

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Scheduled Monthly Meeting
January 19, 2010

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on January 19, 2010. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Jim Hurley, Alderman Ray, Alderman Stroud, and former Mayor Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (7) present (0) absent

Others present included Recording Secretary Nikki Wilmoth, City Attorney Bobby Bamburg, Mayor Fletcher, Sells Agency CEO Mike Sells, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, and Chamber of Commerce CEO Amy Mattison.

MINUTES:

Alderman Stroud moved, seconded by former Mayor Swaim to approve the minutes from the December 21, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the monthly report for December, noting hotel/motel gross receipts of \$3,346,654.00 with a total remittance of \$73,479.21. She further noted that December's hotel/motel gross receipts are \$319,066.00, which is a 37% increase over last month but is equal to January's gross receipts.

She noted prepared food tax gross receipts of \$34,427,525.96 with a total remittance of \$739,188.22. She further noted that December's prepared food tax gross receipts are \$2,969,016.00, which is a 2% decrease from last month.

Chairman Houchen related that there was a large increase in November 2008 that was not repeated in 2009.

Alderman Stroud moved, seconded by Commissioner Andy Patel to approve the December financials as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells related that the new billboard wraps are up on the North and South bound billboards. He stated that the AAA Southern Traveler and the Sports Events magazine ads that were approved in the media plan would be completed within the next two to four weeks; adding that the Agency would obtain final approval for March insertions.

Mr. Sells related that a big part of the media plan is a yet to be determined television schedule that the Agency will be working on later this month. He noted that the television ad is in production, explaining that animation ads are developed in pieces and the Agency will be looking at the first completed piece from the production company next week.

Mr. Sells stated that the Agency has been working with Arkansas Parks & Tourism to get an assessment of statewide tourism tax collections for 2009. He explained that in most areas, tourism taxes have decreased; adding that the Agency would like to know how Jacksonville compares to other areas in the State. He related that in Northwest Arkansas there were some communities that were flat and others that had significant decreases. He stated that the Agency would like to see how Jacksonville compares to Little Rock, North Little Rock, and other cities so that when the Agency formulates plans for 2010 they will know what the trends are showing. He noted that some of the information will be gathered at the Governor's Conference on tourism in March.

Mr. Sells stated that regarding public relations, Emily Canada has sent out requests to build an events calendar and a public relations plan for 2010. He noted that they will be focusing on the Air Show regarding advertising and public relations. He asked the Commission to send the Agency any information that would be helpful.

Chairman Houchen noted that the farmer's market would be opening in the Spring; suggesting that the Agency incorporate it into their plan.

Commissioner Stroud related that the City Council has been looking into developing a partnership with Foxwood Golf Course. He added that he did not believe there was much support; however it was noted that the Course does serve a purpose and they would like to keep it. He asked that it be advertised in brochures as an asset to the City.

Chairman Houchen stated and Mike Sells confirmed that Rachel Earls would be including the Foxwood Golf Course in future brochures.

Mr. Sells noted that the website is live.

OLD BUSINESS:

NEW BUSINESS:

1. 2010 Election of officers

Chairman Houchen requested nominations for Chairman.

Alderman Stroud moved that Chairman Houchen remain in the position, noting that he has done an excellent job. Alderman Ray seconded the motion. Motion Carried.

Chairman Houchen requested nominations for Secretary.

Alderman Stroud moved that Commissioner Andy Patel remain as Secretary, noting that he has also done a good job. Commissioner Hurley seconded the motion. Motion Carried.

Commissioner Hurley related that on last month's report CiCi's Pizza and Crooked Hook were late, further noting that they still have not paid for November.

Assistant Finance Director Cheryl Erkel related that Crooked Hook is notoriously late, explaining that they continually pay a \$25.00 administrative fee monthly.

In response to a question from Chairman Houchen, City Attorney Bobby Bamburg replied that the Commission could increase the administrative fee by motion.

It was noted that the hotel/motel administrative fee is also \$25.00.

Alderman Stroud moved to increase the hotel/motel and prepared food administrative fee from \$25.00 to \$50.00. Commissioner Andy Patel seconded the motion.

Alderman Ray questioned and it was confirmed that the entities were sent a delinquent letter.

Motion Carried.

Announcements:

Chairman Houchen noted that City Hall will be closed on February 15th for President's Day.

Adjournment:

Chairman Houchen adjourned the meeting at 6:45 p.m. without objection.

