once he has seen the numbers in front of him and can say that it makes sense and is necessary, saying he does not have a clear understanding. He stated he knows it has been funded in the past but just like he tells people at work, just because something was done the previous year does not mean it is a good idea to continue. He continued saying that you always need to revisit to see what is and is not working and how to modify and streamline.

Council Member/Chairman Ray noted there have been difficulties obtaining a quorum for meetings.

Commissioner Hurley stated he thought there was a procedure in place regarding meeting attendance.

Council Member/Chairman Ray said there was but it has not been enforced.

Commissioner Sundermeier stated he wants to be able to defend what the Commission does, adding if he sees it he can decide.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to table the item of business pending additional information. Motion Carried.

H. \$3,450.00 funding request for marketing Big Bang on the Range

Director House related he has proposals for marketing Big Bang on the Range and Festiville.

Commissioner Sundermeier stated he likes the event and feels it is one of the draws for Jacksonville.

Director House stated he asked the Sells Agency to provide a proposal due to the amount of work his department has, explaining they need help with public relations.

Commissioner Sundermeier offered if ads need to be updated regarding dates, he can do that. He offered to help with radio remotes, asking if there is something they can do together, saying the event sells itself. He suggested getting the local newspaper to run "in kind" ads and getting the community behind it, saying he and Director House can get this done together.

Director House noted that they used MHP last year and went with Sells Agency this year, explaining that MHP kind of locked them in regarding spending. He stated Sells Agency provided a proposal and whatever can be done in house will be deducted from the proposal.

Commissioner Sundermeier stated he could help with radio remotes and can even get some television coverage for the event.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to approve the expenditure of \$2,800.00 for marketing for the Big Bang on the Range event. Motion Carried.

I. \$19,000.00 funding request for marketing FestiVille

Director House noted they won ARPA Festival of the Year in 2019. He stated the proposal was in line with last year.

Commissioner Hurley noted it was \$4,000.00 more than last year.

Director House stated he would not want to do the billboard advertising, saying he is not a fan which is \$4,500.00 to \$6,000.00 of their proposal. He noted they will use the yard signs instead which are more effective.

Discussion ensued.

In response to a question from Commissioner Sundermeier, Director House replied the biggest issue they had with MHP was in regard to invoicing along with short timelines for remotes.

Commissioner Sundermeier asked the Commission how satisfied it was regarding the work of the Sells Agency.

Council Member/Chairman Ray said the Commission was very satisfied with the Sells Agency's work.

Commissioner Hurley related the Commission had originally set aside \$150,000.00 for advertising and then reduced it to \$100,000.00, explaining the Commission was receiving pushback for spending that amount on a marketing agency and now entities are bringing forth agency proposals.

Director House commented it is a lot better to get the professionals involved.

Commissioner Hurley stated he is all for an agency because they know what to do, saying he was pleased with the Sells Agency. He noted that the Commission sent out requests for bids and received one from the Sells Agency, explaining it would be considered a small account in the world of advertising. He stated he is a big proponent for using an agency because they have the talent and can-do things the Commission does not know how to do.

Commissioner Sundermeier stated total creative for \$3,500.00 is inline, saying he believes the public relations' fees are estimated high and they can get by for \$5,500.00 and removing the outdoor. He related from a public relations' standpoint they would still be well within market price. He continued saying this can be done for no more than \$10,000.00 realistically.

Director House noted a lot of the radio advertising they do is "pay to play", saying that regarding an event such as this and to get the draw, they are going to have to spend some money on radio advertising.

Commissioner Sundermeier noted there is \$2,500.00 allocated for radio advertising, asking if they could get by with \$2,000.00 for total marketing of \$11,000.00.

Commissioner Hurley moved, seconded by Commissioner Sundermeier to approve the expenditure of \$11,000.00 for FestiVille marketing. Motion Carried.

J. Presentation for support of a Splash Pad Grant for 2021

Director House related they are looking at consideration for putting in a grant for a splash pad at Splash Zone. He noted they hit capacity almost daily weather permitting. He stated grants for splash pads and those types of things are a 50/50 match. He noted it would be out of 2021's budget. He stated he is looking for a nod of approval or possible support because there are hundreds of hours that will go into writing the grant. He noted the prices that he has researched are around \$200,000.00 and will be a 50/50 match. He questioned with all of the hours involved writing the grant, if the check were cut from the General Fund, would the Commission possibly help.

Discussion ensued.

Council Member/Chairman Ray comment that Jacksonville has been in the top five regarding its' facilities.

Commissioner Sundermeier stated he would be open to a discussion.

Director House noted they are also looking at an outdoor recreation grant, explaining they award seven to eleven grants per year up to \$250,000.00 and are project specific.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcement of the Jacksonville Museum of Military History's "A Night at the Victory Canteen" dinner and silent auction.

ADJOURNMENT:

With no further business, Councilman/Chairman Ray adjourned the meeting at 7:38 p.m.

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Thursday, June 18, 2020. Council Member/Chairman Reddie Ray called the meeting to order at 5:30 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Ray Patel, Andy Patel, David Bush, and Council Member Les Collins answered roll call. Council Member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (5), Absent (2), Commissioners Roger Sundermeier and Jim Hurley were absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, IT Director Scott Rothlisberger, IT Generalist Emily Osment, IT Generalist Shawn Sutterfield, and Interim Police Chief Brett Hibbs.

MINUTES:

Commissioner Andy Patel moved, seconded by Council Member Les Collins to approve the minutes from the February 18, 2020 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for May reporting revenues totaling \$268,028.00 and \$310,873.00 in expenditures. She noted that expenditures exceeded revenues by \$42,846.00. She reported a decrease of approximately \$8,000.00 in hotel/motel revenues and a \$13,050.00 decrease in prepared food revenues from this time last year. She noted assets of \$951,666.00 which includes \$557,939.00 in investments and \$132,614.00 in liabilities. She reported an undesignated amount of \$819,053.00.

She reported April hotel/motel gross receipts of \$125,098.00, which is a decrease of 21% regarding the year-to-date comparison and a 39% decrease regarding the current month comparison. She noted prepared food tax gross receipts of \$3,001,517.00 which is a decrease of 11% regarding the year-to-date comparison and a 18% decrease for the current month comparison. She reported overall gross receipts of \$3,126,615.00, which is a 12% decrease regarding year-to-date comparison and a 19% decrease regarding the current month comparison.

In response to a question from Commissioner Andy Patel, Director Erkel explained there was a cash balance from previous years that covered the expenditures reported and confirmed that no certificates of deposit were cashed in.

Council Member Collins moved, seconded by Commissioner David Bush to approve the financial report for May as presented. Motion Carried.

CHAMBER OF COMMERCE REPORT:

Council Member/Chairman Ray pointed out the second quarter report included within the agenda packet. He then asked if anyone had questions concerning the report, then hearing none, called for a motion to approve. He explained the report was requested quarterly by the Commission per the funding contract.

