

North Little Rock Advertising & Promotion Commission
MINUTES
June 8, 2009

ATTENDEES

Rob Best, Chairman
Manoj Patel, Vice Chairman
Charlie Jamison, Secretary/Treasurer
Alderman Charlie Hight, 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. Alderman Linda Robinson was out with an excused absence. Paula Jones, Jake Sandlin, and Jeremy Peppas attended as guests. Charlie Hight made a motion to accept the minutes as presented. Manoj Patel 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 Wyndham Riverfront, Residence Inn, Fairfield Inn, Hampton Inn I-40, and the Holiday Inn Express. Ms. Trevino explained that the April month-to-date numbers were down 18.29% and the year-to-date figures were down 10.83%. She explained that we had anticipated the hotel numbers would drop about 15% this year and had budgeted accordingly. Ms. Trevino then presented the 2009 Restaurant Tax Report in both alphabetical order and in descending order by amount collected. These reports showed the top five restaurants were the Golden Corral, Red Lobster, The Olive Garden, Wyndham Riverfront, and Chili's. She continued by explaining that the year-to-date figures showed an increase of .46%, but the April numbers showed a decrease of 4.64%. The restaurant tax collection numbers are basically flat for the year so far.

The Balance Sheet was then presented with the cash and CDs in good standing. The accounts receivable category includes invoices for cleanup/damage deposits that will be voided after the special events. That will not count as actual income to the bottom line. The Income Statement was presented for the month of May. Both income and expenses are down compared to last year. Ms. Trevino said that the steps the staff had taken to cut back on expenses are helping to keep the bottom line under control. Chairman Best mentioned that compared to last year, the financials are in better shape at this same time period. Ms. Trevino mentioned that postage had increased again and that probably will be a category in which we go over budget this year. She also explained that the \$4,157.56 shown under "Other Income" belongs to AIMM through the Edgefest beer donation. The Friends of the Old Mill and the Police Athletic League split the donation with AIMM.

The "Advertising" category had expenses for two El Latino ads, the Spring/Summer Newspaper Insert ad, the Arkansas Fishing & Outdoor Guide ad, Sports Destination Magazine ad, and the AR Twisters poster. The "Affiliations" category had expenses for the ADC renewal, Bank Travel renewal, and TTRA renewal. Under the "Marketplaces/Conference/Travel" category were expenses for AR BPW, STS, TFEA, and NASC. Under the "Sales Tools" category were expenses for the monthly Happenings, and the second printing of the new RV Camping brochure. Under the "Special Promotions/Public Relations" category were expenses for the new Old Mill lapel pins, sponsorship for the AR Highway Police softball tournament, the

Pepsi Softball Classic sponsorship, the annual Year in Review, Family Fest and Taste of North Little Rock sponsorships, the Diamond Chef sponsorship and the Federal Surplus Properties dinner. Eric Isaac 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 May. She stated that the Visitor Information Center numbers were down 6%. She went on to say that the leading states of origin were Arkansas, Oklahoma, Louisiana, Texas, and Florida. The foreign visitors came from Australia, Canada, Denmark, England, Germany, Haiti, Mexico, the Netherlands, Puerto Rico, and the United Kingdom. Ms. Trevino continued the Director's Report by reporting on the many activities of the Visitor Bureau Staff. Charlie Hight 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:

Restaurant	Address	June 2009 Action
Honey Hut	3723 MacArthur	Owes January - May, 2009; Send Notice of Revocation
JJ Mart	700 E. Broadway	Owes February, 2009 only; send Notice of Intent to Revoke
JJ's Soul Food	4506 Lynch Dr.	Owes February - May, 2009; Send Notice of Intent to Revoke
Lucky Mart	1504 Hwy 161	Owes February - May, 2009; Send Notice of Intent to Revoke
PK's Smokehouse	3411 Parker Road	Owes January - May, 2009; Send Notice of Intent to Revoke
S & K Wings	5504 JFK	Owes January - May, 2009; Send Notice of Revocation

Charlie Hight made a motion to accept the restaurant tax action as presented. Charlie Jamison seconded the motion and it passed unanimously.

With no other business to discuss, the meeting was adjourned at 4:20 p.m.

Rob Best, Chairman