

North Little Rock Advertising & Promotion Commission
MINUTES
February 11, 2008

ATTENDEES

Rob Best, Chairman
Richard Lindsey, Vice Chairman
Charlie Jamison, Secretary/Treasurer
Alderman Charlie Hight, Commissioner

Alderman Neil Bryant, Commissioner
Karen Trevino, Executive Director
Paula Jones, NLR City Attorney Office
Jake Sandlin, AR Democrat-Gazette

The North Little Rock Advertising & Promotion Commission met at 4:00 p.m. at the North Little Rock Visitor Information Center in Burns Park. Chairman Rob Best called the meeting to order. Manoj Patel was out with an excused absence. Paula Jones and Jake Sandlin attended as guests. Richard Lindsey made a motion to accept the minutes as presented. Charlie Jamison seconded the motion and it passed unanimously.

Ms. Trevino presented the Hotel Tax Report stating that the year-to-date numbers were up 3.87% through December, 2007. The Restaurant Tax Report showed an increase of 1.22% for the year-to-date figures through December, 2007. Those figures are likely to increase as more November & December restaurant taxes are remitted. She then presented the Balance Sheet stating the CD's were in good standing but that cash was somewhat lower than usual since less was carried forward into the 2008 budget.

Ms. Trevino presented the Income Statement for the month of January. She explained that the old copy machine finally "died" and that its parts were not replaceable due to its age. A machine is on loan and we're investigating whether to purchase or lease a new or used machine. Ms. Trevino mentioned that most of the memberships and coop marketing fees are due at the beginning of each new year. The AR River Cities Sports Commission fee is \$50,000 but she was only able to pay half due to the limited cash flow.

The "Advertising" category included ads and production for the ASAE Directory, AR Times Native's Guide, AR Travelers Program, Active Years, American Legion, AR Tour Guide, NLR Times Internet ad, NLR Chamber of Commerce Community Profile, and TripAdvisor. The "Sales Tools" category included expenses for the production and distribution of the Happenings. The "Affiliations" category included renewals for ASAE, American Trails, AR Festivals Association, AR Press Association, BPW, International Motor Coach Group, Little Rock Air Force Base Community Council, National Motorcoach Network, Ontario Motorcoach Association, SKAL, Trailways Transportation, Reunions Network, American Bus Association, National Tour Association, and TTRA. The "Coop Marketing" category included expenses for Heart of Arkansas and AR River Cities Sports Commission. The "Marketplaces" category included expenses incurred for BPW, Governor's Conference on Tourism, and TravelSouth USA. Ms. Trevino explained that "Airport Advertising" was budgeted at \$10,000 but it came in \$200 over. The "Special Promo/Public Relations" category included expenses for the ASAE lunch meeting, AR River Connection start up, AHA Board dinner, CAC banquet, BPW meetings, USSSA 9U AA state tournament sponsorship, Silver Gloves Luncheon sponsorship, AR Thoroughbred Horse Breeders Association sponsorship, Greater Little Rock Optimist Club meetings, Riverfest sponsorship, Sam's Club renewal, SKAL meetings, Spanish translation for AIMM brochure, brochure distribution, and Heart of Arkansas. Charlie Jamison made a motion to accept the Financial Report as presented. Alderman Hight seconded the motion and it passed unanimously.

Ms. Trevino presented the Director's Report and explained that the Visitor Information Center month-to-date numbers had increased 119% for January. She went on to say that the leading states of origin for 2007 were Arkansas, Texas, Oklahoma, Missouri, and Tennessee. She went on to explain the many activities of the Visitors Bureau staff and reminded everyone that next month's meeting will be a week later. There was discussion about the NCAA tournament and Ms. Trevino reported that a flyer would be e-mailed and distributed to the public about the Free practice day on Thursday, March 20 from noon until 7:30 p.m. Alderman Hight made a motion to accept the Director's Report as presented. Richard Lindsey seconded the motion and it passed unanimously.

The next order of business was the Ongoing Delinquent Tax Report. The recommendations for actions are listed below:

Restaurant	Address	February Action
Cotija's	5504 JFK Blvd.	Owes August - December, 2007; Send Notice of Revocation
Dad's Donuts	4801 MacArthur	Owes August - December, 2007; Send Notice of Revocation
Gabriel's Restaurant	7412 JFK Blvd.	File Certificate of Indebtedness
MorningSide Bagels	10848 Maumelle Blvd.	Owes Sept. - December, 2007; Send Notice of Revocation if the money is not received by Friday, February 15, 2008.
OK Food Mart	5524 Fairfax	Owes October, 2007; send Notice of Intent to Revoke
Pierre's Gourmet Pizza	4905 JFK	Owes October - December, 2007; send Notice of Intent to Revoke
Southern Home Cooking	1719 Hwy 161	Owes August - October, 2007; Send Final Assessment and Demand for Payment

Alderman Bryant made a motion to accept the Ongoing Delinquent Tax Report recommendations. Richard Lindsey seconded the motion and it passed unanimously.

Alderman Hight made a motion that the North Little Rock A & P support the "National Ride Your Bike Day" by being a sponsor for \$250.00. The motion was seconded by Alderman Bryant and passed unanimously.

With no other business to discuss, the meeting was adjourned at 4:35 p.m.

Rob Best, Chairman