Commissioner Andy Patel moved, seconded by Commissioner Bush to approve the second quarter Chamber of Commerce report as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. \$3,500 funding request for Site/Master Plan for Splash Pad

Parks and Recreation Director Kevin House related they are in the process of working on a grant which was discussed at the last meeting. He noted one of the stipulations is a detailed site and master plan map of the proposed splash pad. He related he has been in contact with Wittenberg Delony & Davidson Architects (WD&D), who have been doing some preliminary work on it; explaining this is the same firm that worked on the plan which included the lazy river approximately five years ago. He confirmed the cost will cover the plans and specifications for the splash pad.

In response to a question from Commissioner Andy Patel, Director House related they are wanting to build a splash pad that will increase capacity without a tremendous increase in staff; explaining they do not have to put lifeguards on a splash pad.

Commissioner Andy Patel moved, seconded by Commissioner Bush to approve the expenditure of \$3,500.00 for a site/master plan for a splash pad. Motion Carried.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcement of the upcoming Big Bang on the Range fireworks show.

Council Member/Chairman Ray related that due to current conditions and time restrictions the agenda was short; adding overall the Commission has been doing well during this pandemic. He said the City overall is doing well and thanked everyone for being present.

Commissioner Andy Patel stated regarding the financial situation, as a hotelier, they have been down and restaurants have been down. He related at the last meeting, they had no clue as to where they were going to go. He stated over the last three months hotel occupancy has not improved, saying there will not be much of a collection from the hotel side.

He related restaurants will come back more than before. He said the Commission needs to be conservation going forward because revenues are not going to be close to what they were in 2019. He stated hotel/motels and restaurants will be slower to recover, explaining it will take a year or two to get back to normal. He asked the Commissioners to use caution when approving funding going forward and for 2021.

ADJOURNMENT:

With no further business, Councilman/Chairman Ray adjourned the meeting at 5:43 p.m.

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
September 21, 2020

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, September 21, 2020. Council Member/Chairman Reddie Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners: Pat Green, Andy Patel, Jim Hurley, Roger Sundermeier, and Council Member Les Collins answered roll call. Council Member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (6), Absent (1), Commissioner Ray Patel was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, IT Interim Director Emily Osment, Mayor Robert Johnson, Public Works Director Jimmy Oakley, Parks and Recreation Assistant Director Marlo Jackson, and Warren Dupree.

Council Member/Chairman Ray thanked everyone for attending and welcomed Commissioner Pat Green.

MINUTES:

Commissioner Jim Hurley moved, seconded by Council Member Les Collins to approve the minutes from the June 18, 2020 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for August reporting assets of \$1,037,996.00 which includes \$561,308.00 in investments and liabilities of \$86,664.00. She noted revenues of \$520,988.00 and expenditures of \$305,134.00. She noted revenues exceeded expenditures by \$215,854.00.

She reported July hotel/motel gross receipts of \$287,514.00, which is a decrease of 11% regarding the year-to-date comparison and a 4% increase regarding the current month comparison. She noted prepared food tax gross receipts of \$3,783,893.00 which is a decrease of 4% regarding the year-to-date comparison and a 3% increase for the current month comparison. She reported overall gross receipts of \$4,071,407.00, which is a 4% decrease regarding year-to-date comparison and a 3% increase regarding the current month comparison.

Mayor Robert Johnson asked Director Erkel to explain the hotel/motel tax increased from 2% to 4% at the beginning of the year, saying that even though revenues are down a little bit it is really a better collection.

Director Erkel clarified it was included within the Ordinance to increase the hotel/motel collection to 4% in January however, the increase was not implemented secondary to a vote to remain at the current 2% collection rate. She further clarified the 4% rate was not collected.

She then explained for Commissioner Green's benefit that the gross revenues received are the amounts reported by the hotels/motels of their gross sales.

She continued explaining that the revenues and expenditures are based on the 2% tax collected on the gross receipts reported.

She noted the inclusion of a report comparing 2019 revenues to 2020, explaining the chart and graphs provide a snapshot of the two years and the impact of Covid-19.

Council Member Collins moved, seconded by Commissioner Hurley to approve the financial report for August as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. \$60,850.00 Funding Request for Dog Park (1300 Marshall Road)

Parks and Recreation Director Kevin House related that 1300 Marshall Road is the address for the Recycling Center, explaining the Park is located in front of the facility. He explained the plan is to include the dog park on the front lawn in front of the Recycling Center Park. He stated the park will be split between large and small dogs and will include a water feature, and dog washing station. He expressed their intent to make it into a top of the line, first-class dog park, located where it does not flood. He noted that there is currently a dog park located at the south end of Dupree Park but it is the first thing to flood in the City and the last thing to dry out. He explained that his personnel have spent more time cleaning the dog park versus being used.

Mayor Johnson offered they want to look like a first-class city and this is going to look like a first-class dog park with agility apparatus.

Director House noted they have had citizens volunteer to donate agility items for the park. He related he and Mayor Johnson have received comments and complaints regarding the existing dog park. He said people are going to other cities to take their dogs to a nice dog park, saying they would like to keep them here and draw people into Jacksonville. He related the pavilion that is presently there will be kept, saying eventually, he would like to see some playground equipment added inside the circle of the existing walking track for the kids and animals to play.

Commissioner Pat Green questioned whether children would be allowed to play inside the fenced area with the dogs, explaining there are concerns with small children running around and dogs.

Director House replied they have not had an issue at the current park however, it may be an issue they would need to address.

Mayor Johnson stated that under a certain age would need to be supervised.

Council Member/Chairman Ray remarked, that as a member of the executive committee of the Municipal League, dog parks are popular everywhere. He stated he has learned in his political life not to question people and their pets, saying he has had dogs and cats all of his life. He related at one time, citizens came forward requesting a remodel of the animal shelter, saying the room was full of people showing support for the remodel.

Commissioner Hurley questioned the number of days the dog park floods on average.

Director House replied the park floods 80 to 100 times per year, explaining on top of that is the clean-up time because it has to be dry before they can begin cleaning it up.

Commissioner Hurley stated he did not know there was a dog park, saying he drove out there and saw a family with their dog sitting at a picnic table and three other people just walking their dogs. He related he drove by 1300 Marshall Road, which is the Ron Newport Recycling Center Park. He said when you go to a park, such as the dog park that is located within Burns Park, it is at a park. He then questioned the logistics of placing the dog park at 1300 Marshall Road which has no freeway visibility and is not centrally located. He expressed his feeling that a nice dog park could be made at the existing location for a third of this budget however; if it floods 80 to 100 days per year plus the labor for clean-up and all it entails, it may not be the best location. He questioned if the best location is the one on Marshall Road.

Director House replied they have looked at several locations, saying this is the best location the City currently owns.

Mayor Johnson noted it is currently the Ron Newport Recycling Center Park.

Commissioner Hurley stated he is aware, saying he saw several people mid-day, a couple who were fishing and some walking dogs. He noted the Little Rock Air Force Base as well as North Little Rock and Sherwood have dog parks. He stated he is not saying that a dog park is not a nice add-on but \$60,000.00, in the current environment, is a lot of money in his opinion. He continued saying if this is the best location the City has, it is the best location.

Commissioner Roger Sundermeier stated he agreed slightly with Commissioner Hurley, saying he was hoping for more freeway visibility. He questioned the cost of filling in the pond around the track by the Community Center and placing the dog park there where it would be visible from the freeway instead of placing it at the Marshall Road location.

