

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Tuesday, January 19, 2021. 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, Henal Shah, Jim Hurley, Roger Sundermeier and Council Member Mike Traylor answered roll call. Council Member/Chairman Reddie Ray also answered roll call and declared a quorum. Present (6), Absent (1), Commissioner Pat Green was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, IT Support Shawn Sutterfield, Parks and Recreation Director Kevin House, former Commissioner Andy Patel, and former Council Member/Commissioner Les Collins.

Council Member/Chairman Ray welcomed new Commissioners Henal Shah and Council Member Mike Traylor. Service awards were presented to former Commissioner Andy Patel for fifteen years of service and former Council Member/Commissioner Les Collins, thanking them for serving.

MINUTES:

Commissioner Jim Hurley moved, seconded by Commissioner Roger Sundermeier to approve the minutes from the November 20, 2020 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for December, reporting assets of \$1,080,619.00 and liabilities in the amount of \$83,402.00. She reported revenues of \$829,034.00, expenditures of \$562,219.00, with an excess of revenues over expenditures in the amount of \$266,815.00. She provided November hotel/motel gross revenues of \$210,046.00; which is a four percent decrease regarding the year-to-date comparison and an increase of six percent compared to the same month last year. She reported prepared food gross revenues of \$3,189,923.00, which remained even regarding the year-to-date comparison and increased by four percent compared to the same month last year. She reported overall gross revenues of \$3,399,968.00, which remained even regarding the year-to-date comparison and increased by five percent when compared to the same month last year.

Commissioner Hurley moved, seconded by Council Member Mike Traylor to approve the December financial report as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. Election of officers

Commissioner Hurley moved to nominate Roger Sundermeier as chairman, Council Member Traylor seconded the motion. Motion Carried

Council Member/Chairman Ray then called for any additional nominations for chairman.

With no further nominations, Council Member/Chairman Ray noted that Commissioner Sundermeier was now the new chair.

He then called for a vote of the Commission who approved Commissioner Roger Sundermeier as chairman.

He called for nominations for secretary noting that former Commissioner Andy Patel had been serving as secretary.

Commissioner Hurley questioned the responsibilities of the position.

Recording Secretary Nikki Wilmoth related the secretary is a signer on the bank account and signs for any certificates of deposit purchased.

Commissioner Hurley questioned if a secretary was necessary.

Council Member/Chairman Ray stated the secretarial position was part of the by-laws of the Commission.

Commissioner Hurley then confirmed the Commission had to have a secretary.

Council Member Traylor, seconded by Commissioner Henal Shah to nominate Commissioner Hurley for secretary.

Council Member/Chairman Ray called for additional nominations for secretary.

Hearing none, the Commission voted to appoint Commissioner Jim Hurley as secretary.

Chairman Roger Sundermeier began serving as chair.

B. Approval of photography quote

Recording Secretary Wilmoth noted approval of funds for advertising within the 2021 budget in the amount of \$18,000.00, saying some of the allocated funding would be used to update photography.

She explained the quote was obtained from the Sells Agency, who provided the service previously, adding the cost could be reduced dependent on the services provided.

Chairman Sundermeier stated the photography would be used in anything that would publicize Jacksonville whether it be print or digital.

It was noted the talent charge was for the use of a model if provided by the Agency.

Discussion ensued with Chairman Sundermeier questioning if quotes were obtained from any additional photographers, noting that there are local photographers who made be able to provide the service at a lesser cost that could be promoted in the process. He stated he would like to have another quote, preferably from a local photographer, for comparison.

Recording Secretary Wilmoth stated she could have additional quotes for consideration at the next meeting.

Council Member Traylor moved, seconded by Commissioner Hurley to table the item of business to the next meeting. Motion Carried.

ANNOUNCEMENTS:

Chairman Sundermeier read the announcements to include the 2nd Annual Cupid Shuffle 5K Walk/Run and the Jacksonville Senior Wellness and Activity Center's "A Taste of New Orleans" Drive Thru Lunch Pick-up.

Commissioner Hurley stated that within the Chamber of Commerce contract, they are to provide a report on a quarterly basis, questioning if it could be amended to have attendance at every meeting.

City Attorney Stephanie Friedman questioned if the contract had been signed, saying it could be amended if not signed and executed.

Recording Secretary Wilmoth noted the contract has been signed for 2021.

Commissioner Hurley stated since the contract has been signed and executed it would have to wait until next time.

City Attorney Freidman agreed, unless the Chamber of Commerce agrees to a contract modification.

Chairman Sundermeier stated he did not think it would be unrealistic to have a discussion with the Chamber of Commerce to provide additional follow-up on a monthly basis to ensure funds are being applied the way the Commission feels they should be. He continued saying he does not feel there is anything wrong with asking Director Dunn to be present for the meetings.

Commissioner Hurley then questioned the status of the Dog Park project, saying he has seen fencing installed and drainage work. He questioned if the pavilion and water feature were in process.

Parks and Recreation Director Kevin House replied all of it was in process, explaining progress is going slower than expected. He noted shipping delays secondary to the pandemic, explaining some of the ordered items have been delayed. He said sidewalks have been poured and some of the items are starting to arrive slowly. He stated they are working on obtaining quotes for signage at this time.

Commissioner Hurley noted there is a water feature in the gateway on Main Street, saying he has only seen water in it once after a hard rain.

Director House stated originally it was not their project, explaining he was not involved in the design or construction but have taken over the maintenance. He continued saying, right now it is winterized, explaining it had to be drained for the winter. He related there were several leaks from the original contractor, which has been a little bit of a headache, that have been fixed. He noted the RPZ valve will be reinstalled in the spring.

Commissioner Hurley commented a water feature looks much nicer when it actually has water and does not want the Dog Park water feature to be dry. He stated hopefully the same contractor would not be used for this project.

Chairman Sundermeier questioned if the project has been announced in the newspaper.

Director House replied they have not because he was leery about what was and has happened. He stated usually when announcing something, there is an opening date included, explaining he became leery when suppliers informed him of the difficulties they were having obtaining products, saying he did not want to advertise and then incur additional delays.

Chairman Sundermeier stated he believed it could be done and would allow for control of the narrative and message versus what is posted on Facebook. He expressed the need to inform citizens where their tax dollars are being reinvested into the community.

Director House said they could begin the process with a Facebook post or press release.

Commissioner Hurley stated he would not be opposed to pricing a banner for the fence itself or maybe placing one at the intersection of Graham and J.P. Wright Loop roads, or at the Firestone location. He noted a vinyl temporary banner is relatively inexpensive, saying he would not be opposed to looking at some pricing to help promote the project.

Director House questioned if Commissioner Hurley would like to proceed with it now or wait until closer to the opening date.

Commissioner Hurley stated he would like to do it now, explaining they fight the same issues regarding equipment, suppliers, and parts. He said anyone who operates a business understands the environment they are trying to operate within. He expressed agreement with Chairman Sundermeier regarding control of the narrative as opposed to others who may be sitting at home speaking negatively about what is going on. He stated he would not be opposed to saying "coming soon" or "working project", saying it is seen all over town with estimated completion dates. He continued saying it would help pre-advertise and inform citizens their money is going toward an improvement within the community.

Chairman Sundermeier stated it is one of the things the Commission is trying to change or reinvent was the thought process regarding the purpose of the Commission, which is not solely for tourism attractions but also for quality of life and making sure that 28-30,000 residents are choosing amenities available in town every day. He continued seeing their tax dollars and investment pay off is going to be a big thing as opposed to an ad in a publication.

Director House said they could start advertising this week and would obtain a price for banners as well.

Commissioner Hurley questioned if the Shooting Range has tournaments scheduled.

Director House replied they do, saying hopefully they will not be canceled as they were in 2020. He stated he has a list of upcoming tournaments and believes there are forty scheduled. He offered to provide a copy of the schedule to Commissioners. He noted tournaments average one to three days depending on the event.

Commissioner Hurley questioned if there is a brochure or literature that is provided to everyone that includes a list of hotels and restaurants along with things to do.

Director House replied they do not have one however, it is something they could work on.

Commissioner Hurley offered he would not be opposed to having something that could be provided to them when they sign-up and partially funding the cost, adding there may already be something established that may need to be reprinted. He continued saying it is all about marketing and advertising what the City has to offer. He said it would be nice to have something as a point of reference to offer.

