

North Little Rock Advertising & Promotion Commission
MINUTES
March 9, 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 4:05 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 Jamison made a motion to accept the minutes as presented. Eric Isaac seconded the motion and it passed unanimously.

Ms. Trevino presented the Hotel Tax Report stating that she had included the 2008 Descending Hotel Tax Collection Report as asked about in the previous monthly meeting by the commissioners. This report shows the top five hotels as being the Wyndham Riverfront, Residence Inn, Hampton Inn I-40, Fairfield Inn, and Hampton Inn McCain. Ms. Trevino explained that the January hotel figures were down 9.38% partly because there were two hotels that had not yet turned in their money. She stated that after speaking with the North Little Rock City Clerk's Office that the situation was due to a clerical error on the hotels' part and they expected to receive the money by the end of the week. Ms. Trevino continued by stating she had 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 was up .99% but that she expected that to increase as more collections are remitted for that time period. She then explained the 2009 Restaurant Tax Report which shows the January month-to-date figures were up 2.73%.

The Balance Sheet was then presented with the cash and CDs in good standing. The Income Statement was then presented for the month of February. She again reminded the commissioners that there were two hotels that had not yet turned in their January Hotel Tax collections. Ms. Trevino continued to explain that the first quarter sees the most cash output of the year and that she had to dip into the \$90,000 carried over from 2008 to cover expenses which were \$15,231.14 over income. She then expanded on the previous month's expenses for each of the major expense categories. After some discussion about the upcoming expenses, Alderman Hight made a motion to accept the Financial Report as presented. Alderman Robinson seconded the motion and it passed unanimously.

Ms. Trevino presented the Director's Report for the month of February. She stated that the Visitor Information Center numbers were up by six percent. She went on to say that the leading states of origin were Arkansas, Oklahoma, Tennessee, Louisiana, and Missouri. The foreign visitors came from Canada, El Salvador, Mexico, the Netherlands, and Norway. She continued the Director's Report by listing the many activities of the Visitors Bureau staff stating how busy everyone had been for the past two weeks in preparation for the SEC Women's Tournament held at Alltel Arena on March 5-8, 2009. Eric Isaac made a motion to accept the Director's Report as presented. Alderman Hight seconded the motion and it passed unanimously.

The next order of business was the Ongoing Delinquent Tax Report. Ms. Trevino mentioned that, in addition to the recommendations, the Commissioners' folders included a recap of the Certificates of Indebtedness that had been filed and a list of those certificates that had been released. She thanked Paula Jones for her efforts to collect past due funds owed the city. The recommendations for actions are listed below:

Restaurant	Address	March 2009 Action	Estimated amount due:
Arkansas Dogs	3929 McCain Mall	Owes September - November 2, 2008 when the restaurant closed. Send Notice of Revocation and Proposed Assessment	\$350.66
Dad's Donuts	4801 MacArthur	Owes October - December, 2008. Restaurant closed in December. Send Final Assessment & Demand for payment.	\$240.39
Edible Arrangements	4511 JFK Blvd.	Owes September - December, 2008. Restaurant closed in December. Send Final Assessment & Demand for payment.	\$716.36
Honey Hut	3723 MacArthur	Owes October - December, 2009. Send Notice of Revocation.	\$134.93
Mr. Hunters Catfish	3929 McCain Mall	Owes November, 2008 - January, 2009. Send Notice of Intent to Revoke	\$1,275.00
Wild River Country	6801 Crystal Hill Road	Worked out payment plan with temporary permits issued every Friday until May 22 when it is paid in full.	\$14,314.32

Alderman Robinson made a motion to accept the Ongoing Delinquent Tax Report recommendations. Manoj Patel seconded the motion and it passed unanimously.

With no other business to discuss, the meeting was adjourned at 4:40 p.m.

Rob Best, Chairman