Director House related the area is really not large enough there, noting Animal Control Supervisor Hedy Cass helped with getting citizen input and with having large and small dogs there is not enough space.

Commissioner Sundermeier questioned if this was going to be just for Jacksonville residents, adding it will probably not be a draw for anyone else as people can go to other places. He stated this would be a quality of life improvement.

Director House agreed that it was a quality of life improvement, expressing his feeling that if it is built nice with a water feature, which is something that other parks do not have, people will travel.

Mayor Johnson commented that Cabot's dog park is very plain and does not include a whole lot. He said the park would have a water feature and picnic tables inside so pet owners could sit with their animals thereby making it more family fun.

Commissioner Sundermeier questioned if there was a way to dress up the background of it explaining, that if this much money was going to be spent, he did not want to spend the day with his family looking at the Recycling Center. He questioned if there was something that could be done on the backdrop so that people are not looking at dumpsters and people coming and going.

Public Works Director Jimmy Oakley related that behind the park is the drop-off Recycling Center.

Commissioner Sundermeier explained that if he was wanting to spend the day with his family at the Park, he really does not want to view the comings and goings of the Recycling Center, asking if there was a way to dress up the back-drop so citizens are not seeing that while enjoying a nice piece of town.

Director Oakley replied that there probably is, commenting he really does not want to, explaining they need that attraction so people will use the Recycling Center. He stated it is a two-fold thing, people using the Recycling Center will notice the dog park, saying they complement each other.

Discussion ensued with Commissioner Sundermeier saying he was thinking of some kind of shrubbery or something to soften the appearance of the Recycling Center.

Director Oakley acknowledged the Recycling Center does have a more industrial look versus a park setting.

Mayor Johnson offered the City could do something regarding landscape.

Director Oakley noted there are red-bud trees included on the parking lot, which are seasonal, to kind of break up the appearance. He related the trees lose their leaves in the fall however, they bloom in the spring and summer and provide a good screen to fill the parking lot. He related there is a lot of greenery there now that has grown up over the years.

Mayor Johnson questioned if Commissioner Sundermeier was discussing the area where the chain link fence was located.

Commissioner Sundermeier stated he was looking for something that would provide some sense of tranquility.

Director Oakley stated he could see each complimenting the other as far as participants, saying one would help sell the other. He noted the location is not only a dog park but a recycling education park, explaining there are ten stations set up with interpretation panels. He related some of the funds will be used to upgrade the panels that are in disrepair. He noted the Park has been used by thousands of people and kids from multiple school districts to include charter and home-schooled children from all over the state.

Mayor Johnson stated if people are looking back they would want a pleasant view and they can do something to help.

Commissioner Sundermeier questioned if the Recycling Center sign would be re-vamped.

Director House replied that it would, explaining they are trying to figure out how to do it but it is included within the budget.

Commissioner Sundermeier questioned if there were grants available from Petco or others that could be used to supplement the cost.

Director House replied "possibly", saying they did not have a lot of time as this kind of fell together in a hurry. He continued saying he is more than willing to spend some time looking, adding that Animal Control Supervisor Cass may have already researched it.

In response to a question from Commissioner Sundermeier, Director House replied that it will take a few months to build, explaining there is some drainage work that will need to be completed. He said he would like to have it completed as soon as possible.

Mayor Johnson noted that it will take three months to complete.

Commissioner Sundermeier questioned the grant process, noting it takes a long time to get approved. He questioned what the ongoing upkeep cost would be and if grants would go toward that.

Director House related maintenance would be included as a line item within the Parks and Recreation budget.

Mayor Johnson stated that all of the amenities have not been included so any grant funds received will go to those purchases. He noted they have not budgeted for all of the agility equipment and will be looking for grants to purchase the equipment along with benches and other items that will be needed. He related that grants for Parks and Recreation are usually not very big and are hard to obtain.

Council Member Collins questioned what would be placed on the grounds, saying the animals will definitely tear it up, adding they do not need a bunch of tall fescue and bare spots.

Director House replied that he has talked with other pet owners who have told him that they like the grass. He said he had pet owners to come out and look at the grass, which is mostly Bermuda, and that is what they want.

Council Member Collins offered the dog parks that he has visited, the grounds have eventually become bare especially if they are used a lot in the winter. He offered his thankfulness of the big mulch pile, adding it will be a combination of grass and mulch.

Commissioner Hurley questioned if bids were obtained for the fence.

Director House replied that they will, saying he did not for budgeting purposes. He noted that he obtained a cost for budgeting purposes from Ingle Fence Company. He related that if approved, before any money is spent, there would be a request for bids.

Commissioner Sundermeier questioned how Director House would classify this project as a success; how many dogs would need to be pushed through to say the return of investment was there. He clarified if seven dogs go through the park, does it constitute a \$60,000.00 investment; when do you start saying this was a draw and absolutely worth every penny that was put into it and to do it again.

Director House replied he likes the question and has not thought of it; but his may be different than Commissioner Sundermeier's, who is to say where that threshold is.

Commissioner Sundermeier stated he likes the concept of merging quality of life with tourism, which is part of the mission, but he does not want to throw \$61,000.00 away for four poodles.

Mayor Johnson remarked that he receives more calls than that a month complaining about the dog park and how citizens are tired of driving to North Little Rock. He stated he gets eight of those calls every month.

Commissioner Sundermeier commented the next thing to invest in would be a disc golf course.

Mayor Johnson told him to hold on, they have already been thinking about that.

Council Member/Chairman Ray called for a motion.

Council Member Collins moved, seconded by Commissioner Sundermeier to approve the expenditure of \$60,850.00 for a dog park to be located at 1300 Marshall Road. Motion Carried.

ANNOUNCEMENTS:

Recording Secretary Nikki Wilmoth read the announcements of upcoming events which included the Jacksonville Farmers' Market-Madness Day, the Jacksonville Senior Wellness and Activity Center Annual Beans and Cornbread fundraiser, and the Parks and Recreation Trunk or Treat.

It was noted the Chick-fil-A food truck would be at the Jacksonville Farmers' Market-Madness Day.

ADJOURNMENT:

With no further business, Councilman/Chairman Ray adjourned the meeting at 6:26 p.m.

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, October 19, 2020. Council Member/Chairman Reddie Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the “Pledge of Allegiance”.

ROLL CALL:

Commissioners Ray Patel, Pat Green, Jim Hurley, and Roger Sundermeier answered roll call. Council Member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (5), Absent (2), Commissioner Andy Patel and Council Member Les Collins were absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, IT Interim Director Emily Osment, and Chamber of Commerce CEO/Director of Economic Development Courtney Dunn.

MINUTES:

Commissioner Jim Hurley moved, seconded by Commissioner Ray Patel to approve the minutes from the September 21, 2020 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel informed the Commission she does not have a financial report to present for September; explaining she was out of the office on vacation last week and her assistant was out sick this morning. She continued saying due to miscommunication, the financials are not ready however; they could be electronically submitted to the Commissioners this week.

She then confirmed the Commission is not operating “in the red”.