Next Meeting: February 16, 2010 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Scheduled Monthly Meeting
April 19, 2010

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on April 19, 2010. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Jim Hurley, Alderman Ray, and Alderman Stroud were present. Chairman Houchen also answered roll call and declared a quorum. (6) Present (1) Absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Bobby Bamburg, Sells Agency CEO Mike Sells, Assistant Finance Director Cheryl Erkel, and Parks & Recreation Marketing Manager Marlo Jackson.

MINUTES:

Alderman Ray moved, seconded by Alderman Stroud to approve the minutes from the January 19, 2010 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the monthly report for March, noting hotel/motel gross receipts of \$415,918.00 with a total remittance of \$13,447.00. She further noted that January's hotel/motel gross receipts were \$203,829.00 while February's were \$212,089.00, which is a 4% percent increase over January. She related that compared to the same time last year, January is down 42% and February is down 35%.

She reported prepared food tax gross receipts of \$5,739,456.00 with a total remittance of \$176,492.74. She related that the businesses highlighted in yellow have not remitted February's payment, roughly estimating \$122,000.00 to be collected. She added that collection efforts were underway to collect the past due accounts. She noted that January's prepared food tax gross receipts were \$2,885,769.00 while February's were \$2,853,688.00, which is a 1% decrease from January and does not take into consideration the uncollected February accounts. She related that compared to the same time last year, January's gross receipts are down 9% while February's are down 10%.

Commissioner Hurley stated that part of the decrease is attributed to weather, noting that inclement weather decreases traffic. He also noted that CiCi's Pizza is not included in the report.

Assistant Finance Director Erkel stated that she was unaware of the discrepancy and would research it tomorrow; adding that Cici's Pizza recently reverted back to the original owner.

Commissioner Hurley questioned if the Flea Market vendors were remitting prepared food tax payments.

Assistant Finance Director Erkel replied that they should remit payments and that she would get confirmation tomorrow.

Alderman Stroud stated that even with an ownership change, someone is responsible for the prepared food tax payments.

Chairman Houchen related that according to his calculations for the first two months of the year, revenues are down \$15,000.00. He stated that the Commission is operating at a \$15,000.00 deficit from what was estimated, noting that projected revenues were decreased from last year. He urged caution, relating his belief that revenues will improve with the Flea Market and better weather but if not, then the budget may need to be reviewed and items cut.

It was noted that Crooked Hook continues to remit late payments even with the increased administrative fee.

Chairman Houchen questioned and City Attorney Bamburg replied that the Commission could only charge a reasonable fee on delinquent accounts. He suggested that the Commission consider a percentage factor, explaining that up to a certain point a percentage factor is considered to be acceptable and amenable. He stated that as a business person he could not understand paying penalties, however for others wishing to pay it, it is additional income for the Commission. He related that the \$50.00 administrative fee that is currently being charged is more than the Commission would receive by charging interest.

Alderman Ray stated that Crooked Hook will remit payment; adding that it should be a large sum because they do a "landslide" business. He stated that the Commission does not want to harass them to the point where they close their business and move elsewhere.

Assistant Finance Director Erkel stated that Crooked Hook is generally a month behind in remitting payments, adding that they generally remit payment just prior to a "cease and desist" notice being issued.

Commissioner Andy Patel questioned and Assistant Finance Director Erkel replied that all of the hotels were current regarding payments.

Chairman Houchen noted that all of the Cranbury Inn signage has been removed.

Commissioner Hurley moved, seconded by Alderman Stroud to approve the March financials as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells presented copies of the website statistical report for review. He related that whenever there is a new website with a new web address that has not previously existed, there is a building process to drive more traffic to it. He stated that the objective is to have traffic counts continually increase and search engine results improve organically over time. He explained parameters contained within the report, noting that in March there were 222 visits from 196 visitors. He noted a dramatic increase in the number of visitors that have come from search engine sites. He related that presently, the website is

number 11 on Google, anticipating that we should be on the first page by May. He stated that presently we are number four on Yahoo, which is really good. He related that website traffic is right on track. He requested a faster link from the visitor's tab of the City's website to the A & P website; adding that it would be helpful if we could get visitors to the A & P website as quickly as possible because the A & P website is specifically designed to promote tourism.