Chairman Sundermeier noted a printed piece will be discarded after use, questioning what will provide more long-standing tenure. He then questioned what is included within the Parks app and the feasibility of signage that includes a QR code pointing back to the Parks app that provides a list. He questioned how robust it is and the possibility of driving more traffic to it; saying it could also include a calendar of upcoming events for Parks Department events.

Discussion ensued.

Director House suggested the possibility of developing an Advertising and Promotion Commission app; explaining they cannot advertise every business in Jacksonville on the Parks app. He questioned if there is a location where all of this information exists presently or is this something that could involve the Chamber of Commerce.

Commissioner Hurley said “we do”, noting the Chamber of Commerce has brochures, expressing uncertainty whether they contained a QR code. He stated it is something that needs to be addressed.

Director House agreed.

Chairman Sundermeier related the ticket is to get into the digital age and provide the information to everyone. He stated a lot of apps do not get deleted so they will stay on devices and get referred back to at some point. He said the issue would not be solved tonight however, there is a need to be open to some deep discussions moving forward.

He then questioned who was responsible for the digital sign in front of City Hall that has not been working for some time and how to get it operational.

Director House noted the IT Department was responsible for the sign, offering his understanding the sign is beyond repair.

Chairman Sundermeier related experiencing the same issues with out of date technology with the Bank’s time and temperature signs, saying it this may be an opportunity for the Commission to consider the purchase of an LED board that will be an event message board controlled by a computer.

Director House stated he already has some pricing for LED boards, saying he would be open to discussion.

Commissioner Hurley questioned if it could be placed on the agenda for the next meeting.

Chairman Sundermeier asked Director House to provide for the next meeting the quotes for LED signage, an update regarding the social posts regarding the Dog Park and banner quotes, and the Shooting Range tournament schedule.

ADJORNMENT:

With no additional business, the Commission adjourned the meeting at 6:30 p.m.

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, February 22, 2021. Chairman Roger Sundermeier called the meeting to order at 6:00 p.m. Council Member Reddie Ray delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Jim Hurley and Pat Green along with Council Members Mike Traylor and Reddie Ray answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. Present (5), Absent (2), Commissioners Ray Patel and Henal Shah were absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, IT Director Emily Osment, Parks and Recreation Director Kevin House, Mayor Robert Johnson, Chamber of Commerce Director Courtney Dunn, Sandy Savage, Lauren Martin, Warren Dupree, and Dr. Robert Price.

Chairman Sundermeier presented Council Member Ray with a plaque honoring his tenure as chairman with Council Member Ray expressing his appreciation.

MINUTES:

Commissioner Jim Hurley moved, seconded by Council Member Ray to approve the minutes from the January 19, 2021 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for January, reporting assets of \$1,046,893.00 and liabilities of \$1,002.00. She stated revenues reported in January were for the month of December, noting a \$7.00 discount, reporting expenditures of \$10,100.00. She noted December hotel/motel gross revenues of \$201,987.00; which is a four percent decrease regarding the year-to-date comparison and an increase of three percent compared to the same month last year. She reported prepared food gross revenues of \$3,807,544.00, which is a three percent increase regarding the year-to-date comparison and a twenty-three percent increase compared to the same month last year. She reported overall gross revenues of \$4,905,031.00, which is a two percent increase regarding the year-to-date comparison and a twenty-two percent increase when compared to the same month last year.

Council Member Ray moved, seconded by Commissioner Hurley to approve the January financial report as presented. Motion Carried.

OLD BUSINESS:

A. Review and approval of photography quotes

Proposals from the Sells Agency, Scott Head Photography and Snappy Sisters were reviewed; the lowest proposal received was from Snappy Sisters Photography.

Commissioner Hurley pointed out the proposal from Snappy Sisters lacked a detailed scope of work, questioning if this was a true comparison.

Recording Secretary Wilmoth said the same information was verbally provided to both businesses regarding the Commission's needs.

Discussion ensued.

Commissioner Hurley asked Recording Secretary Wilmoth to follow-up with Snappy Sisters to obtain additional information regarding their proposal.

Council Member T aylor requested a follow-up with Scott Head (Scott Head Photography) to determine whether an adjustment would be necessary regarding additional preparation time for scheduling.

NEW BUSINESS:

A. \$31,750.00 Funding Request for Mural Project

Mrs. Lauren Martin, with the Downtown Revitalization Committee, stated they have an opportunity to place a mural on the west wall of the Jacksonville Shopping Center located on James Street just north of the five-points intersection. She noted that Mr. Sentell has offered the wall at no cost, saying it has high visibility and will provide a nice aesthetic. She pointed out the budget includes the cost for a lift rental. She stated the concept has yet to be determined, explaining the artist will provide them with options to choose from.

Chairman Sundermeier questioned how the mural compares to the one in Little Rock, of the little red wagon, regarding size and scope, noting it was completed by a \$30,000.00 grant from the city of Little Rock. He said Simmons Bank is contracting with another artist to place a mural on a parking deck for \$25,000.00.

Dr. Robert Price said he helped to put together the request and had researched area murals, noting the average cost for a mural that is 3,500 to 4,000 square feet is approximately \$25,000.00 to \$30,000.00. He stated two estimates were obtained from professional artists, explaining one estimate was for \$27,000.00 however, it did not include all costs. He commented the requested amount is reasonable based on the size of the mural.

Chairman Sundermeier related most places that have murals have places where people can take photos, noting the mural will be placed on a very busy street that can become muddy during the rainy season. He questioned where people will be capturing photos to share online.

Mrs. Martin stated they definitely want some murals to have an interactive aspect where they can take a picture and post on social media.

She continued saying she would love to see every mural project they do have a hash tag or something that directs them to the website on social media, saying that way they are creating a brand for the murals. She offered the bigger mural would be less interactive and more of a statement that will catch the eye. She stated they want people to come from out of town, go to the dog park, get a coffee, and drive around looking at the murals.

Dr. Price related when all five murals are complete, they will be included on a statewide network website that lists the location of the mural and directions to it so people can plan mural trips across the state.

Chairman Sundermeier questioned how to go about getting the local artists and high school art classes involved in the process.

Mrs. Martin replied the budget includes an assistant artist, saying it may be possible to include some of the local artists into the painting. She explained a "paint by numbers" artist concept that would allow others to participate.

In response to a question from Chairman Sundermeier, City Attorney Stephanie Friedman said she would prefer the self-employment tax be included in the artist's cost of labor; explaining she believes there would be a potential conflict for the Commission to pay that cost. She related the Commission is limited by State Statute regarding what can be paid, saying she looked up the Statute which states the Commission can fund the arts if it believes it is necessary for supporting the city, which is directly in line with this request however; she does not believe the Commission will be able to pay the self-employment tax.

Chairman Sundermeier offered, rather than rolling the cost into the labor, the funded amount could be reduced if approved.

Discussion ensued with Chairman Sundermeier clarifying the self-employment tax amount requested would be an expense the Committee would be responsible for remitting.

Discussion ensued.

Commissioner Pat Green questioned the longevity of the mural and what would happen if the building were to be sold.

Mrs. Martin replied it is a good question, saying they would have to speak with Mr. Sentell.

Dr. Price noted the average life span of a mural is twenty to twenty-five years, saying murals can always be "touched up".

Council Member Ray moved, seconded by Commissioner Hurley to expend \$250.00 for a mural concept drawing to be presented to the Commission. Motion Carried.

B. \$1,500.00 Funding Request for H2GORun

Recording Secretary Wilmoth noted the requester of funds was not present, saying the Commission funded the request in 2019, explaining the event was canceled in 2020 secondary to the pandemic.

Council Member Ray commented since the Commission has funded the request previously, funding should be approved since it is going to happen and is a part of city promotion.

Council Member Ray moved, seconded by Council Member Traylor to approve the expenditure of \$1,500.00 for the H2GoRun. Motion Carried.