Council Member/Chairman Ray asked the Commissioners if they were amenable, hearing no objections, he then asked if there were any questions. With no questions asked, he thanked Finance Director Erkel and moved on to the next item of business.

CHAMBER OF COMMERCE REPORT:

Chamber of Commerce CEO/Director of Economic Development Courtney Dunn presented the third quarter report; explaining their main focus has been to provide businesses with support and resources needed during the pandemic. She noted the completion of a new Jacksonville map, available at the Chamber of Commerce and City Hall. She stated when she receives requests for information regarding available properties, she responds if there is a property meeting the requirements. She said she continues to communicate and to put out as much information as she can.

Commissioner Hurley moved, seconded by Commissioner Roger Sundermeier to approve the third Chamber of Commerce report as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. \$1,904.00 funding request for Shop Small Saturday/Shop Small Christmas Crawl

Chamber of Commerce CEO/Director Dunn explained the request was for Shop Small Saturday which is an event they do in conjunction with American Express' event that they have all over the country. She related they have put their own "spin on it" called Shop Small Christmas Crawl where shoppers make their way across Jacksonville to participating businesses and get their passports stamped. She said the goal was to get shoppers into as many businesses and restaurants on that day, explaining shoppers are entered to win prizes. She stated the funds will be used for printing and ad costs. She noted the purchase of a banner placed at the Firestone location, with Commission approved funds, that they will use again this year along with yard signs.

Commissioner Hurley moved, seconded by Commissioner Pat Green to approve the expenditure of \$1,904.00 for Shop Small Saturday/Shop Small Christmas Crawl. Motion Carried.

ANNOUNCEMENTS:

Recording Secretary Nikki Wilmoth noted the receipt of a letter of appreciation from the Arkansas Pontiac Association regarding the Wheelin' & Healin' Car & Truck Show that was emailed to Commissioners on September 30th. She related the event was held on September 19th and featured 140 vehicles on display with good attendance. She noted \$4,300.00 was raised for the Jacksonville Friends of the Animals to help with various veterinarian bills and several pets were adopted. She related they had minimal advertising of the event secondary to the pandemic.

She then read the announcements of the upcoming Trunk or Treat Drive-Thru event on Saturday, October 31st and the Chamber of Commerce JCC Fall Scramble on Friday, November 6th.

ADJOURNMENT:

With no further business, Councilman/Chairman Ray adjourned the meeting at 6:08 p.m.

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, November 16, 2020. Council Member/Chairman Reddie Ray called the meeting to order at 6:00 p.m. He then delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Andy Patel, Pat Green, Jim Hurley, Roger Sundermeier and Council Member Les Collins answered roll call. Council Member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (6), Absent (1), Commissioner Ray Patel was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, Finance Director Cheryl Erkel, IT Interim Director Emily Osment, Chamber of Commerce CEO/Director of Economic Development Courtney Dunn, Parks and Recreation Director Kevin House, Parks and Recreation Assistant Director Marlo Jackson, Chamber of Commerce Board President Steve Pawloski, Warren Dupree, and other interested citizens

MINUTES:

Council Member Les Collins moved, seconded by Commissioner Jim Hurley to approve the minutes from the October 19, 2020 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for October, reporting assets of \$1,143,398.00 and liabilities in the amount of \$205,271.00. She reported revenues of \$682,140.00, expenditures of \$475,991.00, with an excess of revenues over expenditures of \$206,149.00. She provided September hotel/motel gross revenues of \$235,627.00; which is a five percent decrease regarding the year-to-date comparison and an increase of seven percent compared to the same month last year. She then reported prepared food gross revenues of \$3,684,116.00, which is a two percent decrease regarding the year-to-date comparison and an increase of eleven percent compared to the same month last year. She reported overall gross revenues of \$3,819,744.00, which is a two percent decrease regarding the year-to-date comparison and an eleven percent increase when compared to the same month last year. She stated the reason for the increase in prepared food tax revenues is due to the decline in traffic to Sherwood and North Little Rock during the pandemic; explaining citizens were staying in Jacksonville and utilizing the drive-thru restaurants. She pointed out the inclusion of an additional page within the report documenting revenues in 2020 versus previous years and the pandemic's impact.

In response to a question from Commissioner Andy Patel, Director Erkel replied she is unclear regarding the penalties, saying she believes there were a couple of businesses who failed to report when they were supposed to for prior months and were charged a penalty for late filing. She then confirmed that all businesses are current at this time. She noted there is no leniency regarding payment as both taxes are collected from the consumer at time of service and then remitted the following month.

Commissioner Andy Patel moved, seconded by Council Member Collins to approve the October financial report as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. 2021 Budget Presentation for Discussion and Approval

Council Member/Chairman Ray related the next item of business was the 2021 budget, questioning if anyone had anything to address prior to beginning with the Special Projects section of the budget.

Commissioner Hurley questioned why it was assumed prepared food tax revenues would be \$829,500.00 which was also the figure used in the previous year.

Director Erkel stated she left the revenues the same as projected in 2020; explaining when the revenues were projected for 2020, she had no idea that Covid-19 was going to be a factor.

Commissioner Hurley agreed, offering the same applies to 2021.

Director Erkel concurred, saying that is why she did not want to change any of the figures for 2021 because at this time there is still a lot of uncertainty going forward. She offered prepared food tax revenues may show an increase at this time, there is no guarantee they will continue to increase in the future, which is why she wanted to be conservative and use the same budgeted figures as were used previously.

Commissioner Hurley said budgeting conservatively would be to budget slightly under what was forecast for 2020.

Finance Director Erkel stated if everything is normal, she usually budgets a two percent increase each year, noting a two percent increase was budgeted in 2020.

Commissioner Hurley offered when approving expenditures, the Commission needs to keep in mind projected revenues is an estimation, but not a guarantee, as to what will be generated. He noted if the Commission were to approve everything listed, there is a relatively small margin of excess.

Director Erkel related she projected end-of-year revenues and the projected prepared food revenues for 2020 will be closer to \$859,000.00 instead of \$829,500.00 that was budgeted. She noted expenditures are less for 2020 due to cancellation of events. She stated there would be some carryover from the prior period that could be used if necessary.

Commissioner Andy Patel offered prepared food tax revenues may increase however, hotel/motel revenues will not increase due to the decrease in occupancy for years to come. He stated hotel/motel revenues should be budgeted conservatively, saying he is optimistic but the data does not show improvement for two to three years.

Director Erkel noted hotel/motel projected revenues were conservatively budgeted.

Recording Secretary Nikki Wilmoth noted Administrative/Operational Expenditures section of the budget remains consistent with previous years, she then read the listing of expenditures to include: supplies & materials: \$200.00, audit services \$1,000.00, city attorney \$5,000.00, temporary services-city \$20,000.00, recording secretary \$4,000.00, operating expense \$4,000.00, postage \$250.00, stage insurance \$100.00, credit card fees \$1,500.00, and website maintenance \$1,900.00. She noted an increase in credit card fees from \$400.00 to \$1,500.00 due to the significant increase in transactions that are projected to continue.

Commissioner Pat Green questioned the temporary services-city line item and what it includes.