He stated that the 38% percent decrease in hotel/motel and prepared food tax revenues this year versus 2009 could possibly dictate a change in media strategy regarding television. He related previous discussion to run the commercial mid-spring in the Central Arkansas area and in Northeast Arkansas in the fall. He provided the Commission with media buy information for KATV, which has a large coverage area. He questioned if it makes more sense to advertise in Northeast Arkansas first.

Commissioner Hurley questioned and CEO Sells replied that television spots are more expensive during a political year until November.

CEO Sells noted that the cost per point with KATV is good because the Commission is looking at a May 24th start date when most of the primary ads are over, so the cost is less.

Commissioner Hurley stated that he would like to see this placed on hold until the Commission evaluates incoming revenues from spring and summer; then run the commercial in conjunction to an upcoming event that would draw in visitors.

Discussion ensued and it was determined that May is the best time to run the commercial because families will be making plans for summer travel.

Chairman Houchen questioned and Alderman Ray replied that based on his experience in the hotel industry, there are a lot of people who travel from all over Arkansas to see the Travelers play baseball.

CEO Sells stated that the Agency's philosophy for the television commercial is to build momentum for the City of Jacksonville as a great place to play and eat for Central Arkansas and Northeast Arkansas residents to stop and stay here.

Chairman Houchen stated that the tournament brochure needs to be expedited for distribution. He noted that the commercial does not address the Flea Market, adding that the Flea Market could be a major draw. He stated that the Commission should support the Flea Market with commercial and print advertising in Northeast Arkansas to increase awareness. He noted that if the Flea Market has another good turnout, there could be the possibility of at least a one year contract.

CEO Sells stated that for the immediate term, the Flea Market should be supported with public relations efforts and some advertising north and east of Jacksonville to encourage people to attend.

Alderman Stroud pointed out that one restaurant doubled their sales during the last Flea Market.

It was the consensus of those present to have the Sells Agency complete a media plan for Northeast Arkansas.

CEO Sells played the television commercial for the Commission.

Alderman Ray stated that he would like to have seen some mention of the Foxwood Golf Club.

CEO Sells related that there were time constraints, adding that the idea was to find things that are unique to Jacksonville.

CEO Sells added that the Agency is working with Marlo regarding vendor advertising for the Farmer's Market.

OLD BUSINESS:

NEW BUSINESS:

Announcements:

Alderman Stroud announced that City Public Works Director Jimmy Oakley has installed the cannon at Reed's Bridge. He then noted that the Museum is acquiring a tank and would possibly be requesting additional funding.

Chairman Houchen added that Splash Zone season passes are on sale at the Community Center.

Adjournment:

Chairman Houchen adjourned the meeting at 7:20 p.m. without objection.

Next Meeting: August 16, 2010 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved



CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on August 16, 2010. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Jim Hurley, Alderman Stroud, and former Mayor Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (5) present (2) absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Bobby Bamburg, Mayor Fletcher, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Sells Agency CEO Mike Sells, Sells Agency Account Executive Kristen Burgeis, Sells Agency Media Director Greg Harrison, Mrs. Joan Zumwalt, Mr. Wendell Dorman, Mrs. Val Yagos, and Rick Kron with The Leader newspaper.

MINUTES:

Alderman Stroud moved, seconded by Commissioner Hurley to approve the minutes from the April 19, 2010 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel noted that the accounts payable amount of \$103,158.00 listed on page two of the report was disbursed last week, adding that the cash amount listed on the report should be reduced by this amount.

In response to a question from former Mayor Swaim, Mrs. Erkel replied that these are funds allocated to the General Fund for Parks & Recreation for the second quarter.

Mrs. Erkel noted yearly hotel/motel gross receipts of \$1,433,580.00, with a total remittance of \$33,497.00. She further noted that America's Best Value Inn remitted June's payment in August, which is not reflected in the report. She reported monthly gross receipts of \$265,483.00, noting a 30% increase compared to January.

She reported yearly prepared food tax gross receipts of \$18,795,201.32, with a total remittance of \$432,866.99. She acknowledged that some restaurants remitted June's payment in August, adding that those payments are not reflected on this report. She noted monthly prepared food tax gross receipts of \$3,119,694.00, reporting an 8% increase compared to January.

Former Mayor Swaim related that when reviewing the chart, it appears that March and April were better than what was reported in previous years. He also acknowledged that there were four months that were less.

Mrs. Erkel reviewed the last page of the report, relating that it is a new format offering an overview of the hotel/motel and prepared food gross revenues for 2009 and 2010.

