

North Little Rock Advertising & Promotion Commission
MINUTES
May 12, 2008

ATTENDEES

Richard Lindsey, Vice Chairman
Charlie Jamison, Secretary/Treasurer
Alderman Neil Bryant
Alderman Charlie Hight
Karen Trevino, Executive Director

Summer Toyne, Admin Assistant
Paula Jones, NLR City Attorney Office
Jake Sandlin, AR Democrat-Gazette
Lloyd Webre, CARI

The North Little Rock Advertising & Promotion Commission met at 4:25 p.m. at the North Little Rock Visitor Information Center in Burns Park. Vice Chairman Richard Lindsey called the meeting to order. Rob Best and Manoj Patel were both out with excused absences. Paula Jones, Jake Sandlin and Lloyd Webre attended as guests. Alderman Bryant made a motion to accept the minutes as presented. Charlie Jamison seconded the motion and it passed unanimously.

Ms. Trevino presented the Hotel Tax stating that the year-to-date numbers were up 2.35% year-to-date and up 2.71% for the March month-to-date numbers. The Restaurant Tax Report showed a decrease of 10.12% year to date and -29.07% for the month of March. Ms. Trevino pointed out to the commission that many of the restaurants had not yet remitted tax collections. She then presented the Balance Sheet stating the CD's were in good standing and that she had received the \$80,000 lump sum check on restaurant collections which helped with the low cash flow.

Ms. Trevino presented the Income Statement for the month of February. She stated that the US Postal Service had again raised the rate for postage. As a result it probably would cause the "Postage" category to go over budget this year. She explained that the "Office Equipment Maintenance" category was being used a lot do to computer issues. She reported that two computers were purchased to replace two old machines with problems. Another area that might go over budget this year is "Car Expense" since the cost of gasoline is continually increasing. Ms. Trevino reported that she wanted to wait until next year to trade in the old Lumina and would just replace the tires at this point out of the "Car Expense" category.

The "Advertising" category included ads in Active Years, the NCAA Game Day Program, Endless Vacation magazine, Group Tour magazine, Group Travel Planet magazine, Leisure Group Travel magazine, AR Business' Guest Guide to Greater Little Rock, and the Mid-South Golden Gloves program. The "Marketplaces/Conference/Travel" category includes expenses for the Southeast Tourism Society Spring meeting, BPW/AR, and National Association of Sports Commission. The "Special Promo/Public Relations" category included expenses for the AR Downtown Economic Development Summit, Argenta brochures, photography, brochure delivery, Downtown BPW, Restaurant Week, NCAA Parking Maps, UALR radio advertising, Camp Robinson Community Council, American Taekwondo Association World Championships, AR Disc Golf Championships, wayfinding signage, and the Mid-South Golden Gloves, NLR Parks & Recreation branding/logo, NCAA Volunteer dinner, SKAL board, and ASAE. Alderman Charlie Hight made a motion to accept the Financial Report. Charlie Jamison seconded the motion and it passed unanimously.

Ms. Trevino presented the Director's Report and explained that the Visitor Information numbers had increased 37% for the month of April. She went on to say that the top five leading states of origin were Arkansas, Louisiana, Texas, Oklahoma and Mississippi. She also mentioned there were a total of 53 foreign visitors from Canada, England, Germany, the Netherlands, Japan, Mexico, and South Korea. Ms. Trevino continued by explaining the many activities of the Visitors Bureau staff over the past month. Charlie Jamison made a motion to accept the Director's Report. Alderman Bryant 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	May Action
Bellwood Diner	3815 MacArthur	Owes January - February, 2008. Send Notice of Intent to Revoke
China Express	5328 JFK	Owes January, 2008. Send Notice of Intent to Revoke
Cotija's	5504 JFK Blvd.	Send Final Assessment and Demand for Payment
Dippin' Dots	3929 McCain Blvd.	Owes January - February, 2008. Send Notice of Intent to Revoke
Fisher's Rick & D Café	1919 E. Broadway	Closed April 20, 2008; Send Notice of Revocation and Notice of Proposed Assessment
Hay! Chihauhua	5500 MacArthur	Owes January - February, 2008. Send Notice of Intent to Revoke
Mojo's	3801 MacArthur	Owes January - February, 2008. Send Notice of Intent to Revoke
Nest Lounge	3805 MacArthur	Owes January - February, 2008. Send Notice of Intent to Revoke
Pierre's Gourmet Pizza	4905 JFK	Owes January - February, 2008. Send Notice of Intent to Revoke
Pizza Perfect	4321 E. Broadway	Owes January - February, 2008. Send Notice of Intent to Revoke
Price Right Food	1513 East Washington	Send Notice of Revocation
Rocky's Pub	6929 JFK	Owes January - February, 2008. Send Notice of Intent to Revoke

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

With no other business to discuss, the meeting was adjourned at 4:45 p.m.

Rob Best, Chairman