Director Erkel replied it was placed in the budget as temporary because when the Commission first began it was thought there would be another accounting person to complete the bookkeeping as well as processing payments received. She noted the City has incurred all of the expenses and the expenditure is to reimburse the City for accounting and finance services.

Commissioner Hurley moved, seconded by Council Member Collins to approve the 2021 Administrative/Operational Expenditures as presented. Motion Carried.

Recording Secretary Wilmoth noted the next item is Advertising: Media publications/External Advertising in the amount of \$18,000.00. She explained there was no increase from 2020 and includes the renewing of existing ads as well as the inclusion of new photography secondary to having some outdated photos.

Commissioner Hurley noted year-to-date only \$3,600.00 has been spent, saying he is amenable to leaving it at \$18,000.00, questioning if the amount has ever been spent in a year.

Recording Secretary Wilmoth replied 2020 is the first year for the line item.

Commissioner Hurley stated the line item needs to be reviewed in 2021 for 2022, saying if only \$10,000.00 is spent there is no need to budget \$18,000.00.

Council Member/Chairman Ray called for a motion to approve the line item.

Commissioner Hurley questioned if each line item needed to be approved.

Council Member/Chairman Ray stated the Commission could approve each line item or approve the entire budget at the end. At this time, the Commission went forward with the next line item within the budget.

Parks and Recreation Director Kevin House apologized for not being present, explaining the new Event Coordinator Alicia Johnson was supposed to be present however, her flight was delayed. He related he had planned to attend virtually just in case the Commission had questions specifically for him; saying he is presently in the deer woods.

Council Member/Chairman Ray stated he has reviewed the funding requests, asking if any of the Commissioners would like to question any of the line items. He noted the requests total \$189,600.00.

Commissioner Hurley stated that is the total of all the Parks and Recreation requests however, he is not willing to do that but to consider each request separately.

Council Member/Chairman Ray noted the first item was for Big Bang on the Range in the amount of \$19,500.00.

Commissioner Hurley noted this was a \$4,500.00 increase from what the Commission budgeted in 2020, asking Director House for a synopsis of the increase.

Director House related their plan was to hire some entertainment and expand the children's area. He stated the event has become a huge draw for them, explaining the thought process was to capture them while they are there by paying some live entertainment, even a local band, and increase the children's area.

Commissioner Hurley questioned if the event was at capacity.

Director House offered they will have to do a better job of parking vehicles, explaining there are ten acres of parking and they have been "filled to the brim" the last three years.

Commissioner Roger Sundermeier questioned when people are arriving for the event, saying he prefers to arrive at the last minute so he can be one of the first to leave. He questioned if the event needed to be expanded or to be left "as is". He questioned if there was a need based on feedback received.

Director House replied there is a need from feedback received, explaining they have had people in the parking lot in previous years when there was nothing but fireworks at five o'clock.

Council Member/Chairman Ray commented he was there at five o'clock and there were already people there.

Director House noted he arrived at approximately 4:45 p.m. and people were already there. He stated feedback received was for more activities for the children instead of a twenty-minute fireworks show and an hour spent trying to leave.

Commissioner Sundermeier commented it is a great event, questioning if there is a need to budget \$3,000.00 for marketing. If there are local artists and bands, are they going to promote themselves? Is there a need for real marketing or does it sell itself?

Director House replied if the event is not going to be marketed, then why have it? He continued saying that is his feeling regarding everything they do. He agreed the local bands should promote themselves but it is also partially their job as the promoter and the ones putting the event on.

Commissioner Sundermeier questioned if \$3,000.00 was going to go to the Sells Agency to create or place content.

Director House replied they would be placing content as the creative is already complete. He stated there may be some revisions however, it would be used to place content.

Commissioner Andy Patel questioned, regarding marketing, who were they trying to attract, noting this is a completely local event.

Director House disagreed the event was completely local, explaining they had people attend that he talked to who were from every surrounding city and as far away as Benton, watching the event. He stated everything they do is quality of life for citizens and to bring people to Jacksonville. He continued saying that is their two main goals and kind of what they live by in the Parks Department. He agreed there are a lot of local citizens who attend but they also could be missing the boat on drawing more out of town people in.

Commissioner Andy Patel noted they are competing with Little Rock who does a similar event on a larger scale.

Director House stated he has had numerous people tell him Jacksonville's show is better than Little Rock's and the parking is more convenient; which is the reason they are looking to expand.

Council Member/Chairman Ray expressed support for more entertainment and activities for children during hours between the gate opening and fireworks show.

Commissioner Sundermeier related he thoroughly enjoys the fireworks show and wants to see the event continue to grow.

Commissioner Sundermeier moved, seconded by Commissioner Hurley to approve the funding request in the amount of \$19,500.00 for the Big Bang on the Range event. Motion Carried.

Council Member/Chairman Ray proceeded to the next line item request for FestiVille in the amount of \$60,000.00. He noted everyone's festival was canceled this year, expressing hope that there will be one in 2021.

Commissioner Sundermeier stated he is of the mindset city-type festivals are becoming a little outdated; saying the same people are attending year after year. He questioned if 2020 in all of its' glory, provides an opportunity to reset and do something totally unique and different. He questioned if the funds used to put on one big event could better be split to put on numerous smaller events such as Fun at Five Points and more events downtown to draw people into the community to see what Jacksonville has to offer regarding stores and restaurants as opposed to putting on an event in Dupree Park where they are closer to the freeway and can jump back on when they leave. He questioned if consideration should be given to doing something different by replacing FestiVille with four or five seasonal type events.

Director House stated if that is the case and route the Commission wants to take, consideration would need to be given as to who would run them. He noted the Parks Department cannot do four or five events in a year; explaining they are too busy during certain times of the year at the Shooting Range and with everything else they have going. He said he is not saying FestiVille is an easy event to put on but he would need to figure out how to staff them and there is no way that would happen.

Commissioner Sundermeier questioned at the last Fun at Five Points' event, how much support was provided by the Parks Department along with the Chamber of Commerce.

Director House replied the stage was unavailable for the last event, saying they basically set up trash cans the day prior and did very little. He explained the last event was scheduled at the same time as an AYSSP shooting event. He noted those are their biggest events at the Shooting Range and last for six weeks. He stated he can commit no staff for the period of time to other events; explaining if he has an extra body, they are at the Shooting Range. He stated their goal was to make some changes to FestiVille by adding a beer garden and possibly adding a Baggo tournament. He continued saying they have thrown some ideas around in reference to some things they could do, adding it would still be a city-fest but it would be different. He related they have seen continuous growth of numbers since it was started, saying 2020 would have been the eighth year if the event had not been cancelled. He stated in seven years they have grown from approximately one thousand people to twenty-two thousand based on the traffic counter at the last event.

Commissioner Sundermeier said he could not wrap his mind around another city festival; expressing the need to do something different whether it be with the Parks Department solely or all entities of the City coming together, saying the City should be moving in a different direction.

Commissioner Andy Patel acknowledged Commissioner Sundermeier is brainstorming, saying everyone should be doing the same however; Director House is also correct in trying to make the event more successful. He said everyone should be working together to bring forth better events in 2021.