She noted that the totals on this report reflect June payments received in August. She noted that she added this report so the Commissioners could see the affect of the Flea Market on revenues. She reviewed a chart comparing 2009 to 2010 revenues through June, noting that hotel/motel revenues decreased 27% and prepared foods decreased 3%. She related a current comparison for the first six months of 2009 and 2010, noting an increase of 31% in hotel/motel revenues and a 10% increase in prepared foods. She then noted a comparison of June 2009 to June 2010, reflecting a 21% decrease in hotel/motel revenues and a 1% decrease in prepared foods. She related that 2009 revenues decreased throughout the year, while 2010 revenues have continued to increase.

Alderman Stroud stated that the decrease in hotel/motel revenues is due to the new facility on the LRAFB (Base).

Former Mayor Swaim acknowledged that the Base had built some additional temporary housing for families (TLFs). He stated his understanding that the problem was most of those families were finding housing elsewhere, adding that the majority were finding housing in Little Rock and North Little Rock. He summarized that it cannot be said that all of the families, who are utilizing TLFs, are a loss to Jacksonville because Little Rock and North Little Rock are getting a large portion of the hotel/motel business.

In response to a question from Alderman Stroud, Commissioner Ray Patel replied that he was not on the Base contractor's list; adding that every once in a while he receives a request from the Base if they don't have the room. He related that business has been declining.

It was noted that the new TLF opened in 2008 or early 2009.

Chairman Houchen questioned, and Sells Agency CEO Mike Sells replied that hotel/motel revenues in North Little Rock were down 15-17% but could not recall the percentage regarding prepared foods.

Mr. Sells questioned if the Commission knew what the overall collections were for 2010 compared to the previous year.

Chairman Houchen asked Mrs. Erkel to provide the documentation at the next meeting.

Mr. Sells related that the Agency is trying to keep track of overall collection percentages, noting that everyone has experienced some decline. He noted that State tourism tax collections year-to-date compared to last year are down 3.7%. He stated that this is used as a benchmark when comparing overall collections.

Commissioner Hurley moved, seconded by Alderman Stroud to approve the July financials as presented. Motion Carried.

SELLS AGENCY REPORT:

Mr. Sells related that his staff was heavily involved in developing and sending out press/calendar alerts to the media regarding Splash Zone Friday Nite Flicks and the Patriotic Spectacular.

He noted that website traffic increased on July 2nd and 3rd, which coincided with the Patriotic Spectacular. He stated that this lets the Agency know that the public relations and marketing work for the event was successful. He related that the Reed's Bridge Re-enactment on September 11th & 12th is the Agency's focal point at this time; noting that the Agency is working on trying to get television and print coverage of the event. He stated there was a delay in obtaining an approval that was resolved today, adding that the press release should be sent out early next week.

Commissioner Hurley asked for clarification regarding the delay and Mr. Sells related that the press release was sent to someone who was out of town for several weeks; adding that the Agency was unaware that they were out of town.

Mr. Sells presented the website analytical report to the Commission for review. He stated that what the Agency hopes to see is gradual and continual growth, which is reflected in the report. He noted increased page views in June and July versus the previous months; adding that in December the page views were in the mid 300's and now in the 730's. He further noted increases in visits and unique visitors in June and July. He related that the number of visitors from search engines has increased from 15 in December and 45 in January to 212 in July. He reviewed the website search engine rankings, noting that the Yahoo search engine ranking has dropped.

Sells Agency Media Director Greg Harrison presented a KATV television media schedule to be run the last week of September and the first week of October, which corresponds with the Wing Ding Festival and the Air Show. He acknowledged that the commercial does not specifically promote the events but with the increased exposure, it will be a good time to promote Jacksonville. He noted that this is a two week media schedule with a total of 90 spots (45 spots each week). He further noted the reaching frequency figure of 92.1% and 4.3 frequency, explaining that the demographic is 25 plus so if all the people in the Little Rock designated marketing area, which is 50 plus counties, this schedule after two weeks is going to reach 92% of those individuals a little over four times. He further explained that in a two week period, the commercial would be viewed twice a week. He noted the net reach figure of 845,657; explaining that this figure represents the number of individuals that would be reached.

In response to a question from former Mayor Swaim, Mr. Harrison replied that there are six spots a week during the Good Morning America show; explaining that the show is two hours in length and the viewing audience will change.