C. Presentation of LED Sign Quotes

Parks and Recreation Director Kevin House stated he did not have an opportunity to obtain updated sign quotes however, provided information from a previous quote that is approximately a year old. He related this would be something that would be hugely beneficial for the city as an information board. He noted a 5'x10' double sided sign including installation is approximately \$45,000.00; a 5'x10' single sided sign is approximately \$30,000.00; a 6'x12' double sided sign is approximately \$63,000.00; an 8'x14' double sided sign is approximately \$85,000.00; and an 8'x14' single sided sign is approximately \$53,000.00. He noted at the previous meeting there was discussion regarding the existing sign which is obsolete. He clarified the sign was purchased out of Parks' budget several years ago explaining content was controlled by City Hall. He stated the sign cannot be repaired secondary to age. He stated a sign would be useful in the area around City Hall and also at the Firestone location where the banners are presently located.

Chairman Sundermeier said he asked Director House for information because there is an opportunity to change and improve the way information is delivered.

Discussion ensued.

Council Member Ray noted he has seen more murals than LED signage, saying most signs were on existing businesses.

In response to a question from Chairman Sundermeier, Director House replied the average cost is between \$120.00 to \$150.00 for a 3' x 6' banner and a 4' x 20' banner cost approximately \$400.00.

Discussion ensued.

Director House offered to research the possibility of refurbishing the existing sign.

Commissioner Hurley suggested contacting Action Sign to see if the sign could be fixed and if so, what the cost would be.

D. Update Social Media Posting for Dog Park Project

Director House provided a brief update regarding the project, saying they are getting close to finishing but need dry weather to complete the dirt work. He stated with dry weather, they should be able to have a grand opening in three to four weeks.

Discussion ensued regarding the necessity for a banner with Director House saying it is unnecessary with the new signage that has been ordered.

Chairman Sundermeier requested that Director House make sure there is adequate newspaper coverage of the opening.

Mayor Robert Johnson noted the existing sign was placed prior to the freeway expansion, saying it is not presently visible from the freeway. He said his original plan was to place one where the welcome sign used to be at Crain Ford and one somewhere on the north side. He expressed the need to advertise upcoming events to the 75,000 people who drive up and down the freeway.

Discussion ensued.

ANNOUNCEMENTS:

ADJORNMENT:

With no additional business, the Commission adjourned the meeting at 7:03 p.m.

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on Monday, April 19, 2021. Chairman Roger Sundermeier called the meeting to order at 6:00 p.m. Council Member Reddie Ray delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Sandra Patel, Henal Shah, and Pat Green along with Council Members Mike Traylor and Reddie Ray answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. Present (6), Absent (1), Commissioner Jim Hurley was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, Finance Director Cheryl Erkel, Parks and Recreation Director Kevin House, Mayor Robert Johnson, Chamber of Commerce Director Courtney Dunn, Parks and Recreation Assistant Director Marlo Jackson, Parks and Recreation Events/Marketing Coordinator Alicia Johnson, IT Support Shawn Sutterfield, former Commissioner Ray Patel, Lauren Martin, Scott Head, and Rick Kron with The Leader newspaper.

Chairman Sundermeier welcomed new Commissioner Sandra Patel and presented former Commissioner Ray Patel with a service award honoring his tenure on the Commission.

MINUTES:

Council Member Reddie Ray moved, seconded by Council Member Mike Traylor, to approve the minutes from the February 22, 2021 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for March, reporting assets of \$1,148,163.00 which includes \$460,464.00 in investments and liabilities of \$66,942.00. She noted revenues of \$136,240.00 and expenditures of \$87,581.00, with revenues exceeding expenditures in the amount of \$48,659.00. She reported February hotel/motel gross revenues of \$226,717.00; which is a twelve percent increase regarding the year-to-date comparison and an increase of sixteen percent compared to the same month last year. She reported prepared food gross revenues of \$2,924,964.00, which is a two percent increase regarding the year-to-date comparison and a fifteen percent decrease compared to the same month last year. She reported overall gross revenues of \$3,151,680.00, which is a three percent increase regarding the year-to-date comparison and a thirteen percent decrease when compared to the same month last year. Inclement weather was noted as a possible factor for the decline.

Council Member Traylor moved, seconded by Council Member Ray, to approve the financial report for March as presented. Motion Carried.

Chamber of Commerce Quarterly Report:

Chamber of Commerce Director Courtney Dunn thanked everyone who attended the economic development meeting, saying the meeting went really well. She offered a follow-up email was sent and asked everyone to check their email. She noted they have been busy with ribbon cuttings and networking events that have been going well. She asked everyone to sign up for their e-newsletter which includes a list of upcoming events and ribbon cuttings. She noted Jacksonville's participation in 501 Day, explaining it encompasses Central Arkansas with each city hosting events. She encouraged everyone to go to the website celebrate501.com to see the listing of Jacksonville businesses who are participating with special promotions on Saturday, May 1st.

Council Member Ray moved, seconded by Council Member Traylor, to approve the Chamber of Commerce quarterly report as presented. Motion Carried.

OLD BUSINESS:

A. Tabled Photography Quotes

Recording Secretary Nikki Wilmoth noted additional information was obtained from Snappy Sisters Photography at the request of the Commission; saying they were able to meet all requirements with the exception of "talent" as noted within the emailed correspondence provided. She said verbal confirmation was obtained from Mr. Scott Head that his proposal remains unchanged, adding he is present to answer any questions.

Council Member Traylor moved, seconded by Council Member Ray, to approve the proposal received from Scott Head Photography in the amount of \$3,720.81. Motion Carried.

B. Tabled Mural Project Funding Request \$31,750.00/Concept Drawing

Mrs. Lauren Martin presented a design concept for the mural entitled "together we rise". She explained the concept being not one person or particular group can soar to the top and leave everyone else behind; it is going to take a joint effort. It is going to take unity within the town and people. She related they wanted to have some wordage included so when people pass by they are constantly reminded everyone is in this together, lives together, works together, and plays together, so we have got to be united. She stated the birds are representative of a lot of things to include the LRAFB in general and the growth and flight of where we have been and where we are going. She noted the color concept is just bold, beautiful, and anything that would make people want to see it, take pictures, and interact with it. She stated this is the first mural, explaining they want several different stories throughout the town, not necessarily to stay on a specific theme. They have several different businesses and companies who would like to come, several years down the line, and keep adding to the mural stories. She related when a business sees a city investing in things like murals, it really makes an impact. She noted murals play a big part in quality of life. She said it definitely is part of the big picture as to where they want Jacksonville to go.

Council Member Ray offered he has noticed, while traveling, that everyone who has a large face building is placing a mural on it.

In response to a question from Commissioner Shah, Mrs. Martin replied the type of paint used for the mural will last twenty to twenty-five years, explaining it will have some fading to it with the western sun but should overall be okay. She continued saying, if anything, it will provide a nice weathered appearance that can be touched up as needed.

In response to a question regarding possible vandalism of the mural, Mrs. Martin said there is no specific plan however; they would contact the artist and possibly do some touch up work themselves. She stated if they have to bring the artist back, it would not be the same initial price however, she is sure there would be some cost associated. She continued saying a lot of the mural would necessitate the use of a lift so if someone were to come along and vandalize it, she does not see it being a major part of the mural. Her hope, with it being on a busy street, is that it will cut down on some of the urge to vandalize.

Discussion ensued regarding the possible placement of LED lights onto the building for visibility and safety.

Commissioner Green noted prior discussion regarding the inclusion of high school art students to reduce cost, questioning if had occurred.

Mrs. Martin stated they want to do a community involved mural that will allow students and citizens to be involved unfortunately, this particular mural is not a good one for that because the bottom of the wall sits approximately five feet off the ground and so ninety percent of the work will be on a lift which is a liability. She stated they would like to do another mural that is more accessible from the ground.

Chairman Sundermeier stated he would not mind funding this project however, he does not know if the Commission would want to fund all of the mural projects. He continued saying it is important to kick-start this project to show a commitment as a community. He expressed the importance of finding ways to engage students, the community, and other local artists into other mural projects going forward. He noted a paint by numbers concept where a local artist completes the drawing and the community paints. He stated once the commitment is demonstrated by completing this mural, the community should be involved in future mural projects, which will allow for them to find ways to engage the community. He suggested an art contest for the planter boxes. He reiterated that he does not mind funding this mural however; he is not in favor of funding additional mural projects but would like to see more community involvement going forward.