Commissioner Sundermeier stated he would like to focus on how to bring more people into the community and showcase what Jacksonville has and force people to look around as opposed to people setting up tents out in a field. He continued saying he would rather them be active participants within the community.

Council Member/Chairman Ray recommended the Commission fund the request as presented for 2021 and then determine how to change FestiVille into something else.

Commissioner Hurley noted the Commission does not have to budget for FestiVille if the event is not going to occur. He stated it can be voted on as it comes up when the brainstorm is presented to the Commission and be approved at that time.

Commissioner Sundermeier clarified Council Member/Chairman Ray is suggesting funding the event for 2021 and considering a change for 2022.

Council Member/Chairman Ray concurred.

Commissioner Hurley stated he believes the differential of \$20,000.00 has to do with the beer garden at \$5,800.00 and approximately \$15,000.00 in marketing.

Director House noted their intent to have fireworks on both nights.

Commissioner Sundermeier asked if the request could be tabled until the next meeting to allow Director House to review the budget and see where discrepancies are which will allow for some additional opportunities to decide to proceed with FestiVille or brainstorm to put together a couple of smaller events instead.

Director Erkel noted approved expenditures are placed within the City's budget which will be presented to the City Council for vote on Thursday evening; asking for consideration when approving the budget.

Commissioner Sundermeier confirmed the City has until February to pass the final budget.

Director Erkel said “yes”, explaining officially that is accurate but they try to have it voted on and approved in December to make end of the year a whole lot easier for accounting and finances.

Commissioner Sundermeier asked if the budget could not be addressed so close to December to allow for some time to have open and candid discussions regarding what is funded going forward.

Council Member/Chairman Ray replied it is possible.

Commissioner Hurley questioned if the Commission had to necessarily fund the entire requested amount.

Director Erkel clarified only approved funds will be included within the City’s budget.

Discussion ensued.

Director Erkel noted the only reimbursement will be those funds expensed for the event.

Commissioner Andy Patel offered a motion could be made and approved at this time with further discussion and brainstorming later.

Commissioner Andy Patel made a motion to approve the expenditure of \$60,000.00 for FestiVille.

Commissioner Hurley stated he needs some clarification, saying a motion is being made for \$60,000.00 and being placed under FestiVille, questioning if the Commission has the right to move funds from FestiVille to place elsewhere.

Council Member/Chairman Ray said once it is funded, it cannot be moved. He continued saying the Commission should rely on Director House and his staff to manage funds; saying he might have funds left over, adding the City needs any kind of promotion it can get.

Commissioner Sundermeier questioned the measurement as to where people would be coming from. What is the drawing radius of FestiVille?

Director House replied that has not been done but it is something that has been discussed internally as to how it will be handled this year. He expressed his feeling that FestiVille has been a success. He related normally by December, after the Christmas Parade, they start to plan FestiVille. He stated it is not an event that happens within a month, if they are to move forward with it “great” but he will need to know so he can start event planning.

Commissioner Sundermeier commented he appreciates and realizes once an event is over the planning for the next year begins. He continued from the Commission's perspective, it is mid-November to formulate and approve a budget by December for the City's budget, which places the Commission in a difficult position in case it wants to do something different. He said these types of discussions should be occurring earlier in the year for the Commission's budgeting purposes, to be able to approve with one hundred percent certainty going forward instead of uncertainty. He questioned how this should be done, if the expense is \$60,000.00 and only brings in 20,000 people, it is not a good return on investment per person. He related he is struggling from that perspective with utilizing tax dollars that way. He questioned if there is a way to do it less expensively that still provides the same "bang for the buck". He stated he does not know for a fact that it can be done however, he is opening it up for discussion.

Motion dies for lack of a second.

Council Member/Chairman Ray noted the Commission approved \$40,000.00 in 2020 and Director House is requesting an additional \$20,000.00 for 2021. Would the Commission approve funding of \$40,000.00 and let Director House to come back before the Commission for reconsideration for additional funding?

Commissioner Hurley moved to approve the expenditure of \$45,000.00 for FestiVille, which includes funding for the beer garden, with the caveat that an additional request for marketing funds can be requested at a later date if there is a specific plan to utilize those funds.

Director House stated that is what he believes was done last year.

Council Member Les Collins seconded the motion.

Commissioner Hurley stated he would like to start seeing the revenue generated from food, drinks, hats, t-shirts, and beer sales because it should offset some of the budget.

Discussion ensued and it was noted the City receives sales tax revenue from events and a drink tax is in place.

Motion Carried.

Council Member/Chairman Ray noted the next request is for the Christmas Parade in the amount of \$1,500.00.

Commissioner Andy Patel moved, seconded by Commissioner Hurley to approve the expenditure of \$1,500.00 for the Christmas Parade. Motion Carried.

Council Member/Chairman Ray advised the next request is for the Cupid Shuffle 5K in the amount of \$3,550.00.

Commissioner Hurley questioned the attendance.

Director House replied 108 runners participated.

Commissioner Sundermeier offered this a unique event and can see supporting it, this is an event where some advertising funds should be spent to further publicize the event. He expressed support for the event, saying it needs to be promoted with advertising dollars, even from a sales and marketing perspective. This is an event that has a greater opportunity to draw people from outside of the state to participate and stay overnight at hotels. He noted there are not a lot of events of this type scheduled in February and runners are looking for these types of events, saying this is a good event for Jacksonville. He related the other requests are quality of life events for residents but this makes sense regarding promotion of the City.

Commissioner Andy Patel agreed citing Little Rock's event however, he questioned how to market the event.

Director House replied they have been informed the best way to market the event is by placing it on runner websites which is what they did.

Council Member Collins related the event took place prior to the pandemic, saying it will still be present in February.

Director House noted the event can be held virtually, explaining the contingency plan is to have a virtual 5K which is something that is occurring a lot right now to include marathons. He related it is not a route they want to go because they want to bring people to Jacksonville but it is an option.

Commissioner Andy Patel moved to approve the expenditure of \$3,550.00 for the Cupid Shuffle 5K.

Discussion ensued.

Commissioner Pat Green seconded the motion.

Commissioner Sundermeier suggested increasing the funding by \$1,000.00 for additional television, radio, and local print advertising to place more attention on the event. He expressed his feeling this type of event will be more beneficial as a tourist draw versus other events. He suggested increasing the funding from \$3,550.00 to \$4,550.00.

Commissioner Sundermeier moved to amend the motion and increase the approved funding for the Cupid Shuffle 5K from \$3,550.00 to \$4,550.00. Commissioner Hurley seconded the motion. Motion Carried.

Council Member/Chairman Ray continued to the next funding request for the Farmer's Market in the amount of \$2,500.00.

Director House related this has been a success between the daily farmer's market and the market madness event. He explained during the farmer's market items are handmade or local only however, during market madness commercial products can be obtained.

Council Member Collins moved, seconded by Commissioner Andy Patel to approve the expenditure of \$2,500.00 for the Farmer's Market. Motion Carried.

Council Member/Chairman Ray proceeded to the next request for the Titan Obstacle Run in the amount of \$2,550.00.

In response to a question from Commissioner Andy Patel, Director House replied the event would be held at the Community Center around the area around the Farmer's Market and walking track.