Mr. Harrison related that there is no prime coverage since it will be during the political timeline, which is cost prohibitive.

Commissioner Hurley questioned what the viewership would be at 10 p.m. versus 6 a.m.

Mr. Harrison replied that 10 p.m. is going to be better, but when comparing the cost to audience delivery the morning will be less expensive. He stated that the 10 p.m. newscast is a lot more popular with the politicians, adding that the Agency feels it is a safer bet to air during the morning time period because there is always a chance, even if it were placed today, that it could be bumped or moved to a different time period than what is being at this time.

Commissioner Hurley noted that there are 14 spots scheduled between 5 a.m. and 7 a.m., asking if the Agency were to run 4 spots at 10 p.m., although the cost per point would be higher, would the reach be more effective. He further clarified by stating that you could purchase more spots, but if you have fewer people watching, is fewer spots not more effective than more spots where you have less viewers.

Mr. Harrison explained that a larger viewing audience would be reached by running four spots in the morning versus one spot at 10 p.m.

Mr. Sells stated that they could research this issue.

Commissioner Hurley asked the Agency to research the reach of running a 10 p.m. spot.

Chairman Houchen stated the idea was to run a generic television commercial that promotes Jacksonville, while promoting the Wing Ding Festival and the Air Show through print media.

Mr. Sells stated that during this time period, there is going to be a lot of media attention on positive things happening in Jacksonville.

Chairman Houchen noted that the Air Show ranks second or third behind the State Fair in attendance.

Mr. Sells related that KTHV Channel 11 is doing a promotion specifically around the LRAFB Open House for a week or two prior to the event. He stated that the rationale/strategy behind this is it is a period of time when a very positive message can be sent out in print media, outdoor media, television, and through the free media regarding what a great city Jacksonville is.

Commissioner Hurley then questioned if it would not make more sense to take some of these funds and purchase a spot before/after the special that KTHV is airing, acknowledging that their ratings are not as high as KATV's ratings.

Mr. Sells replied that they have debated this internally, after receiving a proposal from KTHV to be a sponsor by advertising in the special that will be aired. He related that the KATV proposal has 200 GRPs a week, explaining that he looks at the overall level of advertising (GRPs) versus cost per point. He stated that 200 GRPs is a good GRP, adding that when you drop below 175 GRPs it weakens the schedule of the same positive impact. He questioned the need to purchase a spot on KTHV, who will already be promoting Jacksonville, when the funds can be utilized to promote Jacksonville on KATV and therefore reach a wider audience.

Chairman Houchen questioned and Mr. Harrison replied that he has not received anything from Channel 4, adding that the information from KTHV was received on Friday. He related that one of the things that he did not like about KTHV's proposal was that regarding the spots versus cost, only one-third of the cost went to running the produced thirty second spot, the other two-thirds went to a tag where they would run a promo for the Air Show and add the tag "brought to you by the Jacksonville A & P Commission". He added that since the Commission already has a commercial, we need to get it out to the public.

Commissioner Hurley questioned the cost of adding a "crawl" to the commercial.

Discussion ensued with Commissioner Hurley stating that the "crawl" could promote the Air Show, Museum, or whatever the Commission wants to promote; adding that to his knowledge it is not expensive.

Mr. Sells stated that the Agency would obtain a cost for adding a "crawl" to the spot.

Mr. Harrison presented the print media schedule for the Air Show. He related that the Agency will be placing a full page ad in the special edition of the Combat Airlifter. He noted that the Democrat Gazette does a weekend section on Thursday and the Agency is looking at a running a four by nine column ad two weeks prior to the Air Show.

Mr. Harrison stated that they would like to focus on advertising the Air Show in Northeast Arkansas, explaining that there was an Air Force Base there at one time so they know there are people associated with the military who reside there. He related that they would like to appeal to Northeast Arkansas residents to come to Jacksonville to see the Air Show and stay in the area hotels. He stated that there will be a lot of media coverage in the Central Arkansas area but there will be less coverage in Northeast Arkansas. He noted that the Jonesboro Sun has a combo deal with the Paragould Express and the Northeast Shopper, which is a weekly newspaper; adding that a larger ad could be purchased at a reduced cost. He related that the circulation is greater, noting that they are considering a half-page ad in those papers and running the same size ad in the Blytheville paper. He stated that with the Democrat Gazette running Statewide and the Jonesboro group right behind it, overall there will be over half a million newspapers with the message in it. He noted that the ads will be running for two weeks prior to the event.

