

North Little Rock Advertising & Promotion Commission
MINUTES
SPECIAL MEETING -- March 16, 2010

ATTENDEES

Manoj Patel, Chairman	Alderman Charlie Hight, Commissioner
Charlie Jamison, Secretary/Treasurer	Karen Trevino, Executive Director
Rob Best, Commissioner	Summer Toyne, Operations Coordinator
Alderman Linda Robinson, Commissioner	Willie Elizandro, NLR Parks Dept.

The North Little Rock Advertising & Promotion Commission met at 3:35 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Patel called the meeting to order. Eric Isaac was out with an excused absence. Willie Elizandro attended as a guest. Alderman Robinson made a motion to accept the minutes as presented. Mr. Jamison seconded the motion and it passed unanimously.

The first order of business was the Capital Improvements Program. Mr. Elizandro presented the Capital Improvement Program Summary along with the North Little Rock Parks and Recreation Proposed 2010 Bond items. Mr. Elizandro explained that the \$2 million bond would be divided among the city's various park and recreation properties. Included in the Capital Improvements project are improvements to the Glenview Rec. Center, North Heights Rec. Center, Sherman Park Center, the Burns Park Visitor Center roof replacement and other improvements throughout the park, and the Parks Department vehicles and equipment. After some discussion, the Commission thanked Mr. Elizandro for his presentation. Alderman Hight made a motion to approve the expenditures for the 2010 Proposed Bond with the restaurant tax collections. Alderman Robinson seconded the motion and it passed unanimously.

Mr. Trevino then presented the 2009 Hotel Tax Report and explained that the year-to-date figures showed a decrease of 10.76%. She stated that the 2010 numbers for January showed a decrease of 4.04% over 2009 numbers. Ms. Trevino presented the 2009 Restaurant Tax Report and explained that the year-to-date figures were relatively flat showing an increase of 1.15% which was certainly better than a decrease. The February Balance Sheet was presented with the cash and CDs in good standing. Ms. Trevino explained that the \$80,000 restaurant collection lump sum payment from the city had been deposited. She then presented the Income Statement stating that the expenses "Postage" category would be over budget this year due to several large mailings such as the Monaco RV Rally mailing and the direct mail of the magnet cards.

Concern was expressed about the 2010 and 2011 financial pictures if the hotel collections continue with a downward trend. Ms. Trevino explained that the hotels are experiencing great difficulty during these hard economic times. However, looking at the positive side of things, North Little Rock's full-service and limited service fared much better than the rest of the United States. Ms. Trevino explained that the Visitors Bureau is trying to step up its efforts in several niches including the meetings market, and as usual, is trying to accomplish a lot more with a lot less money. Discussion was held about the value and benefits of several line items in which the Visitor Bureau provides funding such as the "Cooperative Marketing" category. Ms. Trevino explained that the Visitors Bureau was committed to the \$30,000 to Heart of Arkansas for 2010 and \$40,000 to the Arkansas River Cities Sports Commission. Alderman Hight made a motion to drop the A & P Commission's participation in Heart of Arkansas marketing coop from the current \$30,000 annual contribution to a regular membership only beginning in 2011. Mr. Jamison seconded the motion and it passed unanimously. Mr. Best made a motion to accept the Financial Report as presented. Alderman Hight seconded the motion and it passed unanimously.

The final order of business was the Ongoing Delinquent Tax Report. The recommendations for actions are listed below:

Restaurant	Address	March Action
Burns Park Soccer Complex		No reports filed for December, 2009. No taxes owed -- just get reports.
Café LaPace	318 Main St.	No payments made. File Certificate of Indebtedness in the amount of \$492.20
Community Centers of NLR	2700 Willow	Owes November, 2009; Send Notice of Intent to Revoke
Davenport Donuts & Pastry	9200 Maumelle Blvd.	Closed in December, 2009; Owes October, November, & December, 2009. Send Notice of Revocation, Assessment and Demand for Payment.
Letti's Cakes	3700 JFK Blvd	Owes October, 2009 - January, 2010. Send Notice of Revocation
Rocky's Pub	6929 JFK	Owes October, 2009. Send Notice of Revocation.
Smoking Shack	11522 Maybelline	Owes November, 2009 - January, 2010; Send Notice of Intent to Revoke

Alderman Robinson made a motion to accept the Delinquent Tax Action as presented. Mr. Best seconded the motion and it passed unanimously.

The next A & P Commission meeting will be held on Monday, April 19, 2010 at 3:30 p.m. at the Visitor Information Center in Burns Park. With no other business to discuss, the meeting was adjourned at 4:15 p.m.

Respectfully submitted by:
 Summer Toyne

 Manoj Patel, Chairman