

North Little Rock Advertising & Promotion Commission
MINUTES
May 11, 2009

ATTENDEES

Rob Best, Chairman
Manoj Patel, Vice Chairman
Charlie Jamison, Secretary/Treasurer
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. Alderman Charlie Hight was out with an excused absence. Jake Sandlin, Paula Jones, and Jeremy Peppas attended as guests. Linda Robinson made a motion to accept the minutes as presented. Charlie Jamison 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 March month-to-date figures were down 9.49% and the year-to-date figures were down 7.86%. She explained that the main funding for the Visitors Bureau comes from the hotel tax and that the staff had cut and fine tuned projects to find \$20,000 to make up the difference between income and expenses so far. Ms. Trevino presented the 2009 Restaurant Tax Report in both alphabetical order and in descending order. These reports showed the top five restaurants were the Red Lobster, Golden Coral, the Olive Garden, Wyndham Hotel, and Chili's. She continued by explaining that the year-to-date numbers showed a slight increase of .22%, but the March month-to-date figures showed a decrease of 4.37%.

The Balance Sheet was then presented with the cash and CDs in good standing. The Income Statement was presented for the month of April. Ms. Trevino explained that the "Bldg/Kitchen Supplies & Maintenance" category would probably be over budget by the end of the year because two of the A/C & Heating units within the VIC had some major repairs done to them and the heat pump needs to be repaired. The bill would be approximately \$2000, but the A & P Commission would be splitting the bill with the NLR Parks & Rec. Dept. She mentioned that the Post Office had another rate increase which affects the "Postage" category but also the "Office Equipment Maintenance" category since the postage scale has to be modified each time. Charlie Jamison made a motion to accept the Financial Report. Linda Robinson seconded the motion and it passed unanimously.

Ms. Trevino presented the Director's Report for the month of April. She stated that the Visitor Information Center numbers were down 10% which she believed was due in part by all the rain we have been experiencing in North Little Rock as well as the economy. Not only do less locals come out to the park when it's raining, but all the excess water has flooded out the Soccer Fields cancelling at least two major tournaments just this month. 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, England, Germany, New Zealand, Scotland, and Thailand. Ms. Trevino continued the Director's Report by reporting on the many activities of the Visitors Bureau Staff. Manoj Patel made a motion to accept the Director's Report as presented. Linda Robinson 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	May 2009 Action
Arkansas Dogs	3929 McCain Mall	File Certificate of Indebtedness
COMMUNITY CENTERS (CITY OF NLR)	2700 WILLOW	Owes January - February 2009; send notice of intent to revoke (NOTE: mostly likely does not owe this tax but need completed form stating so)
HAY CHIHUAHUA	5500 MACARTHUR	Owes January - March, 2009; send notice of intent to revoke
Honey Hut	3723 MacArthur	Owes January - March, 2009; send notice of intent to revoke
MORNING SIDE BAGELS	10848 MAUMELLE BLVD.	Owes January - March, 2009; send notice of intent to revoke
S & K WINGS	5504 JFK	Owes January - March, 2009; send notice of intent to revoke

Charlie Jamison made a motion to accept the Delinquent Tax Recommendations as presented. Eric Isaac 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