Commissioner Hurley questioned and Mr. Harrison replied that the Democrat Gazette does not print a Northeast Arkansas edition.

Mr. Harrison presented the media flow chart to the Commission for review. He noted that all of the print ads are color ads.

In response to a question from Alderman Stroud, Commissioner Hurley stated that a "crawl" could be run to promote the Wing Ding Festival.

Mr. Harrison presented information regarding the billboards, noting that the north bound Lamar billboard contract expires October 3rd and the south bound billboard contract expires at the end of September. He questioned whether the Commission would like to renew these contracts, adding that the Lamar contract will increase in cost by 2.5% and the other billboard would have a 5% increase in cost. He related that at one time there was a question regarding the lighting on the Lamar billboard, pointing out that the lights are on a timer that turns off at 11 p.m. He stated that the Commission could pay for dusk to dawn illumination for an additional fee.

Chairman Houchen asked Mr. Harrison to check on the availability of another billboard.

Commissioner Hurley questioned the effectiveness of the billboards at a cost of \$15,000.00 per year.

Mr. Harrison replied that it is a great way to reach visitors who are passing through.

Discussion ensued regarding cost versus effectiveness of the billboards.

Mr. Sells noted that the billboards were originally approved for the purpose of branding because Jacksonville had a new logo that they were wanting people to recognize, adding that at this point his opinion, based on the state of the receipts, to keep the billboards he would want them to have a specific message regarding staying in Jacksonville. Otherwise, he would like to see the Commission re-allocate those funds toward broadcasting the commercial that was produced.

Mr. Harrison suggested purchasing a billboard further north.

After further discussion, Mr. Sells recommended that the Commission not renew the Lamar billboard at this time.

In response to a question from former Mayor Swaim, Commissioner Ray Patel replied that placing a hotel specific message on the billboard would not increase business.

Alderman Stroud moved, seconded by former Mayor Swaim to not renew the contracts for the north and south billboards. Motion Carried.

Mr. Harrison asked and the Commission agreed that he should look into possible advertising on KTHV.

Chairman Houchen noted that \$4,000.00 was allocated to Air Power Arkansas for the Air Show.

Former Mayor Swaim moved, seconded by Commissioner Hurley to approve the print media schedule for the Air Show. Motion Carried.

Sells Agency Account Executive Kristen Burgeis informed the Commission that the Visitor's Guide is currently being revised. She gave Recording Secretary Wilmoth a copy of the layout for additional revisions.

She updated the Commission on the status of the City map, noting that it is currently with the art director for layout.

She related that she and Parks & Recreation Marketing Manager Marlo Jackson have been working hard on the Tournament Brochure. She gave Mrs. Jackson a layout of the brochure for review and/or additional edits. She stated that within two to four days this brochure should go into production.

She stated that regarding the Military Museum brochure, she and her copywriters were given a tour of the Museum and received lots of information. She informed the Commission that the copy has been written and it is currently with the art director for layout. She related that she is hoping to have a brochure for edit by next week for Danna Kay to review.

Former Mayor Swaim questioned and Mrs. Burgeis confirmed that the Tournament Brochure is to be handed out to the participants, adding that hopefully there will be better response for the spring brochure.

She noted that the Air Show print will begin within the next two weeks.

In response to a question from Commissioner Hurley regarding the Tournament Brochure, Mrs. Jackson replied that the brochure will be handed out to all the teams, coaches, players, and attending public. She related that they would not be mailing the brochures because a softball tournament could be canceled the day before it begins and they do not want to waste postage.

Commissioner Hurley questioned whether a copy of the City map should be included.

Mrs. Burgeis related discussion regarding sending a copy of the Visitor's Guide, which has an abbreviated copy of the map and an overall guide of things to do in Jacksonville.

In response to a question from Commissioner Hurley regarding the Reed's Bridge Re-enactment, Mr. Sells replied that the Agency will be putting together a media alert, a press release, and calendar listings. He related that once those items are put together, the Agency will be sending out the media alert and making phone calls to Channels 4,7,11, and 16 news directors, morning news producers, and directors to try to get them to cover the event. He stated that the media alert will be sent out a week prior to the event. He noted that a press release will be sent to the Democrat Gazette, Three Rivers Edition, and the local papers. He stated that the day of or the day before or both, the Agency will be calling those members of the media to find out if they are planning to cover the event. He related that from a public relations standpoint, for the next six weeks or so the Agency will do everything it can to get the media to cover this event.

