

North Little Rock Advertising & Promotion Commission  
MINUTES  
February 9, 2009

ATTENDEES

Rob Best, Chairman	Karen Trevino, Executive Director
Manoj Patel, Vice Chairman	Summer Toyne, Admin. Assistant
Alderman Linda Robinson, Commissioner	Paula Jones, NLR City Attorney Office
Alderman Charlie Hight, Commissioner	Jeremy Peppas, NLR Times
Eric Isaac, Commissioner	

The North Little Rock Advertising & Promotion Commission met at 4:10 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Rob Best called the meeting to order. Commissioner Charlie Jamison was out with an excused absence. Paula Jones and Jeremy Peppas attended as guests. Alderman Hight made a motion to accept the minutes as presented. Alderman Robinson seconded the motion and it passed unanimously.

Ms. Trevino presented the Hotel Tax Report stating the December month-to-date numbers were up 2.20% and the Year-to-date numbers were up 5.27%. The Restaurant Tax Report showed a basically flat year with a year-to-date figure of .63%. Ms. Trevino reminded everyone that the Clerk's Office was still collecting tax monies for the month of December and so she expected the Year-To-Date numbers to increase from what was currently being reflected.

The Balance Sheet was then presented with the cash and CDs in good standing. Ms. Trevino explained that she had received the \$80,000 from the city in January instead of March and that was why the cash was up so early in this fiscal year. She went on to explain how the Balance Sheet now reflects the CDs as a grouping to show the total amount in savings. There was some discussion about the savings needing to be increased to cover at least six months of operations. Ms. Trevino mentioned that she was hopeful that the extra-tight budget this year will assist with that issue by the end of the year.

Ms. Trevino presented the Income Statement for the month of January. She reminded the commission that the first quarter's expenses are always high because many bills (such as most of the coop marketing) have to be paid during the first three months of the fiscal year. She explained the previous months' expenses for each of the major categories. 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 for the month of January. She stated that the Visitor Information Center numbers were up 16%. She went on to say that the leading states of origin were Arkansas, Oklahoma, Missouri, Texas, and Tennessee. The foreign visitors came from South Korea and Ecuador, with Canadians making up the bulk of the numbers. She continued the Director's report by listing the many activities of the Visitors Bureau staff. Ms. Trevino then reminded everyone about the upcoming SEC Tournament and the Governor's Conference on Tourism. Manoj Patel made a motion to accept the Director's Report as presented. Eric Isaac 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>February 2009 Action</b>	<b>Estimated amount due:</b>
Dad's Donuts	4801 MacArthur	Owes October - December, 2008. Restaurant closed in December. Send Notice of Revocation and Proposed Assessment.	240.39
Edible Arrangements	4511 JFK Blvd.	Owes September - December, 2008. Restaurant closed in December. Send Notice of Revocation and Notice of Proposed Assessment.	716.36
Honey Hut	3723 MacArthur	Owes October - December, 2008. Send Notice of Intent to Revoke.	134.93
Lindsey's BBQ	203 E. 14th	File Certificate of Indebtedness in the amount of \$4,615.55.	4,615.55
Wild River Country	6801 Crystal Hill Road	File Certificate of Indebtedness in the amount of \$14,314.32	14,314.32

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

For the final order of business Ms. Trevino posed a vote to the Commissioners about Greg Nabholz's request for a letter of support on the legislation for an historic district investment tax credit. After a bit of discussion, Eric Isaac made a motion for the A & P Commission to go on record in support for this legislation. Alderman Hight seconded the motion and it passed unanimously.

With no other business to discuss, the meeting was adjourned at 4:55 p.m.

---

Rob Best, Chairman