In response to a question from Council Member Traylor regarding the self-employment tax included within the quote, Chairman Sundermeier noted discussion regarding the exclusion of that amount if funded.

In response to a question from Chairman Sundermeier, Mrs. Martin replied, once funding is secured, best case scenario would be this week; saying the artist is booking out and it would begin in early June with an estimated completion of two to three weeks. She explained the artist works on one project consistently until complete.

Council Member Ray moved, seconded by Commissioner Pat Green, to approve the expenditure of \$29,000.00 for a mural to be placed on the Jacksonville Shopping Center wall facing James Street. Motion Carried.

C. LED Sign Replacement Estimate \$28,859.00

Parks and Recreation Director Kevin House related the Commission had requested he obtain a quote to replace the existing sign at the intersection of Marshall Road and Main Street.

Chairman Sundermeier noted previous discussion regarding signage and the effectiveness of the banners presently being used, questioning if this is a necessary expenditure.

Director House replied an LED message board sign would be beneficial, expressing uncertainty regarding the current sign placement secondary to the change in traffic pattern.

It was noted the current sign is obsolete making replacement parts hard to find.

Discussion ensued with Director House saying sealed bids would need to be obtained due to the amount.

Council Member Traylor moved, seconded by Commissioner Shah, to table the item of business. Motion Carried.

NEW BUSINESS:

A. \$11,900.00 Funding Request for FestiVille Marketing

Parks and Recreation Special Event/Marketing Coordinator Alicia Johnson introduced herself, saying she was hired in October and is present to answer any questions. She stated they are wanting to begin, in July, to secure spots for media placements.

Discussion ensued regarding timelines with Director House saying they would need a response at the May meeting, explaining May and June are extremely busy for his department.

It was noted \$7,900.00 would be used to secure media placements for a total of fifty-five spots and two in-studio interviews. Ms. Johnson noted they will also provide ads on live streaming platforms such as Pandora.

Discussion ensued.

Council Member Ray moved, seconded by Council Member Traylor, to approve the expenditure of \$11,900.00 for marketing of FestiVille. Motion Carried.

B. \$24,000.00 Funding Request for Christmas Decorations

Mayor Robert Johnson stated the existing Christmas decorations are requiring a lot of work regarding bulb replacements and tinsel, are over twenty years old, and do not store well. He said they would prefer solid LED with mounting and brackets provided that would allow for better storage. He noted this request would cover half of the decorations going down Main Street, saying hopefully next year they will be able to continue down First Street. He said if the Commission approves the quote provided for \$21,900.00, which has LED bulbs, it would improve the city's appearance. He stated he would like to have the LED bulbs because the lights will not burn out as quickly, they have a better warranty, and will appear brighter.

Council Member Traylor moved, seconded by Commissioner Shah, to approve the expenditure of \$21,900.00 for LED Christmas decorations from Temple. Motion Carried.

C. Discussion to increase the Operation Expense line item within budget

Chairman Sundermeier noted Commissioner Hurley is not present so the item of business will be tabled to the next meeting.

He then announced the Commission has been working with Director House and Mayor Johnson on a project, announcing the new dog park will have Council Member Ray's name on it; explaining it was the last project approved as chairman. He said Council Member Ray is an ambassador beyond ambassadors for the City of Jacksonville and loves this community. He stated it just made sense to recognize his efforts, contributions, love for the city, and tenure on Council. He stated all of the information would be included on a plaque. He then expressed his appreciation for everything Council Member Ray has accomplished. He then thanked Director House and the Parks Commission for their help to facilitate this.

ANNOUNCEMENTS:

Chairman Sundermeier noted that all funding requests must be received by the close of business on the Tuesday prior to the regularly scheduled meeting for inclusion on the agenda.

ADJORNMENT:

With no additional business, the Commission adjourned the meeting at 6:45 p.m.

CALL TO ORDER:

The Jacksonville Advertising and Promotion Commission met in the regular meeting place of the Commission on Monday, June 21, 2021. Chairman Roger Sundermeier called the meeting to order at 6:00 p.m. Council Member Reddie Ray delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Jim Hurley and Pat Green along with Council Members Mike Traylor and Reddie Ray answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. Present (5), Absent (2), Commissioners Sandra Patel and Henal Shah were absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Lauren Martin, and Rick Kron.

MINUTES:

Council Member Reddie Ray moved, seconded by Commissioner Jim Hurley, to approve the minutes from the April 19, 2021 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for May, reporting assets of \$1,326,085.00 and liabilities of \$160,984.00; explaining the majority is the amount due to the Parks Department. She reported revenues of \$324,881.00 and expenditures of \$230,190.00 with an excess of revenues over expenditures in the amount of \$94,691.00. She noted April hotel/motel gross revenues of \$368,508.00, which is a forty-eight percent increase regarding the year-to-date comparison and an increase of one hundred thirty-three percent compared to the same month last year. She reported prepared food gross revenues of \$4,250,372.00, which is a twenty-one percent increase regarding the year-to-date comparison and a forty-one percent increase compared to the same month last year. She reported overall gross revenues of \$4,618,880.00, which is a twenty-three percent increase regarding the year-to-date comparison and a forty-six percent increase when compared to the same month last year.

Council Member Ray moved, seconded by Council Member Mike Traylor, to approve the financial report for May as presented. Motion Carried.

OLD BUSINESS:

A. Tabled Item: Discussion to increase the Operating Expense line item within budget

Commissioner Hurley stated he would like to increase the Operating Expense line item from \$3,000.00 to \$5,000.00. He explained in the event there is no meeting and something were to be presented to either the Chairman or another Commissioner, the Chairman would have the ability to approve a request.

Commissioner Hurley moved, seconded by Council Member Ray, to increase the Operating Expense line item from \$3,000.00 to \$5,000.00.

Council Member Traylor clarified he could bring a funding request to the Chairman who would then have the authority to approve it up to \$5,000.00.

Chairman Sundermeier related there are situations where the time line is limited and this allows for a little more flexibility.

Motion Carried.

NEW BUSINESS:

A. Correction Funding Request Mural Project

Recording Secretary Nikki Wilmoth noted the original invoice received for the project, which has been corrected and included within the agenda packet, upon review with the funding request received was incorrectly added by the requestor. She related the original request was for \$31,750.00 however, the request totals \$27,750.00. She noted the Commission's intent based on the minutes of the meeting was to fund the project less the self-employment tax in the amount of \$2,754.00; explaining technically the total amount funded should have been \$24,996.00.

Chairman Sundermeier related the request was originally approved for \$29,000.00, the artist had a correction to the wall measurement that changed the scope of work and reduced project cost. He said to keep the project on track, a deposit check was released based on the previous approved funding and then revisit the remaining balance which is significantly less and re-approve the expense less the self-employment tax. He noted the project cost is \$23,373.00, a check has been issued for \$12,373.00, leaving a remaining balance of \$10,864.50; noting the self-employment tax is not included.

Discussion ensued.

Commissioner Hurley moved, seconded by Commissioner Pat Green, to approve the expenditure of \$10,864.50 for the mural project. Motion Carried.

B. Correction Funding Request Christmas Decorations

Recording Secretary Wilmoth related the funding request submitted was in the amount of \$24,000.00 with the Commission approving the quote submitted by Temple for \$21,900.00. She noted the sales tax was not included on the quote and would be \$2,080.50. She asked the Commission to consider approval of sales tax for the purchase.

Discussion ensued.

Commissioner Hurley moved, seconded by Council Member Traylor, to approve the expenditure of \$2,080.50 for the Christmas Decoration's sales tax purchase. Motion Carried.

Chairman Sundermeier said any quotes received from this point going forward should be as complete as possible so as to avoid revisiting approved requests.

Commissioner Hurley questioned if the old decorations were going to be utilized elsewhere or discarded.

Chairman Sundermeier recalled most of the decorations were in pretty bad shape however, some of the best ones would be utilized elsewhere. He said the intent was to come back before the Commission with another request for additional decorations for First Street.

ANNOUNCEMENTS:

Chairman Sundermeier read the announcements which included the Jacksonville Hometown Expo and Job Fair and the Big Bang on the Range events.

ADJORNMENT:

With no additional business, the Commission adjourned the meeting at 6:16 p.m.

