

North Little Rock Advertising & Promotion Commission  
MINUTES  
April 13, 2009

ATTENDEES

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

The North Little Rock Advertising & Promotion Commission met at 4:00 p.m. at the North Little Rock Visitor Information Center in Burns Park. Chairman Rob Best called the meeting to order. Paula Jones, Jake Sandlin and Jeremy Peppas attended as guests. Charlie Hight made a motion to accept the minutes as presented. Linda Robinson seconded the motion and it passed unanimously.

Ms. Trevino presented the 2009 Hotel Tax Report in both alphabetical order and in descending order by amount collected. This report shows the top five hotels as being the Residence Inn, Wyndham Riverfront, Fairfield Inn, Holiday Inn Express, and the Hampton Inn I-40. Ms. Trevino explained the February hotel figures were down 10.74% and the year-to-date figures were down 6.89%.

Ms. Trevino continued by stating she has also included the 2008 Descending Restaurant Tax Collection Report which showed the top five restaurants being Red Lobster, Golden Corral, Wyndham Riverfront, Olive Garden, and Chili's. Ms. Trevino reported that 2008 restaurant collections were up 1.05% over 2007. She then explained the 2009 Restaurant Tax Report which shows the February month-to-date numbers down .30% and the year-to-date numbers up 2.04%. She explained that January and February taxes were still being collected and she expected the numbers to increase.

The Balance Sheet was then presented with the cash and CDs in good standing. The Income Statement was presented for the month of March. She explained that we will continue to be "upside down" for what was budgeted and what is being spent until the second quarter because the first quarter sees the largest output of cash. Ms. Trevino explained that she and the staff were watching expenses closely and had identified about \$20,000 to hold back in reserves that hopefully won't be spent this year. She reminded the commission that although the restaurant tax was up slightly, that the A & P operates primarily on the hotel tax collections which are down significantly. After some discussion of the upcoming expenses, Alderman 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 for the month of March. She stated that the Visitors Information Center numbers were flat; there was the exact same number of people here in March of 2009 as in March of 2008. She went on to say that the leading states of origin were Arkansas, Oklahoma, Texas, Louisiana, and Missouri. The foreign visitors came from Australia, Canada, England, Germany, the Netherlands, Russia and Switzerland. She continued the Director's Report by reporting on the many activities of the Visitors Bureau staff. Eric Isaac 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:

| <b>Restaurant</b>   | <b>Address</b>   | <b>April 2009 Action</b>  | <b>Estimated amount due:</b> |
|---------------------|------------------|---|------------------------------|
| Arkansas Dogs       | 3929 McCain Mall | Owes September - November 2, 2008. Send Notice of Final Assessment and Demand for Payment | \$350.66                     |
| Dad's Donuts        | 4801 MacArthur   | File Certificate of Indebtedness  | \$240.39                     |
| Edible Arrangements | 4511 JFK Blvd.   | File Certificate of Indebtedness  | \$716.36                     |
| McCain Phillips     | 4601 North Hills | Owes December, 2008. Send Notice of Intent to Revoke                                      | \$40.00                      |

Eric Isaac made a motion to accept the Delinquent Tax recommendations as presented. Charlie Jamison seconded the motion and it passed unanimously.

As the final order of business Rob Best made a personal mention to the Commission about the recent events in Ms. Trevino's life. He told the Commissioners that Karen had been recently diagnosed with early-stage breast cancer. The Commissioners wished Ms. Trevino the best in her upcoming surgery.

With no other business to discuss, the meeting was adjourned at 4:25 p.m.

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Rob Best, Chairman