Commissioner Sundermeier questioned if any of the surrounding communities were doing an event like this.

Director House said "not that they have seen".

Commissioner Sundermeier offered this event seems pretty unique and kind of cool, saying "hats off" to whoever came up with the idea. He related when reviewing sources of revenue, is there a way to offset cost by reaching out to community partners for sponsorships.

Director House replied "possibly", explaining there is a need to have a budget in case those sponsorships are not obtained.

Commissioner Sundermeier expressed his belief community support could be obtained for the event and then funds could be used to market the event.

Director House related they are working to obtain more partnerships for events like this one.

Commissioner Sundermeier moved to approve the expenditure of \$2,550.00 for the Titans Obstacle Run with the stipulation to solicit and secure corporate sponsors for the event and then transfer approved funding toward advertising of the event. Commissioner Andy Patel seconded the motion. Motion Carried.

Council Member/Chairman Ray proceeded to the next line item for the Splash Pad Grant in the amount of \$100,000.00.

Director House recalled coming before the Commission where verbal support was obtained prior to working on the grant proposal. He noted the grant is a 50/50 matching grant, explaining he has presented the proposal at the grant hearing and is awaiting confirmation of award at this time.

Recording Secretary Wilmoth offered she placed the line item in the budget as a place holder in case the grant was awarded.

Council Member Collins moved, seconded by Commissioner Hurley to approve the expenditure of \$100,000.00 for the Splash Pad Grant contingent on award. Motion Carried.

In response to a question from Commissioner Sundermeier, Director House provided a brief update regarding the Dog Park project.

Council Member/Chairman Ray noted the next funding request was from the Museum of Military History for Heritage Day in the amount of \$1,200.00. He then called for discussion or a motion to approve.

Council Member Collins moved, seconded by Commissioner Hurley to approve the expenditure of \$1,200.00 for the Museum of Military History's Heritage Day event.

Commissioner Sundermeier advised he is on the Museum of Military History's Board and will be abstaining from voting due to a conflict. He stated he would participate in discussion and answer any questions.

Motion Carried with Commissioner Sundermeier abstaining.

Council Member/Chairman Ray noted the next funding request was for the Museum of Military History's Welcome Home Vietnam Veterans' event in the amount of \$3,200.00. He called for questions or a motion to approve.

Commissioner Hurley moved, seconded by Council Member Collins to approve the expenditure of \$3,200.00 for the Museum of Military History's Welcome Home Vietnam Veterans' event. Motion Carried with Commissioner Sundermeier abstaining.

Council Member/Chairman Ray continued to the next funding request for Operational Assistance for the Museum of Military History in the amount of \$40,000.00.

Commissioner Hurley moved, seconded by Commissioner Green to approve the expenditure of \$40,000.00 for Operational Assistance for the Museum of Military History. Motion Carried with Commissioner Sundermeier abstaining.

Council Member/Chairman Ray stated the Chamber of Commerce had a good year, saying he thinks everything will improve when the pandemic ends. He then noted the next funding request is for renewal of the Chamber of Commerce contract in the amount of \$35,000.00.

Chamber of Commerce Director and Economic Developer Courtney Dunn noted it was a service contract for economic development.

In response to a question from Commissioner Andy Patel, Director Dunn replied the contractual amount was \$35,000.00 in 2020. She explained a report is submitted quarterly and then funds are expensed.

Commissioner Andy Patel moved, seconded by Commissioner Green to approve the expenditure of \$35,000.00 to renew the Chamber of Commerce contract. Motion Carried.

Council Member/Chairman Ray related the next funding request was for the Chamber of Commerce's Shop Small Saturday in the amount of \$1,904.00.

Council Member Collins moved, seconded by Commissioner Hurley to approve the expenditure of \$1,904.00 for the Chamber of Commerce's Shop Small Saturday. Motion Carried.

In response to a question from Commissioner Andy Patel, Director Dunn provided a brief overview regarding current Chamber of Commerce membership.

Council Member/Chairman Ray related the next request is for the Chamber of Commerce for an ad in the Arkansas Business and Publishing Guide in the amount of \$2,930.00.

Director Dunn related an ad was placed the year before last, explaining she is helping to develop the ad.

Commissioner Sundermeier moved, seconded by Council Member Collins to approve the expenditure of \$2,930.00 for an economic development ad in the Arkansas Business and Publishing Guide. Motion Carried.

Council Member/Chairman Ray related the next request was from the Chamber of Commerce for an ad in the Metro Little Rock Guide in the amount of \$3,895.00.

Director Dunn noted the publication is out for a full year, explaining it is a relocation guide included in relocation packets for businesses and residents.

Commissioner Hurley moved, seconded by Commissioner Sundermeier to approve the expenditure of \$3,895.00 for an ad in the Metro Little Rock Guide. Motion Carried.

Council Member/Chairman Ray proceed to the next request from the Chamber of Commerce for a City Profile and Business Directory in the amount of \$33,945.00.

Director Dunn explained this was a new request, normally there is a third party who puts the directory together with the Chamber of Commerce making a small percentage of the ad sales. She stated the amount received was less than \$1,000.00. Due to a lack of funding this year, they have taken it upon themselves to coordinate it and are able to lower the ad cost. She noted the request is for printing and mailing costs, saying it will be a fund raiser regarding ad sales.

In response to a question from Commissioner Hurley, Director Dunn replied that she did not know if the Commission had funded a request previously. She then explained the request is to print and mail to every resident in Jacksonville to include post office box addresses, the LRAFB addresses, and to have some on hand at the Chamber of Commerce, City Hall, and any business who purchased an ad.

Chamber of Commerce Board President Steve Pawloski stated he believes the previous amount expensed was for an ad purchase.

Director Dunn noted an ad would be included for the Commission.

Commissioner Sundermeier questioned how these were handled and printed in other communities.

Director Dunn stated Al Canelli, who completed the directory for the last two years, does the directory for Maumelle, Sherwood, Cabot, and Jacksonville. She related that Jacksonville is not the only ones who are considering this as a fund-raising opportunity.

Commissioner Sundermeier questioned if other advertising and promotion commissions were being asked to fund this type of request in other communities.

Director Dunn replied she could not say specifically but she would guess they would be out to at least try to break even. She stated she was encouraged to look at doing the directory "in house". She stated mailing and printing costs are obviously big expenses which is why she is presenting a request for funding. She noted it will be in .pdf form for emailing.

Board President Steve Pawloski commented he has not received one in two years even with an ad purchase, which is another reason they have taken it over. He can guarantee everyone who has a Jacksonville address with zip codes 72076, 72078, and 72099 will be mailed a directory.

Director Dunn said Arkansas Office Products would be doing the printing and Arkansas Mailing will take care of the mailing. She related the front cover would state "funded by the Jacksonville A & P Commission" along with having a full-page ad inside the publication.

Council Member/Chairman Ray called for a motion.

Commissioner Green moved to approve the expenditure of \$33,945.00 for the City Profile and Business Directory.

Discussion ensued regarding the timeline for publication which was noted to be approximately two weeks.

Commissioner Sundermeier stated print is the necessary engine to get into a lot of homes. He questioned what the digital follow-up would be to enhance and expand on the digital and mobile offerings of the publication.