CALL TO ORDER:

The Jacksonville Advertising and Promotion Commission met in the regular meeting place of the Commission on Monday, July 19, 2021. Chairman Roger Sundermeier called the meeting to order at 6:00 p.m. Council Member Reddie Ray delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Jim Hurley and Pat Green along with Council Members Mike Traylor and Reddie Ray answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. Present (5), Absent (2), Commissioner Henal Shah was absent and Commissioner Sandra Patel arrived at approximately 6:11 p.m.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, Finance Director Cheryl Erkel, Chamber of Commerce Director Courtney Dunn, John Wolford, Daryl Conner, and Cora Dunn.

MINUTES:

Commissioner Jim Hurley moved, seconded by Council Member Reddie Ray, to approve the minutes from the June 21, 2021 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for June, reporting assets of \$1,237,417.00 and liabilities of \$88,199.00. She reported revenues of \$397,778.00 and expenditures of \$318,969.00 with an excess of revenues over expenditures in the amount of \$78,809.00. She noted May hotel/motel gross revenues of \$281,727.00, which is a forty-seven percent increase regarding the year-to-date comparison and an increase of forty-six percent compared to the same month last year. She reported prepared food gross revenues of \$4,045,946.00, which is a twenty percent increase regarding the year-to-date comparison and an eleven percent increase compared to the same month last year. She reported overall gross revenues of \$4,327,673.00, which is a twenty-one percent increase regarding the year-to-date comparison and a forty-seven percent increase when compared to the same month last year.

In response to a question from Commissioner Hurley, Director Erkel replied there is presently \$54,625.31 in unallocated funds.

Council Member Mike Traylor moved, seconded by Commissioner Hurley, to approve the financial report for June as presented. Motion Carried.

CHAMBER OF COMMERCE REPORT:

Chamber of Commerce Director Courtney Dunn reviewed the second quarter report (on file) pointing out there were two economic development training courses. She noted current enrollment in the Economic Development Institute per a grant received from the Arkansas Economic Development and Chamber Executives.

She said the Jacksonville Hometown Expo and Job Fair was successful but wished there was more foot traffic.

Council Member Ray moved, seconded by Council Member Traylor, to approve the second quarter Chamber of Commerce report as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. \$700.00 Funding Request Christmas in July:

Chamber of Commerce Director Dunn said this is a spin-off to Shop Small Christmas Crawl held in November to get people to choose Jacksonville and keep it local. She noted this is the first year for the event.

Chairman Sundermeier pointed out advertising is already posted since it is the week of the event, questioning who would pay the advertising costs if the Commission were not to approve funding.

Director Dunn replied the Chamber of Commerce budget, adding, she felt it appropriate to ask for Commission funding. She explained shoppers pick up a passport at participating businesses, follow the instructions, fill them out and turn them into the last business visited or to the Chamber of Commerce by the following Tuesday, to be entered into prize drawings from participating businesses.

Council Member Ray moved, seconded by Council Member Traylor, to approve the expenditure of \$700.00 for the Christmas in July event. Motion Carried.

B. \$8,051.61 Funding Request 11th Annual Train Show:

Mr. Daryl Conner, owner of Rail & Sprue Hobbies, stated they have hosted a model train show for the last ten years in Jacksonville. He noted the event has grown from a one-day event to a two-day event held at the Community Center with people coming in from all over. He said this year they have vendors coming from Nebraska and Texas, saying they advertise in magazines and online. He stated the event is a good opportunity to sell trains, showcase model displays, and allow everyone to engage in a wonderful hobby. He noted the first train arrived in Jacksonville 150 years ago. He said they have pins that are given to the vendors and staff for their badges and are also a way to award winners. He related this year's pin states "150 years of railroads, Jacksonville, AR". He noted there are approximately 150 vendor tables along with eleven or twelve model railroad layouts on display. He continued saying there are contests for model building and small model layout building which are judged Saturday night with an awards presentation on Sunday afternoon. He said it is a good way to engage children and adults of all ages, saying they were looking for funding to help promote the event.

In response to a question from Commissioner Hurley, Mr. Conner replied over a thousand people attended the 2019 event and just under six hundred and fifty attended in 2020.

He stated the majority of train shows were canceled last year however, they worked with the Arkansas Department of Health and the City to conduct the event in a safe manner.

Discussion ensued.

It was noted there would be a couple of food trucks present but no concessions would be sold inside the event however, bottled water would be provided.

In response to a question from Council Member Traylor, Mr. Conner replied vendors sell model trains and train memorabilia.

Discussion ensued regarding whether the Commission could fund tables and facility rental and the amount of funding to approve.

In response to a question from Commissioner Hurley, Mr. Conner stated he has absorbed the cost for past events, explaining it promotes the hobby of model railroading which directly promotes his business. He stated they have presently funded everything for this year's event with the exception of an expense for seven awards. He said revenue is received from the rental of tables and ticket sales to enter the event. He noted tickets for this year are \$8.00 which is an increase due to increased cost and includes both days. He then responded that 2019 was the best year with a cost factor of \$7,300.00 and proceeds were almost \$10,000.00 with a \$2,699.02 gain. He related from 2011 through last year, they have incurred a \$3,0766.14 loss.

Discussion ensued.

Council Member Ray moved, seconded by Council Member Traylor, to approve the expenditure of \$7,105.17 for the 11th Annual Trail Show, contingent on City Attorney Friedman's approval of the Commission funding facility rental.

Mr. John Wolford stated they have a Facebook page where they can note Commission sponsorship of the event, adding any profit received from the event is added to the next event.

Discussion ensued regarding amount to be funded.

Motion Carried.

C. Discussion: Community Involvement/Quality of Life

Chairman Sundermeier related he is still trying to work out the parameters of what the Commission is able to do; explaining he is focused on quality of life right now and not so much tourism. He said there is a very good opportunity to get residents to choose Jacksonville on a daily basis, which is where the priority should be and involves City organizations, He related he is in Rotary with Council Member Ray and have discussed some initiatives. He stated he did not know why the civic organization signs were removed.

He offered there are very few communities where they are not present, saying Jacksonville should have them to show a sense of vibrancy, vitality, and an active community. He said while there may be an issue placing them at the welcome sign, he would argue for placement within the pocket park in front of the Kum N Go. He also questioned how to challenge and engage civic organizations to get on board with this initiative. He stated regarding clean-up days, Keep Jacksonville Beautiful has gone by the wayside with Mr. Ron Newport's passing, saying there is a need to do these kinds of things. He questioned if the Commission is the body that "drives that bus" and gets this going, saying it ties into why people choose or do not choose Jacksonville. He said when you look better, you feel better, and a better foot can be put forward for any visitor that comes into the community and it starts with us. How do we spearhead quality of life things such as scheduling a clean-up day and encouraging civic organizations to obtain signs? He said regarding the planter boxes, he loves the concept but they are just plain gray boxes, there has got to be something that can be done to "jazz" them up and create additional interest. He noted the Commission will not be funding any large-scale mural projects however; the planter boxes allow for a smaller project that could be completed with help from local schools. He questioned in conjunction with the Jacksonville Education Foundation and the Chamber of Commerce, could an art contest be held and the winner's art be turned into a wrap or decal that could be profiled on the planter boxes to generate interest in what is going on downtown. He questioned why everything is focused on Main Street and downtown when there are three fourths of the town yet to be untapped for interest in cleaning up and making everything look holistically great. Is that in the Commission's purview and where do we start? Does the Commission buy into and see a need for it?

Council Member Traylor related fraternities and sororities have individual groups with an individual from each one serving on a council; he questioned if the concept would work with the civic organizations. He said that way, they would all be on the same page regarding funding larger projects.

Council Member Ray related when the welcome sign was moved to get it out of the flood plain, the City said they asked every civic organization about their sign, noting they were weather beaten and in disrepair, whether they wanted to upgrade their sign. The civic organizations declined however, he could not recall Rotary being asked. He said he was informed all the organizations agreed to remove their signs. He offered Rotary used to have projects such as painting a house however, they do not do those projects anymore. He continued saying it seems that interest has declined with all civic organizations, adding he likes the idea of more involvement.

