

North Little Rock Advertising & Promotion Commission
MINUTES
January 12, 2009

ATTENDEES

Rob Best, Chairman
Manoj Patel, Vice Chairman
Alderman Charlie Hight, Commissioner
Alderman Linda Robinson, Commissioner
Eric Isaac, Commissioner
Charlie Jamison, 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 4:02 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Rob Best called the meeting to order. Paula Jones, Jake Sandlin, 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 November month-to-date figures were down 5.73% , but the year-to-date figures were up 5.47% The Restaurant Tax Report showed a decrease November by 2.42%, but seemed relatively flat with the year-to-date figures showing an increase of .72%. The Balance Sheet was then presented with the cash and CDs in good standing. Ms. Trevino explained that the auditor will eventually remove some of furniture & equipment that is no longer on inventory to make the assets listing correct.

Ms. Trevino presented the Income Statement for the month of December. She explained that while some the categories were over budget that many other categories had unspent appropriations. Ms. Trevino went on to discuss the expenses for the major categories. Alderman Hight made a motion to accept the Financial Report as presented. Charlie Jamison seconded the motion and it passed unanimously.

Ms. Trevino presented the updated 2009 Proposed Budget. There was discussion about how the total budget figures were estimated. Ms. Trevino explained that she deducted 15% from the 2008 hotel income and 20% from the restaurant income (after subtracting the lump sum payment) as directed at the last commission meeting. She went on to say that there will be three new hotel properties opening in 2009 (Econo Lodge, Hilton Gardens, and Best Western) and there is no history on which to base those numbers. Alderman Hight made a motion to accept the updated 2009 Proposed Budget with the provision that Chairman Rob Best look at the worksheet to verify the numbers. Alderman Robinson seconded the motion and it passed unanimously.

[NOTE TO PERMANT RECORD: After the meeting, Chairman Rob Best and Manoj Patel checked the worksheet for the 2009 proposed budget and agreed the numbers were correct.]

Ms. Trevino presented the Director's Report which also included the year-to-date information. She reported the Visitor Information Center numbers were down 19% for November, down 1% for December, but that there was an overall increase of 26% for the year. She went on to say that the leading states of origin were the year were Arkansas, Louisiana, Oklahoma, Texas, and Tennessee. She stated that people, representing 41 different countries, stopped in to get information at the North Little Rock Visitor Center. Ms Trevino continued the Director's Report by listing the many activities of the Visitors Bureau staff. She then reminded everyone of the upcoming Governor's Conference on Tourism in March and about the AHA Legislative Day. 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	January Action
Edible Arrangements	4511 JFK Blvd.	Owes September - December, 2008; Send Notice of Intent to Revoke
JJ's Soul Food	4506 Lynch Dr.	Owes September - December, 2008; Send Notice of Intent to Revoke
Lindsey's BBQ	203 E. 14th	Owes August - November, 2008; Send Final Assessment and Demand for Payment
McDaniel Arena Billiards	314 N. Maple	Owes August - November, 2008; Send Notice of Intent to Revoke
OK Food Mart	5524 Fairfax	Owes September - December, 2008; Send Notice of Intent to Revoke
Paul's Restaurant	3700 JFK (Roger Tucker)	File Certificate of Indebtedness for \$535.90
Platinum Wings	5504 JFK Blvd.	File Certificate of Indebtedness for \$3440.80
Reno's Argenta Café	312 Main Street	Owes September - December, 2008; Send Notice of Intent to Revoke
Wild River Country	6801Crystal Hill	Send Final Assessment and Demand for Payment

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

With no other business to discuss, the meeting was adjourned at 4:45 p.m.

Rob Best, Chairman