

North Little Rock Advertising & Promotion Commission
MINUTES
September 15, 2008

ATTENDEES

Manoj Patel, Commissioner
Mayor Patrick Henry Hays, Commissioner
Alderman Neil Bryant, Commissioner
Alderman Charlie Hight, Commissioner
Karen Trevino, Executive Director

Summer Toyne, Admin Assistant
Paula Jones, NLR City Attorney Office
Steve Owen, NLR Chamber of Commerce
Representative
Jake Sandlin, AR Democrat-Gazette

The North Little Rock Advertising & Promotion Commission met at 4:06 p.m. at the North Little Rock Visitor Information Center in Burns Park. Commissioner Manoj Patel called the meeting to order. Chairman Rob Best and Secretary/Treasurer Charlie Jamison were out with excused absences. Paula Jones, Steve Owen, and Jake Sandlin attended as guests. 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 July month-to-date numbers were up 14.81% and the year-to-date figures were up 6.14%. The Restaurant Tax Report was basically flat for both the July month-to-date figures and the year-to-date figures. The August Balance Sheet was then presented showing the cash and CD's in good standing.

Ms. Trevino presented the July & August Income Statement. She explained the "Website" category was over budget due to unexpected costs associated with having to rewrite the language due to security issues that occurred and just basic updates & corrections found as the site is being used. The "Advertising" category had expenses for Active Years, Little Rock Family, AR Times' Visitors Guide, The Times, Hooten, Leisure Group Travel, Southern Travel, and the Kids Directory. She continued to explain that the "Marketplaces/Travel" category included expenses for AR Press Association, Travel & Tourism Research Association, Texas Festival & Events Association, Arkansas Society of Association Executives, Southeast Outdoor Press Association, Arkansas Festival & Events Association, Southeast Tourism Society, International Motor Coach Group, and the AR Hospitality Association. The "Sales Tools" category included expenses for the Arkansas River Trail maps, NLR Complete Guides, Happenings, Old Mill brochures, Dining & Coupon Guides, and the Argenta Public Art brochure. The "Special Promotions/Public Relations" category included expenses for the Pepsi Softball tournament, bottled water and other promotional items, brochure delivery, wayfinding signs, Year in Review, Little Rock Film Festival, Festival of Wines, AIMM brochures, Old Mill 75th anniversary, and the National Guard Guatemalan delegation dinner. Alderman Bryant made a motion to accept the Financial Report. Alderman Hight seconded the motion and it passed unanimously.

Ms. Trevino presented the Director's Report and explained the Visitor Information Center numbers were up 68% for July and 43% for August. She went on to say that the leading states of origin were Arkansas, Louisiana, Oklahoma, Mississippi, Texas, and Tennessee. There were a total of 58 foreign visitors in the month of July and 25 in the month of August. Those foreign visitors came from the following countries: Australia, Belgium, Brazil, Canada, Cambodia, Denmark, England, France, Germany, Holland, Mexico, Poland, Slovakia, and Sweden. Ms. Trevino continued by discussing the many activities of the Visitors Bureau Staff. Alderman Hight made a motion to accept the Director's Report. Mr. Patel seconded the motion and it passed unanimously.

The next order of business was the Ongoing Delinquent Tax report. Ms. Trevino asked the Commission for authority to continue the process of tax collection on months without a Commission Meeting such as August and December. She explained her request using the example of the previous month of August when there was no Commission meeting. The legal activity required by law was one month behind in taking steps for those businesses delinquent on their restaurant taxes. She mentioned that she would give a full report of that activity each time. Alderman Bryant made a motion to allow Ms. Trevino to continue the tax collection process on months without a Commission Meeting. Alderman Hight seconded the motion and it passed unanimously. The Commission went on to discuss the following actions:

Restaurant	Address	September Action
Aisha's Fish	3824 JFK	Owes May, 2008 - July, 2008. Send Notice of Intent to Revoke
Chungking	4707 E. Broadway	Owes April, 2008 - July, 2008; Send Notice of Intent to Revoke
Letti's Cakes	1428 Moss	Owes April, 2008 - July, 2008; Send Notice of Intent to Revoke
Lindsey's BBQ	203 E. 14th	Owes March, 2008 - July, 2008. Send Notice of Revocation.
Mom's Restaurant & Catering	300 Lake Lane	Owes March, 2008 - July, 2008. Send Notice of Revocation.
Paul's Restaurant	3700 JFK	Owes May, 2008 - July, 2008. The restaurant is now closed. Send Notice of Revocation and Notice of Proposed Assessment & Demand for Payment
Paul's New Orleans Flavor Snowballs	4507 E. Broadway	Owes May, 2008 - July, 2008. Send Notice of Intent to Revoke
Pierre's Gourmet Pizza	4905 JFK	Owes May, 2008 - July, 2008. Send Notice of Revocation
R & L Catering	4300 Marsh	Owes April, 2008; Send Notice of Intent to Revoke
Taste of Heritage	mobile vendor	Owes March, 2008 - April, 2008; Send Notice of Revocation

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

The final order of business was a presentation by Mr. Steve Owen on the FMCA Six-State Rally being held in North Little Rock on September 24-28, 2008. Mr. Owen explained that the average RV purchased new today cost a half a million dollars and that there are some 498,000 RVs touring the United States right now. He stated that the FMCA Rally would bring nearly 1000 RVs from the six-state region plus people from outside the chapter. Mr. Owen stated that many other Chapters were already discussing the possibility of bringing their own smaller Rallies to North Little Rock in the future.

Mr. Owen continued to state more specific benefits to Central Arkansas. He explained that the majority of the Rally attendees considered themselves to be part of the "WAC Group" or the "We Ain't Cooking Group". He mentioned that restaurants will certainly see extra diners. Ms. Trevino mentioned that Robin Powell was coordinating a passport promotion for the rally attendees to use when visiting restaurants. They would keep track of their restaurant visits by presenting their "Passport" to the restaurant staff for a "Rally at the Rock" sticker to be placed over that restaurants name in their Passports. Prizes will be awarded at the end of the Rally to ten people returning their passports.

Other features of the Rally are the Trade Show (held in the old Rye Furniture Building on Broadway and Maple Streets) and the RV Show (held at the North Shore Riverwalk) which are open to the Public for a fee of \$3 per person. Mr. Owen stated that the economic impact of the show would be a minimum of \$5 million based on the reports from past Rally locations. The Commission thanked Mr. Owen for his presentation.

With no other business to discuss, the meeting was adjourned at 4:52p.m.

Rob Best, Chairman