Chairman Sundermeier stated he would like to provide opportunities and outlets for the community to get involved. He offered that he visited with City Attorney Friedman who said the Commission has some flexibility. He said he does not want to inundate the Commission but asked that between now and the next meeting, Commissioners start thinking about what the Commission represents and how to make Jacksonville more attractive, better, and something someone will continue to choose daily versus graduating and leaving the City.

He stated Jacksonville cannot sustain if that is not being done, saying City leadership can only do so much and questioning where the Commission fails within the chain. How do we do our part to make this place what we want it to be.

It was noted that the Keep Jacksonville Beautiful account was recently closed and funds deposited into the Downtown Revitalization account.

Chairman Sundermeier said downtown revitalization is key and Main Street is going to look beautiful but there are other elements and pieces of the town that need to be worked on and addressed with consistency across the community. He stated there is a lot of opportunity but there is a need for people to take the opportunity and run with it.

Mr. Wolford offered he has seen commercials for Oklahoma and Missouri, explaining Jacksonville has a lot to offer such as the Museum of Military History and Reed's Bridge. He said he is not advocating to make a commercial however, it may be time to promote across the state through an advertisement of some sort.

Commissioner Hurley said all points made are valid and absolutely need to be done; explaining Mr. Newport lived across the street from him and single-handedly did the Recycling Park, Keep Jacksonville Beautiful, and the eagle sculpture outside of City Hall. He stated Mr. Newport worked hard, saying presently Jacksonville does not have someone doing that right now which is a void that has to be filled. He stated Mr. Newport came before the Commission on numerous occasions with funding requests for other entities. He continued saying he is not sure who or how to motivate in order to get some things done. He said he likes the mural and it is a very nice touch, saying he is a proponent of the mural. He acknowledged that something could be done, questioned how to go about it.

Chairman Sundermeier suggested the Downtown Revitalization Committee may need to expand its scope to be Jacksonville Revitalization. He noted there are other areas within the community that could be addressed.

Council Member Ray stated he would like to see the fountain operating again.

Director Dunn offered quotes were obtained to fix it, saying she guessed the City could not fund it. She said the last update received was that they were waiting for the people who originally paid for it to be built to maybe raise funds. She related they were going to make it into a planter however, the people who originally donated funds for it to be built would like for it to continue as a fountain. She noted the crack is inside and not easily accessible.

She noted discussion, at the economic development training course, regarding getting together a group of active community leaders to establish a sub-committee who would meet and discuss ideas and things that need to be completed.

Chairman Sundermeier stated he did not want the Commission to solely be approving funding requests but wants the Commission to be “change agents” and to figure out ways to do things to grow the community from a quality of life standpoint.

ANNOUNCEMENTS:

Chairman Sundermeier read the announcements which included Market Madness Days, H2GO Fun Run & Walk, the Titans Obstacle Course event, and a mural celebration event.

ADJORNMENT:

With no additional business, the Commission adjourned the meeting at 6:56 p.m.

CALL TO ORDER:

The Jacksonville Advertising and Promotion Commission met in the regular meeting place of the Commission on Monday, August 16, 2021. Chairman Roger Sundermeier called the meeting to order at 6:00 p.m. Council Member Reddie Ray delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Jim Hurley and Henal Shah along with Council Members Mike Traylor and Reddie Ray answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. Present (5), Absent (2), Commissioners Pat Green and Sandra Patel 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, Parks & Recreation Assistant Director Marlo Jackson, John Wolford, Daryl Conner, and Rick Kron.

MINUTES:

Commissioner Jim Hurley moved, seconded by Council Member Mike Traylor, to approve the minutes from the July 19, 2021 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for July, reporting assets of \$1,241,333.00 and liabilities of \$80,828.00. She reported revenues of \$486,861.00 and expenditures of \$396,766.00 with an excess of revenues over expenditures in the amount of \$90,095.00. She noted June hotel/motel gross revenues of \$339,129.00, which is a forty-five percent increase regarding the year-to-date comparison and an increase of thirty-seven percent compared to the same month last year. She reported prepared food gross revenues of \$2,545,255.00, which is a ten percent increase regarding the year-to-date comparison and a thirty-three percent decrease compared to the same month last year. She reported overall gross revenues of \$4,328,910.00, which is a twelve percent increase regarding the year-to-date comparison and a twenty-nine percent decrease when compared to the same month last year.

Council Member Mike Traylor moved, seconded by Commissioner Hurley, to approve the financial report for July as presented. Motion Carried.

OLD BUSINESS:

A. Update Fountain Repair Status:

Parks and Recreation Director Kevin House noted repair costs are estimated to be between \$40,000.00 to \$42,000.00.

Council Member Reddie Ray offered that he would be presenting a proposal to the City Council for consideration.

NEW BUSINESS:

A. Presentation 11th Annual Train Show:

Mr. Daryl Conner thanked the Commission for funding, encouraging everyone to attend. He offered tickets for admission to the Commissioners.

B. Clarification Operating Expense Line Item:

City Attorney Stephanie Friedman stated she would like to see all funding requests received.

It was noted that a letter was received in appreciation of sponsorship for an event occurring in February 2022.

In response to a question, Recording Secretary Wilmoth stated this line item has historically been used for ad purchases.

Chairman Sundermeier stated he believed they were trying to ensure sponsorships prior to the event.

It was noted since the event was to be held in 2022, that a funding request should be presented for approval.

ANNOUNCEMENTS:

Chairman Sundermeier read the announcement of the upcoming 22nd Annual Wheeling and Healing Car & Truck Show.

ADJORNMENT:

With no additional business, the Commission adjourned the meeting at 6:20 p.m.

CALL TO ORDER:

The Jacksonville Advertising and Promotion Commission met in the regular meeting place of the Commission on Monday, September 27, 2021. Chairman Roger Sundermeier called the meeting to order at 6:15 p.m. Council Member Reedie Ray delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Sandra Patel, Jim Hurley and Henal Shah along with Council Member Reedie Ray answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. Present (5), Absent (2), Council Member Mike Traylor arrived at approximately 6:17 p.m. and Commissioner Pat Green was absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Parks & Recreation Director Kevin House, Parks & Recreation Assistant Director Marlo Jackson, Parks & Recreation Events/Marketing Coordinator Alicia Johnson, Mayor Bob Johnson, Chamber of Commerce Director Courtney Dunn, and Warren Dupree.

MINUTES:

Commissioner Jim Hurley moved, seconded by Council Member Ray, to approve the minutes from the August 16, 2021 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for August, reporting assets of \$1,260,971.00 and liabilities of \$48,900.00. She reported revenues of \$586,132.00 and expenditures of \$446,684.00 with an excess of revenues over expenditures in the amount of \$139,448.00. She noted July hotel/motel gross revenues of \$293,354.00, which is a forty-four percent increase regarding the year-to-date comparison and an increase of two percent compared to the same month last year. She reported prepared food gross revenues of \$4,183,576.00, which is a nineteen percent increase regarding the year-to-date comparison and a five percent increase compared to the same month last year. She reported overall gross revenues of \$4,476,930.00, which is a twenty-one percent increase regarding the year-to-date comparison and a four percent increase when compared to the same month last year.

Commissioner Hurley noted the number of certificates of deposit listed, questioning if the Commission were limited to one-year purchases or could they be purchased for a greater length of time.

Director Erkel replied certificates of deposit have been purchased for an eighteen-month time frame. She continued saying the length of time can affect the rate of return, explaining she tries to space them out to mature quarterly and not all at one time. She noted requests for rates are sent to First Arkansas, Centennial, Arvest, and Bank of America; noting Arvest and Bank of America have not replied to her requests.

In response to a question from Commissioner Hurley, Director Erkel noted the budgeted and undesignated amount is currently \$62,430.48.

Council Member Ray moved, seconded by Commissioner Henal Shah, to approve the financial report for August as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

A. \$4,818.00 Funding Request Museum of Military History Roof Repair:

Mr. Warren Dupree stated the Museum has incurred approximately \$20,000.00 in unexpected expenses this year involving various things within the buildings. He explained they incurred a \$15,000.00 cost for two HVAC half-ton units which was fortunately covered by an American Fund grant of \$13,250.00 that was recently received. They have a \$4,818.00 roof repair bill, which is part of a three-part phase repair for leaks and repairing of the firewall between the new and old buildings. He said funding was approved for approximately \$3,200.00 for the Welcome Home Vietnam Veterans' event that did not occur this year and \$1,200.00 for Heritage month; explaining the event occurred and expenses have been covered secondary to a scaled-back event. He stated they are requesting reallocation of funds to the roof repair bill.

