

North Little Rock Advertising & Promotion Commission
MINUTES
November 17, 2008

ATTENDEES

Rob Best, Chairman
Manoj Patel, Vice Chairman
Alderman Charlie Hight, Commissioner
Alderman Neil Bryant, Commissioner
Eric Isaac, Commissioner
Karen Trevino, Executive Director

Summer Toyne, Admin. Assistant
Paula Jones, NLR City Attorney Office
Jake Sandlin, AR Democrat- Gazette
Jeremy Peppas, NLR Times
Barbara Champagne, LaQuinta Inn

The North Little Rock Advertising & Promotion Commission met at 4:05 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Rob Best called the meeting to order. Charlie Jamison, Secretary/Treasurer was out with an excused absence. Paula Jones, Jake Sandlin, Jeremy Peppas and Barbara Champagne attended as guests. Alderman Hight made a motion to accept the minutes as presented. Eric Isaac seconded the motion and it passed unanimously.

Ms. Trevino presented the Hotel Tax Report stating the September month-to-date numbers were up 10.52% and the year-to-date figures were up 6.58%. The Restaurant Tax Report showed to be mostly flat with the month-to-date figures down 1% and the year-to-date numbers up .65%. The Balance Sheet was then presented with the cash and cds in good standing.

Ms. Trevino presented the Income Statement for the month of November. She explained that these categories: Accounting/Legal, Affiliations, Airport Advertising, Office Equipment Maintenance, Website, and Car Expense were over budget but several other categories have unspent appropriations and it should balance out by the end of the year. Ms. Trevino went on to explain the "Advertising" category included ads and production costs for Little Rock Family, AR Hospitality Assoc., NLR Times website, NLR Times FMCA RV Rally ad, AR Times, AR Business' Special Event & Meeting Guide, and the Drop Zone. The "Marketplaces/Conference/Travel" category included expenses for NTA, SCMA, BPW, SEOPA, S.P.O.R.T.S, AHA, ABA, Travel SouthUSA, Governor's Economic Summit, and STS. The "Sales Tools" category had expenses for the Argenta Public Art brochure and monthly Happenings. The "Special Promo/Public Relations" category included expenses for wayfinding signs, Argenta Restaurant scratch off cards, USS Alhena Reunion transportation, FMCA RV Rally transportation and tent, brochure distribution, Greater Little Rock Optimist Club, the annual Holiday Dinner, and Holiday Lights candy canes.

Ms. Trevino continued the Financial Report by presenting the 2009 Proposed Budget for the Commissioners to review. She explained that this was only a tentatively proposed budget and that she would present the actual 2009 proposed budget at the January Commission meeting with her final recommendations as usual. The commission agreed with the recommendation that the 2009 budget be planned with 15% less income from the lodging tax and 20% less income from the restaurant tax based on the economy. Once she has the final income numbers for 2008, then Ms. Trevino will be able to determine next year's carryover amount and the estimated income. Alderman Hight made a motion to accept the Financial Report as presented. Manoj Patel seconded the motion and it passed unanimously.

Ms. Trevino presented the Director's Report and explained the Visitor Information Center numbers were down 15%. She went on to say that the leading states of origin were Arkansas, Texas, Louisiana, Oklahoma, and Tennessee. There were a total of 69 foreign visitors from the following countries: Australia, Canada, China, Ecuador, England, France, Germany, Honduras, India, Israel, Mauritius, Mexico, the Netherlands, New Zealand, Spain, Taiwan, and Venezuela. Ms. Trevino continued by explaining the many activities of the Visitors Bureau staff. Manoj Patel made a motion to accept the Director's Report. Alderman Hight 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	December Action
Aisha's Fish	3824 JFK	File Certificate of Indebtedness for \$1223.31
Chungking	4707 E. Broadway	Owes August - November, 2008; Notice of Intent to Revoke
Classics Restaurant & Nightclub	111 Pershing	Owes July - November, 2008; Send Notice of Revocation
Dairyland Drive Inn	2306 Old Jacksonville Highway	Owes August - November, 2008; Notice of Intent to Revoke
Hay! Chihauhua	5500 MacArthur	Owes August - November, 2008; Notice of Intent to Revoke
J & Js Diner	1123 E. Washington	Owes August - November, 2008; Notice of Intent to Revoke
Lindsey's BBQ	203 E. 14th	Owes August - November, 2008 and is now closed. Send Notice of Revocation and Notice of Proposed Assessment.
Mr. Hunters Catfish	3929 McCain Blvd.	Owes July - November, 2008; He made a partial payment and signed a payment agreement to have it paid in full by December 29.
Paul's Restaurant	3700 JFK (Roger Tucker)	Paid everything except August, 2008. That will be paid this month. If it isn't, then file the Certificate of Indebtedness.
Pierre's Gourmet Pizza	4905 JFK	File Certificate of Indebtedness for \$1276.50
Platinum Wings	5504 JFK Blvd.	Send Final Assessment and Demand for payment in the amount of \$3440.80
Spectators Grill	1012 W. 34th St.	Owes August - November, 2008; Send Notice of Intent to Revoke
Walker's Restaurant	1700 Main Street	He made a partial payment and has signed a payment agreement that will be paid in full by December 18.
Wild River Country	6801 Crystal Hill Road	Owes July - September, 2008; Send Notice of Revocation and Notice of Proposed Assessment.

Ms. Trevino reminded the commission that she would follow up with any necessary actions on past due restaurant taxes in December even though the commission wasn't meeting. She will send the Commissioners notice of any action taken. Manoj Patel made a motion to accept the Ongoing Tax Report recommendations. Eric Isaac seconded the motion and it passed unanimously.

For the next order of business Alderman Bryant made a motion to re-appoint Alderman Charlie Hight to the A & P Commission for another four-year term. Eric Isaac seconded the motion and it passed unanimously. Alderman Bryant then resigned from the A & P Commission effective after this meeting (he was not re-elected to his current alderman position on the North Little Rock City Council). Alderman Bryant made a motion to appoint Alderman Linda Robinson to fill his unexpired term on the A & P Commission. Alderman Charlie Hight seconded the motion and it passed unanimously. For the final order of business, Manoj Patel made a motion to ask Rob Best to continue as Chairman of the A & P Commission for another year. Alderman Charlie Hight seconded the motion and the motion passed unanimously.

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

Rob Best, Chairman