OLD BUSINESS:

NEW BUSINESS:

1. Set timeline for 2011 budgetary funding requests

Chairman Houchen suggested that budget requests be submitted by the third Monday in October so that the Commission will have two months to review them.

Former Mayor Swaim moved, seconded by Commissioner Hurley to approve the date of October 18, 2011 as the deadline to submit funding requests for the 2011 budget. Motion Carried.

Chairman Houchen asked Recording Secretary Wilmoth to inform all the entities.

Mayor Fletcher informed the Commission that there are two gun shows scheduled for September 18th and 19th and December 18th and 19th. He also noted that Duck-Duck Goose Children's Consignment sale will possibly be happening sometime in October.

Announcements:

Chairman Houchen read the announcements that included the "Battle of the Arkansas Post" lecture at the Military Museum on August 26th, the Third Annual Stars & Stripes Four Man Scramble benefiting the Military Museum on August 27th; Reed's Bridge Cannon Dedication on August 28th, and the Third Annual Reed's Bridge Civil War Re-enactment on September 11th and 12th.

Former Mayor Swaim stated that as a Commission they are always looking for new things to bring people into Jacksonville, adding that the State Fair would be a great asset to the community. He related his hope that during the budget process, the Commission would consider how to assist with this process. He stated that he knows the Commission has a reserve for some large event and he feels that this is a worthwhile event. He related that the State Fair Committee has moved forward with obtaining some assessments regarding the value of the property and are at the point where he feels that Jacksonville is in a great position to get the State Fair if Jacksonville can afford it. He stated that he would hate to see it slip away for some small amount that could have been raised to get it done, adding that it would be a great help to the other entities (Museum, Reed's Bridge etc.) because it would be close and would also host other events besides the State Fair. He related that he did not know where it would fit in the budget process but feels that the Commission needs to discuss whether it can or will help do that.

Chairman Houchen related that there would not be a \$50,000.00 additional expenditure in the 2011 budget.

Commissioner Hurley agreed that it is worthwhile to promote or obtain the State Fair but State Law governs how the A & P funds can be spent.

Chairman Houchen stated that he would consult with City Attorney Bamberg.

Commissioner Hurley stated that it is incumbent upon the State Fair Committee to let the Commission know how it can help, what is needed, and the associated cost.

Adjournment:

Chairman Houchen adjourned the meeting at 7:53 p.m. without objection.

Next Meeting: September 20, 2010 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Regularly Scheduled Meeting
October 18, 2010

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on October 18, 2010. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Jim Hurley, Alderman Ray, and Alderman Stroud answered roll call. Chairman Houchen also answered roll call and declared a quorum. (6) present (1) absent Former Mayor Swaim was absent.

Others present included Recording Secretary Nikki Wilmoth, City Attorney Bobby Bamburg, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, Sells Agency CEO Mike Sells, Chamber of Commerce CEO Amy Mattison, Jerry Reichenbach, Warren Dupree, Ben Rice, and Rick Kron.

MINUTES:

Alderman Ray moved, seconded by Alderman Stroud to approve the minutes from the August 16, 2010 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel noted that total assets match total liabilities and fund balance for a total of \$486,393.00. She related that regarding the cash balance, they are not looking at further investments at this time due to low interest rates. She stated that interest earned in the checking account is equivalent to that of a certificate of deposit at this time.

Alderman Stroud noted that there are some bonds that presently pay five percent, questioning if the Commission would qualify.

Mrs. Erkel replied that she did not have any experience with bond purchases.

In response to a question from Commissioner Andy Patel, Mrs. Erkel replied that the certificates of deposit are with Centennial Bank and First Arkansas Bank and Trust. She explained that when researching investments, she sends out a bid sheet to the local banks to determine who has the best rates. She replied that some of the certificates of deposit are for six months and some are one year.

Mrs. Erkel then noted yearly hotel/motel gross receipts of \$1,962,826.00, with a total remittance of \$44,013.50. She reported monthly gross receipts for August of \$261,266.00.

She reported yearly prepared food tax gross receipts of \$25,968,066.15 with a total remittance of \$556,887.91. She noted monthly prepared food tax gross receipts for August of \$3,089,234.00.

Mrs. Erkel referenced the last page of the report that includes the year-to-date comparisons and current months' comparisons. She informed the Commission that she realized just prior to the meeting that she failed to update the tables on this page for August, adding that the year-to date comparisons are accurate.