In response to a question from Commission Hurley, Mr. Dupree replied the Museum Foundation owns the building.

Commissioner Hurley questioned if the Commission were able to fund a building roof repair.

City Attorney Stephanie Friedman replied the Commission could not fund building roof repairs unless the city has an interest or owns the building.

Mr. Dupree asked if it would be a capital improvement, saying they were unclear.

City Attorney Friedman replied that it would be and if the city had interest in the property or owned it, then the Commission could fund the request however; the Commission cannot provide general subsidies.

Commissioner Hurley moved, seconded by Commissioner Shah, to decline the \$4,818.00 funding request for Museum roof repair. Motion Carried.

B. Review/Discussion/Approval 2022 Budget

Commissioner Hurley questioned the increase in audit services from \$1,000.00 to \$2,500.00.

Director Erkel related McAlister and Associates has been providing audit services and the current auditor, Gerald Clark, is retiring. She stated the city went out for bid and BKD was awarded the contract, explaining their charges are double what the city has been paying.

Commissioner Hurley questioned the increase in credit card fees from \$400.00 to \$2,700.00.

Director Erkel replied more people are using credit cards to remit payments; bank and credit card fees have increased with usage. She said they have not recently shopped for this service.

Commissioner Hurley offered that it may be possible to obtain a lower transaction cost; noting 88% of their transactions are completed by some type of card.

It was noted the budgeted amount was based on actuals for 2021 with an estimation for the last four months of 2021 based on actuals.

Chairman Sundermeier stated the first funding request was for Big Bang on the Range in the amount of \$19,500.00.

Parks & Recreation Director Kevin House said if the shot curtain is installed at the Shooting Range before July 4th, they may need to find an alternate location or cancel the event. They want to prepare for it but will not be moving forward with the signing of pyrotechnic contracts.

Discussion ensued.

Commissioner Hurley moved, seconded by Commissioner Shah, to approve the expenditure of \$19,500.00 for the Big Bang on the Range event. Motion Carried.

Chairman Sundermeier noted the next funding request was for FestiVille in the amount of \$60,000.00. He stated this is an event he is going to need to be sold on from the standpoint, as was discussed last year, that he would like to figure out other ways and things to do instead of holding one event. He suggested having more events downtown or things around town but is open to discussion. He stated last year he was not excited about another event at Dupree Park, if trying to sell the entire community, explaining people can bypass all Jacksonville has to offer by getting off and on the freeway. He questioned if the city should hold more frequent smaller events or have two events that are \$30,000.00 each downtown versus one large event at Dupree Park.

Council Member Ray offered there are three other events going on the same weekend which is dividing people who enjoy attending festivals; if there were two events, it would just cause more divide. He expressed support for one two-day event.

Mayor Bob Johnson noted FestiVillle received the State Festival of the Year award in 2019, they did an excellent job with an estimated attendance of 30,0000 people from all over. He offered the event brings people into town who would generally not be here.

In response to a question from Chairman Sundermeier, Director House replied attendance is calculated per vehicle times two.

Parks & Recreation Events/Marketing Coordinator Alicia Johnson stated when compared to events held in surrounding cities, they offer more including a 5K, fireworks, and live entertainment for two days. She related with the exception of the fairs, most events are one-day only, while FestiVille brings people into the city overnight. They worked with an area hotel who provided a discounted rate for vendors who were attending from across the state. She noted fireworks are normally not seen at other festivals, which is a big draw along with the kids' area, canoe rides, and video gaming center; and sets FestiVille apart from surrounding cities.

Mayor Johnson noted a television tent is being offered this year to allow for game watching to encourage people to stay longer at the event.

In response to a question from Council Member Mike Traylor, Coordinator Johnson replied the difference from \$45,000.00 to \$60,000.00 was the marketing of the event which was approved separately.

It was noted the Commission approved \$11,900.00 for marketing in 2021.

Discussion ensued.

Commissioner Hurley moved, seconded by Council Member Traylor, to approve the expenditure of \$55,000.00 for FestiVille. Motion Carried.

Chairman Sundermeier noted the next funding request was for the Christmas Parade in the amount of \$1,500.00.

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

Chairman Sundermeier related the next funding request was for the Cupid Shuffle 5K in the amount of \$4,550.00.

Coordinator Johnson said registration numbers almost doubled in 2021 with expectation of continued growth. The event was very successful with a lot of positive feedback. She noted there are not a lot of races being held in Central Arkansas in February.

Commissioner Hurley moved, seconded by Commissioner Shah, to approve the expenditure of \$4,550.00 for the Cupid Shuffle 5K. Motion Carried.

Chairman Sundermeier related the next funding request was for Market/Market Madness in the amount of \$2,500.00.

Coordinator Johnson expressed her understanding the event is going fairly well however, they have struggled to find local farmers this year. She stated they have local vendors who come out every Sunday to help out and sell their goods. She explained once a month they have Market Madness with live entertainment on a Friday night, when weather permits, and for vendors to showcase what they sell.

Commissioner Hurley offered the city has been trying to get a farmer's market for a long time and it has never really been very successful. He questioned if it were something that time and money should be invested into and does not see it making a difference unless he is wrong.

Chairman Sundermeier stated that it may be the location; questioning if it would be more successful downtown with pop-up tents where there is more traffic flow.

Discussion ensued.

Coordinator Johnson noted the farmers' market is every Sunday with Market Madness once a month. She related they have discussed possible changes and have received vendor feedback.

Council Member Traylor moved, seconded by Council Member Ray, to approve the expenditure of \$2,500.00 for Market/Market Madness. Motion Carried.

Chairman Sundermeier stated the next funding request was for the Titans Obstacle Run in the amount of \$2,550.00.

Coordinator Johnson said they had a crazy amount of positive feedback with people coming from other cities to attend. She stated adults were running through the course which included a mud pit. She noted ninety registered with fifty participating who received little sweat bands.

Commissioner Hurley moved, seconded by Council Member Ray, to approve the expenditure of \$2,550.00 for the Titans Obstacle Run event. Motion Carried.

Chairman Sundermeier related the next funding request was for the Museum of Military History's Heritage Day in the amount of \$1,200.00.

Mr. Dupree related the event is in conjunction with Arkansas Heritage month. They had 138 people who signed-in to attend this year, estimating a total attendance of 150 people. He noted the event features live entertainment and free admission to the Museum and is held the Saturday prior to Memorial Day. He said they would like to add a bounce house to next year's event.

Council Member Traylor moved, seconded by Commissioner Hurley, to approve the expenditure of \$1,200.00 for Heritage Day. Motion Carried.

Chairman Sundermeier related the next funding request was for the Welcome Home Vietnam Veterans' event in the amount of \$3,200.00.

Commissioner Hurley moved, seconded by Commissioner Shah, to approve the expenditure of \$3,200.00 for the Welcome Home Vietnam Veterans' event. Motion Carried.

Chairman Sundermeier noted the next funding request was for Museum Operations' Assistance in the amount of \$40,000.00.

It was noted this would not be classified as a general subsidy but a contract service because the Museum has a brochure display area that promotes Jacksonville.

Council Member Ray moved, seconded by Commissioner Hurley, to approve the expenditure of \$40,000.00 for Operations' Assistance. Motion Carried.

Chairman Sundermeier related the next funding request was for Collections/Archive Cataloging Upgrade in the amount of \$5,500.00.

City Attorney Friedman questioned how this would attract tourism to Jacksonville.

Mr. Dupree said the Commission has not funded this previously however, ten to twelve years ago the Commission helped fund the theater and have allowed them to put together a media package for the Museum. He related the core of the Museum is its' volunteers and the collections; explaining they are using a version of Pastperfect software that is approximately nine years old and is two to two and a half versions out of date. He explained they are currently working with paper files and lists and have to physically go into storage to view items prior to putting together an exhibit. He noted improvements to Pastperfect that will allow for photographing of items and online posting.

