

North Little Rock Advertising & Promotion Commission

MINUTES

June 9, 2008

ATTENDEES

Rob Best, Chairman  
Charlie Jamison, Secretary/Treasurer  
Manoj Patel, Commissioner  
Alderman Charlie Hight, Commissioner

Alderman Neil Bryant, Commissioner  
Karen Trevino, Executive Director  
Summer Toyne, Admin Assistant  
Paula Jones, NLR City Attorney Office

The North Little Rock Advertising & Promotion Commission met at 4:03 p.m. at the North Little Rock Visitor Information Center in Burns Park. Chairman Rob Best called the meeting to order. Vice Chairman Richard Lindsey was out with an excused absence. Paula Jones attended as a guest. Alderman Charlie Hight made a motion to accept the minutes as presented. Alderman Neil Bryant seconded the motion and it passed unanimously.

Ms. Trevino presented the Hotel Tax Report stating the month-to-date April numbers were up 19.50%. The year-to-date figures were up 6.71%. The Restaurant Tax Report showed a decrease of 6.58% for the April month to date numbers and a decrease of 2.44% for the year-to-date figures. She explained that several restaurants were late in remitting taxes and those figures would change several times. The Balance Sheet was then presented showing the cash and CD's in good standing.

Ms. Trevino presented the Income Statement for the month of May. She mentioned that the accounts had been reorganized so that all Revenue categories and Expense categories appear on the report in alphabetical order. She thought that might make the reports easily to read. She explained that while there weren't any areas of concern just yet, she expected the "Car Expenses," "Postage/Shipping," and "Office Equipment Maintenance" to be higher than anticipated. Ms. Trevino reminded the Commission that the office was in need of a new copy machine since the old one had finally "died" back in January. She presented the quote comparison chart to the Commissioners. She thanked Summer Toyne for her persistence in gathering the quotes and seeing this project through to the end. It was the recommendation of the staff, based on the price and the workability of the machine, that the Ricoh offered by Business World would be the best choice for the NLR Visitors Bureau usage. The price was \$6335.40 before taxes. Alderman Bryant made a motion to accept Business World's quote and to purchase the Ricoh machine. Charlie Jamison seconded the motion and it passed unanimously.

Ms. Trevino explained the "Advertising" category included ads and production for the Arkansas Health & Living Magazine, AR Democrat-Gazette's "Where We Live," Little Rock Family, the Spring/Summer newspaper inserts, Hooten's Football Directory, Active Years, El Latino, The Times, Woodall's Camping Directory and Travelhost. The "Marketplaces/Travel" category included expenses for the Arkansas Hospitality Association, Arkansas Press Association, ASAE, National Association of Sports Commissions, International Motor Coach Group, AACVB, and Southeast Tourism Society. The "Special Promotions" category included expenses for the Big Bass Bonanza, LR AFB Newcomers map, Big Dam Bridge 100, farmers market, brochure delivery, SKAL, restaurant week, NCAA, BACA, plastic lapel pins, wayfinding signs, ASA Pepsi Challenge, NE & NW fam tours, and ASAE "Taste of NLR." Alderman Bryant 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 the Visitor Information Center's month-to-date numbers had increased 61% for the month of May. She went on to say the leading states of origin were Arkansas, Louisiana, Oklahoma, Missouri, and Texas. There were a total of 26 foreign visitors from the following countries: Canada, France, Germany, the

Netherlands, Italy, Guatemala, and the Virgin Islands. Ms. Trevino continued by discussing the many activities of the Visitors Bureau staff. She explained that the Visitors Bureau had completed the reorganization and that everyone was very excited about their new duties and responsibilities. Alderman Hight made a motion to accept the Director's Report as presented. Manoj Patel 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	June Action
Cancun Mexican Restaurant	2619 Pike Avenue	Owes February- March, 2008. Send Notice of Intent to Revoke
Cotija's	5504 JFK Blvd.	File Certificate of Indebtedness
Dippin' Dots	3929 McCain Blvd.	Owes January - April, 2008. Send Notice of Revocation
Edible Arrangements	4511 JFK Blvd.	Owes February - March, 2008. Send Notice of Intent to Revoke
Fisher's Rick & D Café	1919 E. Broadway	Owes December, 2007 - February, 2008. Send Final Assessment and Demand for Payment
J & Js Diner	1123 E. Washington	Owes February - March, 2008. Send Notice of Intent to Revoke
Nest Lounge	3805 MacArthur	Owes February, 2008 and March, 2008. Send Notice of Revocation
OK Food Mart	5524 Fairfax	Owes February - March, 2008. Send Notice of Intent to Revoke
Pizza Perfect	4321 E. Broadway	Owes December, 2007 - February 15, 2008. Send Notice of Revocation and Notice of Proposed Assessment. Business closed and is now another restaurant.
Starlite Diner	250 E. Military	Owes February - March, 2008. Send Notice of Intent to Revoke

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

For the final order of business, Chairman Best called an executive session to discuss a personnel issue. Once reconvened, Chairman Best explained that the Commission had discussed a salary increase for the executive director. Alderman Hight made the motion for Karen Trevino to receive a five percent salary and 2.3 % cost of living increase. The motion was seconded by Mr. Jamison and passed unanimously. Ms. Trevino mentioned that her five year anniversary occurs on July 1 and that she is just as delighted with the position today as she was in the beginning. She thanked the commission for their support and for the time they take to make her job easier. Ms. Trevino explained that it was a great pleasure working with the commissioners, staff, community and city officials.

With no other business to discuss, the meeting was adjourned at 4:38 p.m.

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Rob Best, Chairman