Director Dunn replied they plan to have it in .pdf form to send out in email form, there will be a link on the Chamber's website that can be provided to others for utilization.

Commissioner Sundermeier stated within the .pdf for example, the Democrat Gazette and The Leader have the capability to create individual links to businesses within the ads. He questioned if the Chamber would be able to take that on as far as creating a link to the individual businesses who choose to advertise to drive traffic back to their websites.

Board President Pawloski stated they could set up a page and as long as the page is known to whoever wants to do it. If the page were sent out to all of the customers then they can always go to that page.

Commissioner Sundermeier related if the directory is residing on the Chamber website, if it is blasted out and placed on the Chamber Facebook page in newsletter format, any of the ads or listings should be able to go directly to the businesses' websites. He continued saying he thinks it has added value that can be justified than just a print cost.

Board President Pawloski agreed as long as the business is willing to place it on their website.

Commissioner Sundermeier stated as long as the businesses who are advertising are allowing us to redirect from the .pdf to their website for example: if Arkansas Office Products runs a full-page ad then if he clicks on the ad it would take him to the Arkansas Office Products' website.

Board President Pawloski stated he could not see why it could not be done as long as it is electronic.

Commissioner Sundermeier asked Director Dunn to look into adding the option.

Council Member Collins seconded the motion.

Commissioners Green and Andy Patel along with Council Member Collins replied “aye”.

Commissioner Andy Patel then stated he was abstaining from voting due to not fully understanding the request.

Council Member/Chairman Ray said the motion passed.

It was noted Commissioner Andy Patel stated “aye” and then abstained from voting therefore, the motion did not pass.

Commissioner Andy Patel stated he believes in digital marketing but not the expense of printing directories. He continued saying he needs to understand when discussing approval of \$33,945.00 for directories, he wants to abstain from it.

Commissioner Sundermeier clarified the Chamber of Commerce is looking at a 20,000-piece print job at approximately \$1.25 each; when looking at price per unit it is a really super good deal, it just seems like a lot because there is such a large quantity. He said he does not like printed material but realizes a lot of the community still responds to print media. Whether he likes it or not, it is still a part of his marketing mix at work and has to be considered when advertising is placed.

Commissioner Andy Patel questioned the reach, noting the population is approximately 30,000 and what is included for content.

Commissioner Sundermeier stated what he is trying to do, as an added value that business owners are looking for, is to have the printed piece go into homes and the 72076 zip codes. He is trying to add the electronic component which will reside on the Chamber of Commerce website, other websites, and various social media, that will allow for the users to click on an ad that will direct them to that businesses’ website. He continued saying he wants more calls to action on the digital side to be complimented by the print version.

Director Dunn related the directory includes a welcome letter from the Mayor, elected officials contact information, utility information, information on the schools, adult education, a quality of life section with information regarding parks and festivals, community calendar which includes all festivals and events, a health care page, and a LRAFB page. She expressed the need to have something appealing that includes all of the information for prospective businesses.

Commissioner Andy Patel questioned if hotels and restaurants, who remit advertising and promotion tax dollars, will receive a free listing.

Director Dunn replied if the business is a Chamber member, they will have a free listing. She noted it will be delivered to every hotel in Jacksonville so every room will have a copy.

Commissioner Andy Patel stated he is not asking who is a Chamber member, saying funds are generated from hotels and restaurants and they should have a free listing. He asked if that were possible, explaining they should be included regardless of membership status.

Council Member Collins questioned the expected revenue that will be generated.

Board President Pawloski replied it was dependent on ad sales however, they hope to generate approximately \$10,000.00.

Discussion ensued with Director Dunn saying a list could be included within the Commission's ad.

Commissioner Sundermeier clarified the Commission's ad would be dedicated to all the hotels and restaurants within the community, which would have a profile for all of the hotels and restaurants regardless of membership status. He stated the flip side of it is to also show the benefit of Chamber of Commerce membership when it comes time for renewal. He noted it is a double-edged sword, saying he sees both perspectives however, the solution of placing all hotels and restaurants on the Commission sponsored page could be a good compromise.

Commissioner Andy Patel moved to amend the motion to approve the expenditure of \$33,945.00 for the City Profile and Business Directory with the inclusion of a listing of all of the hotels and restaurants on the Commission's ad included within. Council Member Collins seconded the motion.

Discussion ensued with Board President Pawloski saying they have sold more than \$890.00 worth of ads this year.

Director Dunn noted they were able to lower the cost of an ad to benefit some of the smaller businesses who have declined to purchase an ad previously due to cost.

The Commission then voted to approve the amendment to the motion.

Motion Carried.

Council Member/Chairman Ray noted the next request was for the Wheelin' & Healin' Car & Truck Show in the amount of \$3,000.00.

Recording Secretary Wilmoth related this request is for advertising of the event and is the same amount as requested previously. She explained they scaled down advertising this year due to the pandemic but are hoping to resume in 2021.

In response to a question from Commissioner Andy Patel, Recording Secretary Wilmoth reminded him that Mr. Goodsell had stated previously the event could not be extended to multiple days.

Commissioner Andy Patel stated he wanted them to be able to stay at hotels and eat at restaurants.

Council Member/Chairman Ray related this is a one-day show, they arrive and show their vehicles and then go home or proceed to another show. He noted the event is well attended so therefore, money is being spent in Jacksonville.

Commissioner Andy Patel moved, seconded by Council Member Collins to approve the expenditure of \$3,000.00 for the Wheelin' and Healin' Car and Truck Show. Motion Carried.

Council Member/Chairman Ray proceeded to the next line item for funding for the Air Show/Open House in the amount of \$4,000.00. He expressed uncertainty whether there would be an event this year.

Recording Secretary Wilmoth noted the Air Show was canceled due to the pandemic.

Council Member/Chairman Ray called for a motion.

Recording Secretary Wilmoth noted the next Air Show will take place in 2022, explaining they alternate between having an Air Show and Air Force Ball.

Council Member Collins moved, seconded by Commissioner Andy Patel to approve the expenditure of \$4,000.00 for the LRAFB Ball. Motion Carried.

Council Member/Chairman Ray proceeded to the next line item for the Governor's Conference on Tourism in the amount of \$600.00.

Commissioner Andy Patel moved, seconded by Council Member Collins to approve the expenditure of \$600.00 for the Governor's Conference on Tourism. Motion Carried.

It was noted the total special projects is \$758,724.00 and the undesignated is \$78,326.00 with a total expenditure budget of \$796,274.00.

Commissioner Andy Patel moved, seconded by Commissioner Hurley to approve the 2021 budget as amended with total expenditures of \$796,274.00. Motion Carried.

Council Member/Chairman Ray thanked Commissioners for their time and service, saying he thinks it will be a good year and the Lord will bless everyone going forward.

ANNOUNCEMENTS:

Recording Secretary Wilmoth read the announcements to include the 43rd Annual Holiday Craft and Gift Sale, the Shop Small Christmas Crawl, and the 63rd Annual Christmas Parade.

ADJORNMENT:

With no additional business, the Commission adjourned the meeting at 7:37 p.m.