City Attorney Friedman offered, with better exhibits, there would be potential for more tourism.

Mr. Dupree related the software allows them to put together exhibits and keep track of inventory for display.

Chairman Sundermeier noted, if placed on the website, would allow for potential visitors to see what is available and on exhibit.

Mr. Dupree noted they have their first traveling exhibit on the Little Rock Air Force Base at this time.

City Attorney Friedman stated arguably that having this software could help the Museum with the traveling exhibits.

Discussion ensued.

In response to a question from Commissioner Hurley, Mr. Dupree estimated they will be eighty percent complete in nine to twelve months provided they keep their part-time employee.

Council Member Ray moved, seconded by Council Member Traylor, to approve the expenditure of \$5,500.00 for Collections/Archive Cataloging Upgrade. Motion Carried.

Chairman Sundermeier related the next request was from the Chamber of Commerce for the economic development contract in the amount of \$50,000.00.

City Attorney Friedman stated three requests have been received for this contract from other cities who were referred by the Municipal League.

Chamber of Commerce Director Courtney Dunn stated she is requesting an increase secondary to increased responsibilities and duties of economic development and efforts.

Mayor Johnson stated his office previously handled economic development efforts but now he works with and stays in constant communication with Director Dunn.

Council Member Traylor moved, seconded by Council Member Ray, to approve the expenditure of \$50,000.00 for the economic development contract. Motion Carried.

Chairman Sundermeier related the next funding request was for Shop Small Saturday in the amount of \$1,904.00.

Director Dunn said this event is always successful and funds cover marketing and printing costs. She related in 2020, there were a total of 183 purchases on all the passports turned in. She explained a completed passport, that is entered for prize awards, had to include four purchases from Jacksonville stores and one restaurant visit. Bonus points were awarded for more than one visit and an additional entry was provided for six or more purchases.

Council Member Traylor moved, seconded by Commissioner Hurley, to approve the expenditure of \$1,904.00 for the Shop Small Saturday event. Motion Carried.

Chairman Sundermeier said the next funding request was for the Wheelin' & Healin' Car & Truck Show in the amount of \$3,800.00. He read from an email from Mr. Goodsell stating: "This was the biggest show we ever had. The largest spectator attendance ever. The most money raised for the local charity, over \$6,000.00.

Twenty-three dogs were adopted at the show, seventeen from Jacksonville Animal Shelter and six from the Sherwood Shelter”.

Mayor Johnson stated in 2020 the event had food trucks due to Covid however, this year they cooked and sold hamburgers and hot dogs for local proceeds. He said the reason they do not have food trucks at the event is to encourage local dining.

Council Member Traylor moved, seconded by Commissioner Shah, to approve the expenditure of \$3,800.00 for the Wheelin’ & Healin’ Car & Truck Show. Motion Carried.

Chairman Sundermeier related the next request was for the LRAFB Air Show/Open House or ball event in the amount of \$4,000.00.

Recording Secretary Nikki Wilmoth noted this is an annual place holding line item within the budget for an event. She related at this time a determination has not been made as to whether they will be holding an event in 2022.

Mayor Johnson said they are hoping to, explaining the event was cancelled in 2020.

Council Member Ray moved, seconded by Commissioner Hurley, to approve the expenditure of \$4,000.00 for either the LRAFB Air Show/Open House or ball. Motion Carried.

Chairman Sundermeier stated the last funding request was for the H2GO Fun Run & Walk in the amount of \$1,500.00. He related this would be the third or fourth year for the event with 142 participants at the last event.

Commissioner Hurley moved, seconded by Council Member Traylor, to approve the expenditure of \$1,500.00 for the H2GO Fun Run & Walk. Motion Carried.

Chairman Sundermeier related the next line item was for the Governor’s Conference on Tourism in the amount of \$600.00.

Council Member Ray said he has attended, saying it is a very good program where there is an opportunity to talk with other cities to see what they are doing and pick-up new ideas. He noted attendance by Parks & Recreation staff.

It was noted the budgeted amount includes a \$225.00 registration fee and reimbursement allowance for hotel and travel expenses.

Commissioner Shah moved, seconded by Commissioner Hurley, to approve the expenditure of \$600.00 for the Governor’s Conference on Tourism. Motion Carried.

Commissioner Hurley moved, seconded by Council Member Traylor, to approve the 2022 budget as amended with total expenditures of \$710,429.00. Motion Carried.

C. Election Vice-Chairman

Recording Secretary Wilmoth noted the Commission has not previously had this position. She explained the appointed vice-chairman would chair meetings when the chairman is unable to attend.

Council Member Traylor moved, seconded by Commissioner Hurley, to approve the appointment of Council Member Ray as Vice-Chairman. Motion Carried.

ANNOUNCEMENTS:

Chairman Sundermeier read the announcement of FestiVille on October 1st and 2nd.

ADJORNMENT:

With no additional business, the Commission adjourned the meeting at 7:48 p.m.

CALL TO ORDER:

The Jacksonville Advertising and Promotion Commission met in the regular meeting place of the Commission on Monday, November 15, 2021. Chairman Roger Sundermeier called the meeting to order at 6:08 p.m. Council Member Reddie Ray delivered the invocation and led a standing audience in the "Pledge of Allegiance".

ROLL CALL:

Commissioners Sandra Patel, William Fagan, and Council Members Reddie Ray and Mike Traylor answered roll call. Chairman Roger Sundermeier also answered roll call and declared a quorum. Present (5), Absent (2), Commissioners Henal Shah and Jim Hurley were absent.

Others present for the meeting included: Recording Secretary Nikki Wilmoth, City Attorney Stephanie Friedman, Finance Director Cheryl Erkel, Parks & Recreation Events/Marketing Coordinator Alicia Johnson, Warren Dupree, Lauren Martin, Steve Pawloski, and Terry Weatherford.

MINUTES:

Council Member Reddie Ray moved, seconded by Council Member Mike Traylor, to approve the minutes from the September 27, 2021 meeting as presented. Motion Carried.

FINANCIALS:

Finance Director Cheryl Erkel presented the financial report for October, reporting assets of \$1,387,958.00 and liabilities of \$182,120.00. She reported revenues of \$804,105.00 and expenditures of \$670,890.00 with an excess of revenues over expenditures in the amount of \$133,215.00. She noted September hotel/motel gross revenues of \$291,215.00, which is a thirty-four percent increase regarding the year-to-date comparison and an increase of twenty-four percent compared to the same month last year. She reported prepared food gross revenues of \$3,369,930.00, which is a twenty-one percent increase regarding the year-to-date comparison and a nine percent decrease compared to the same month last year. She said several businesses are late reporting. She reported overall gross revenues of \$3,661,145.00, which is a twenty-one percent increase regarding the year-to-date comparison and a seven percent decrease when compared to the same month last year.

Council Member Traylor moved, seconded by Council Member Ray, to approve the financial report for October as presented. Motion Carried.

OLD BUSINESS:

NEW BUSINESS:

**A. \$3,000.00 Funding Request Live Nativity Scene/Christmas In Jacksonville:
Council Member Ray moved, seconded by Council Member Traylor, to approve the expenditure of \$3,000.00 for a live nativity scene. Motion Carried.**

B. Discussion Chamber of Commerce contract:

The Commission had a general discussion concerning the continuation of the Chamber of Commerce contract as currently written due to the departure of former Chamber of Commerce Director Courtney Dunn. It was noted the contract may need to be revised from “economic development” to “contract for services” depending on the qualifications of her replacement. Chamber of Commerce representatives stated they are hoping to hire a replacement in January.

C. \$3,995.00 Metro Little Rock Guide ad

Council Member Ray moved, seconded by Council Member Traylor, to add this item of business to the agenda. Motion Carried.

Council Member Ray moved, seconded by Council Member Traylor, to approve the expenditure of \$3,995.00 for an ad in the Metro Little Guide. Motion Carried.

ANNOUNCEMENTS:

Chairman Sundermeier read the announcements of the upcoming 44th Annual Holiday Craft & Gift Sale, “Shop Small Christmas Crawl” and the 64th Annual Christmas Parade events.

ADJORNMENT:

With no additional business, the Commission adjourned the meeting at 6:48 p.m.

NOTE: Technical issue with recording, minutes completed with notes taken during meeting.