

North Little Rock Advertising & Promotion Commission
MINUTES
January 14, 2008

ATTENDEES

Rob Best, Chairman	Karen Trevino, Executive Director
Richard Lindsey, Vice Chairman	Summer Toyne, Administrative Asst.
Manoj Patel, Commissioner	Paula Jones, NLR City Attorney Office
Alderman Charlie Hight, Commissioner	Jake Sandlin, AR Democrat-Gazette
Alderman Neil Bryant, Commissioner	Bob Rhoads, NLR Parks & Recreation Dept.

The North Little Rock Advertising & Promotion Commission met at 4:06 p.m. at the North Little Rock Visitor Information Center in Burns Park. Chairman Rob Best called the meeting to order. Charlie Jamison was out with an excused absence. Paula Jones, Jake Sandlin, and Bob Rhoads attended as guests. Alderman Charlie Hight made a motion to accept the minutes as presented. Richard Lindsey seconded the motion and it passed unanimously.

The first order of business was concerning the approval of the 2008 Capital Bond Plan by the North Little Rock Parks & Recreation Department for repairs and improvements to North Little Rock Parks' buildings and facilities. Bob Rhoads presented the list and description of the bond proposal projects totaling \$3,500,000. He explained that the bond consisted of a five year pay off plan with three years to complete the work. Alderman Neil Bryant made a motion to accept the Bond Project proposal as presented. Alderman Charlie Hight seconded the motion and it passed unanimously.

Ms. Trevino then presented the Hotel Tax Report stating that the year-to-date numbers were up 4.40% through November, 2007. The Restaurant Tax Report showed an increase of 1.29% for the year-to-date figures through November, 2007. She then presented the Balance Sheet stating the cash and CD's were in good standing. She explained that the A & P ended the year with more income than expenses by \$22,994.76. Ms. Trevino explained that the outside auditor, Lisa Stephens, had been in to check out the end-of-the-year books and that the city's external auditor had been by to collect information for the 2006 audit.

Ms. Trevino presented the Income Statement for the months of November and December and explained the "Office Equipment Maintenance," "Postage" and "Office Supplies" categories were all higher than expected as discussed in previous meetings. She explained that many of the expenses we are incurring due to computer, electrical, and plumbing problems are being addressed by monies designated within the 2008 Capital Bond plan as presented by the North Little Rock Parks & Recreation Department.

The "Advertising" category included ads and production for the NLR Times, SportsEvents Magazine, ASAE Directory, Greater Little Rock Rugby ad, SEEN magazine, and the North Little Rock Chamber of Commerce Profile Directory. The "Sales Tools" category included expenses for the production and distribution of the Happenings, promotional ink pens, production of the new Reunion and Meetings Guide, and production for the SEEN ad, AR Press Assoc. ad, and the Diversity Guide ad. The "Affiliations" category included renewals for the NLR Chamber Tip-Off Club, SEOPA, International Festival Association, and the International Culinary Tourism Association. The "Marketplaces" category included expenses incurred for TravelSouth USA, National Tour Association, and the American Bus Association.

The "Special Promo/Public Relations" category included expenses for the El Latino ad, ASAE, AR Symphony Orchestra's Christmas concert, Burns Park Athletic Association, Argenta logo development & production, brochure distribution, the Telecom Pioneers meeting, Old Mill lapel pins, SEOPA meeting, ad in the Diversity Guide, AIMM fundraising dinner, Holiday of Lights in Burns Park promotions, Holiday dinner expenses, Heart of Arkansas meeting, ALC meeting in Memphis, Burns Park Tennis Center reception, FMCA, BPW ad, Camp Robinson Community Council lunch meeting, and promotional items. Alderman Charlie Hight made a motion to accept the Financial Report as presented. Richard Lindsey seconded the motion and it passed unanimously.

Ms. Trevino then presented the Final Proposed Budget for 2008. She explained the changes from the previously presented budget stating that the carry over income would be slightly higher than originally expected while she modified the income and expenses based on the final end-of-the-year numbers. She explained the new status and booking arrangements for the North Shore River District which changes the amount in that category. Ms. Trevino also explained that another employee would be brought on staff this year and the numbers for salary, health insurance, APERS, etc. were increased accordingly. Alderman Charlie Hight made a motion to accept the 2008 Final Budget as presented. Manoj Patel seconded the motion and it passed unanimously.

Ms. Trevino presented the Director's Report with information for November, December, and end-of-the-year totals. She explained that the Visitor Information Center numbers had increased 115% for November and 68% for December making the year-to-date figures increase by 56%. She went on to say that the leading states of origin for 2007 were Arkansas, Texas, Louisiana, Oklahoma and Missouri. Over 450 foreign visitors came from a total of 33 different counties in 2007. She went on to explain the many activities of the Visitors Bureau staff. Manoj Patel 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	January Action
Cotija's	5504 JFK Blvd.	Owes August - November, 2007; Send Notice of Intent to Revoke
D & T Concessions	6308 Baucum Pike	Owes August - November, 2007; Send Notice of Intent to Revoke
Dad's Donuts	4801 MacArthur	Owes August - November, 2007; Send Notice of Intent to Revoke
Dairyland Drive In	2306 Old Jacksonville Highway	Owes September - November, 2007; Send Notice of Intent to Revoke
Gabriel's Restaurant	7412 JFK Blvd.	Send Notice of Final Assessment and Demand for Payment
Hay! Chihauhua	5500 MacArthur	Owes September - November, 2007; Send Notice of Intent to Revoke
Levy Supermart	3301 Pike	Owes September - November, 2007; Send Notice of Intent to Revoke

Mom's Restaurant & Catering	300 Lake Lane	Owes September - November, 2007; Send Notice of Intent to Revoke
Morningside Bagles	10848 Maumelle Blvd.	Owes September - November, 2007; Send Notice of Intent to Revoke
North Hills Superstop #661	4601 North Hills	Owes September - November, 2007; Send Notice of Intent to Revoke
Paul's Restaurant	3700 JFK Blvd.	This is the immediate past owner. Owes September - December, 2007; Send Notice of Revocation and Notice of Proposed Assessment.
Roadhouse Grill	3510 Landers	They have filed bankruptcy. Send Notice of Final Assessment and Demand for Payment.
Southern Home Cooking	1719 Hwy 161	Closed in October. Owes August - October, 2007; Send Notice of Revocation and Notice of Proposed Assessment
Spectators Grill	1012 W. 34th St.	Owes August, 2007. Send Notice of Intent to Revoke
Wild River Country	6801 Crystal Hill Road	Owes July - September, 2007; Send Notice of Revocation.

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

With no other business to discuss, the meeting was adjourned at 4:42 p.m.

Rob Best, Chairman