

North Little Rock Advertising & Promotion Commission
MINUTES
October 13, 2008

ATTENDEES

Rob Best, Chairman
Manoj Patel, Vice Chairman
Charlie Jamison, Secretary/Treasurer
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

The North Little Rock Advertising & Promotion Commission met at 4:00 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Rob Best called the meeting to order. Paula Jones attended as a guest. Alderman Hight made a motion to accept the September 15, 2008 Minutes as presented. Charlie Jamison seconded the motion and it passed unanimously. Alderman Bryant made a motion to accept the September 29, 2008 Minutes as presented. Manoj Patel seconded the motion and it passed unanimously. Chairman Best and Ms. Trevino welcomed Eric Isaac to the commission.

Ms. Trevino presented the Hotel Tax Report stating the August month-to-date numbers were up 3.54% and the year-to-date figures were up 5.80%. The Restaurant Report showed a decrease for the month-to-date numbers of 1% and the year-to-date figures showed an increase of .86%. The Balance Sheet was then presented to show the cash was in good standing.

Ms. Trevino presented the Income Statement for the month of September. She explained the "Advertising" category included ads and production cost for Active Years, Southern Traveler magazine, The Times, International Motor Coach Group, El Latino, and the Six State Motorcoach Rally ads. She went on to explain that the "Affiliations" category will go over budget because of the Bank Travel new membership and 2009 ABA renewal. The "Marketplaces/Conference/Travel" category included expenses for the STS meeting, AACVB meeting, SPRTC meeting, and the Bank Travel registration. Expenses under the "Special Promo/Public Relations" category included the annual Holiday Dinner, Argenta DC Luncheon, Six State Rally, brochure delivery, sports promotional items, Lakewood FallFest Soccer Tournament, Region III BPW, Argenta Restaurant Scratch-off Cards, NLR Parks & Recreation marketing plan, UALR game tickets, and SW Division of Fire Chiefs. Alderman Hight made a motion to accept the Financial Report. Manoj Patel seconded the motion and it passed unanimously.

Mr. Trevino presented the Director's Report and explained the Visitor Information Center numbers were down 13% which is to be expected with school starting. She went on to say that the leading states of origin were Arkansas, Louisiana, Oklahoma, Texas, and Mississippi. There were a total of 49 foreign visitors from the following countries: Canada, Denmark, England, Germany, Hungary, Netherlands, Norway, Scotland, Sweden, and Yugoslavia. Ms. Trevino continued by explaining the many activities of the Visitors Bureau staff. She reminded everyone that the November meeting will be held on November 17 which is one week later than usual. Alderman Bryant 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	October Action
Aisha's Fish	3824 JFK	Owes May - September, 2008; Send Notice of Revocation and Proposed Assessment; The restaurant closed at the end of Sept.
Circle Café	318 Main Street	Owes June - September, 2008; closed in September; Send Notice of Revocation and Notice of Proposed Assessment
Dad's Donuts	4801 MacArthur	Owes June 27, 2008 - August, 2008; Send Notice of Intent to Revoke
Dippin' Dots	3929 McCain Blvd.	Owes June 19, 2008 - August, 2008; Send Notice of Intent to Revoke
Honey Hut Two	3723 MacArthur	Owes June - August, 2008; Send Notice of Intent to Revoke
J & Js Diner	1123 E. Washington	Owes June - August, 2008; Send Notice of Intent to Revoke
Momma & Son Ohanna	mobile vendor	Owes June - August, 2008; Send Notice of Intent to Revoke
Paul's Restaurant	3700 JFK (Roger Tucker)	Owes June - August, 2008; Bookkeeper will pay in three monthly installments; Send Demand for Payment and Final Assessment to stay on schedule in case payment is not made
Pierre's Gourmet Pizza	4905 JFK	Owes May - September, 2008; Send Notice of Proposed Assessment; Restaurant closed
Platinum Wings	5504 JFK Blvd.	Owes June - August, 2008; Send Notice of Intent to Revoke
Smoking Shack	11522 Maybelline	Owes June, 2008; Notice of Intent to Revoke
Taste of Heritage	mobile vendor	Owes March, 2008 - April, 2008; Send Notice of Proposed Assessment and Demand for Payment
Walker's Restaurant	1700 Main Street	Owes June, 2008 - August, 2008; Send Notice of Intent to Revoke

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

With no other business to discuss, the meeting was adjourned at 4:36p.m.

Rob Best, Chairman