Alderman Stroud stated that prepared food tax revenues seem to be improving as to what was reported last year.

Chairman Houchen noted that overall revenues are down 4% including hotels, adding that hotels are down 24%. He related that in reviewing the totals, hotels are down \$20,000.00 and restaurants are down approximately \$30,000.00. He noted that Crooked Hook has not remitted payment along with a couple of hotels.

Mrs. Erkel pointed out that the financial report contains a list of businesses that have not remitted payment as of October 15th; adding that they are listed on the page containing "grand totals".

Alderman Stroud moved, seconded by Alderman Ray to approve the August financials as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells related that there was a newspaper report approximately three weeks ago regarding the Arkansas Parks and Tourism presentation. He explained that the Commission reports on a calendar year while the State reports on a fiscal year. He related that per the fiscal year report ending June 30, 2010, revenues were down 4.5%; adding that statewide tourism revenues are down.

He reviewed media coverage of the Reed's Bridge re-enactment which included two front page Democrat-Gazette stories in the Arkansas section and coverage by two television stations. A copy of the articles is on file in the Recording Secretary's office for review. He stated that the Agency was pleased with the coverage that the event received.

Alderman Ray stated that the Reed's Bridge Preservation Society was also pleased with the coverage.

Mr. Sells commended staff member Sarah Kurrus for her hard work regarding obtaining media coverage of the event.

He related that the Agency distributed media kits and made phone calls because they knew the media would provide great coverage of the Air Show since it is a big event. He stated that the Agency wanted to use this opportunity to provide the media with additional information regarding hotels, restaurants, and activities in Jacksonville. It was their hope that providing this information would impact the media's future coverage.

He noted that the Tournament brochure is finished, printed, and delivered. The commercial aired with the scroll running across the bottom promoting the Wing Ding Festival and the Air Show in September. He related that the Air Show print ran seventeen times in area papers between September 30th and October 8th.

He stated that there are two ways to approach the 2011 marketing plan; the first would be to figure out what we want to accomplish and what it would cost. And the other way is to determine how much money there is for the marketing plan and what can be accomplished with those funds. He expressed his opinion that the Commission will go with the second option, adding that hopefully the Commission will be able to give the Agency a budget and at the next meeting, they will have a marketing plan for the Commission based on the budget given.

Chairman Houchen related that he approved an expenditure of \$600.00 to obtain a wrap for the City's billboard to promote the Air Show. He expressed the Commission's appreciation to the entity who allowed them to utilize a week of their scheduled time on the billboard to promote the Air Show.

He then related his interest in reviewing October's revenues regarding all the events that occurred this month.

OLD BUSINESS:

Alderman Ray stated that with regard to the budget, the Commission needs to consider funding to obtain the State Fair.

Chairman Houchen stated that it is under consideration and up to City Attorney Bamburg to determine how the Commission can accommodate the City with some sort of assistance in bringing the State Fair to Jacksonville. He noted that the Commission does have certificates of deposit and some funds available to direct towards the State Fair if needed. He related that funds were set aside for a large project and outside of a new school district; he could not think of a bigger project than to obtain the State Fair.

NEW BUSINESS:

Chairman Houchen pointed out that budget funding requests were due at 5:00 p.m. today, adding that Recording Secretary Wilmoth will provide copies of the requests to the Commission for review. He related that the budget sub-committee will meet to figure out the budget, adding that this process is quicker and easier with Finance Director Paul Mushrush inputting the figures and advising what could be done and what the Commission could not afford. He stated that the budget meeting is tentatively scheduled November 10th at 9:00 a.m.; adding that the same Commissioners who were on the sub-committee last year will serve this year. He then invited the other Commissioners to attend.

Announcements:

Chairman Houchen reviewed announcements that included the Trash to Treasure Yard Sale on Saturday, October 23rd at the Jacksonville Farmer's Market Pavilion from 7-11 a.m. The Reed's Bridge Haunted Halloween & Bloody Barn Hayride on Saturday, October 23rd from 7-10 p.m. at the Reed's Bridge Battlefield, and the City's auction to be held on Saturday, October 23rd at the Recycling Center beginning at 9:00 a.m.

Adjournment:

Chairman Houchen adjourned the meeting at 6:51 p.m. without objection.

Next Meeting: November 15, 2010 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved