

North Little Rock Advertising & Promotion Commission

MINUTES

July 18, 2011

COMMISSIONERS ATTENDING

Eric Isaac, Chairman

Rob Best, Vice Chairman

Charlie Jamison, Secretary/Treasurer

Manoj Patel, Commissioner

Alderman Charlie Hight, Commissioner

Karen Trevino, Executive Director

Summer Toyne, Special Projects Coordinator

The North Little Rock Advertising & Promotion Commission met at 3:30 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Eric Isaac called the meeting to order. Jeremy Peppas, The Times; Jake Sandlin, the Arkansas Democrat-Gazette and Debra Guyot, Hilton Garden Inn North Little Rock, attended as guests. Ms. Trevino reported that Alderman Linda Robinson was out with an excused absence. Mr. Patel made a motion to accept the minutes as presented. Alderman Hight seconded the motion and it passed unanimously.

Ms. Trevino presented the 2011 Hotel Tax Collection Report which showed the year-to-date collections were up 2.52%. The 2011 Hotel Tax collections in descending order showed the top five hotels to be the Wyndham Riverfront, Hilton Garden Inn, Residence Inn, Fairfield Inn, and Holiday Inn Express.

The 2011 Restaurant Tax Collection Report was presented. It showed the year-to-date tax collections were up 1.41% with some restaurants having not paid on time. The 2011 Restaurant Tax collections in descending order show the top five restaurants to be the Golden Corral, Red Lobster, Wyndham Riverfront, Olive Garden, and Chili's.

Ms. Trevino presented the Balance Sheet through June 30, 2011 as it compared to 2010. Cash flow and management has been positive with more cash in the bank compared to the same time period last year. The Profit & Loss Statement through June 2011 showed that income and expenses were both up due to the management transfer of the Downtown Riverside RV Park to the North Little Rock Visitors Bureau. The Downtown Riverside RV Park will at least break even by the end of 2011. The Profit & Loss Budget vs. Actual report was also presented. This six-month picture showed a strong budget that is on schedule. The hotel income is at 52% of the projection. Interest checking and Interest on Investments are both exceeding projections. The RV Park Income is also at 52%. There were no concerns regarding expenses as everything is on schedule as projected. Chef Best made a motion to accept the Financial Report as presented. Mr. Patel seconded the motion and it passed unanimously.

Ms. Trevino presented the Director's Report and reported that the numbers for the Visitor Information Center were down 28% for the same time last year. The leading states of origin for the first quarter of 2011 were Arkansas, Oklahoma, Texas, Louisiana, and Mississippi. The visiting foreign countries for the first half of 2011 were Australia, Austria, Canada, England, France, Germany, Holland/Netherlands, India, Italy, Norway, Portugal and Puerto Rico, Scotland and Taiwan. Ms. Trevino then presented the staff activities and highlighted specific items of interest including that the Bureau had invested in several pieces of software – upgrades to the contact management database, GoldMine, and graphic design software. The Bureau had finished the new computer purchases and now all systems are compatible and connected with the server. The more stable technological environment has already shown more efficiency.

The next issue of discussion was how to handle Ms. Trevino's reimbursement of using her personal vehicle for office use. Alderman Hight had suggested at the last meeting that she log her actual mileage for about a month and gather information about how other A & P Directors handle their

vehicle usage. She presented her findings stating that her actual mileage was 102 miles for June but that it was a “slower” month than the first quarter. Other A & P Directors are getting reimbursed amounts ranging from \$300 to \$500 a month or straight mileage or use of a work car. Ms. Trevino asked for \$100 a month. There was some discussion about a higher amount being offered by Ms. Trevino stated that some months would go over that amount and others would be less. Hopefully, the amount would “wash” in the end and she didn’t want the amount to be excessive for her needs. Manoj Patel made a motion to reimburse Ms. Trevino \$100 a month for car mileage. Alderman Hight seconded the motion and it passed unanimously. Ms. Trevino mentioned that she would be having surgery and out of the office on medical leave for the month of August so she would not accept the mileage reimbursement until her return probably beginning August 30. Alderman Hight made a motion to accept the Director’s Report as presented. Mr. Patel seconded the motion and it passed unanimously.

Ms. Trevino then presented the Ongoing Delinquent Tax Report. She explained that the schedule for sending notices had been adjusted by 15 days so that the “friendly reminder” notice goes out sooner than before and so on. The recommendations for actions are listed below:

| Restaurant | Address | July Action |
|---------------------------|--------------------------------|--|
| Arkansas Earth Foundation | | Owes April, 2011. Send Notice of Intent to Revoke |
| Fudge Concession | 1503 Allen Street | Owes March - May, 2011. Send Notice of Intent to Revoke. |
| J & J Diner | 1123 E. Washington | Owes April and May, 2011. Send Notice of Intent to Revoke. |
| Letti's Cakes | 3700 JFK Blvd. | Owes March-June, 2011; Send Notice of Final Assessment & Demand for Payment |
| Lucky Mart | 1504 Hwy 161 | Owes April and May, 2011. Send Notice of Intent to Revoke. |
| Nest Lounge | 3805 MacArthur | Owes April and May, 2011. Send Notice of Intent to Revoke. |
| North Side Catfish | 324 E. 13th St. | Owes April and May, 2011. Send Notice of Intent to Revoke. |
| OK Food Mart | 5524 Fairfax | Owes March - May, 2011. Send Notice of Intent to Revoke. |
| Paul's Snowballs | 400 N. University Avenue, #503 | Owes April-May, 2011. Send Notice of Intent to Revoke. The mail is coming back as undeliverable & phone calls to the owner's phone number are not being returned. |
| Quizno's Subs | 2607 E. McCain | Owes March-May, 2011. Send Notice of Intent to Revoke. |
| Rocky's Pub | 6929 JFK | Owes March-May, 2011. Send Notice of Intent to Revoke. |
| Shorty Smalls | 4317 Warden | Owes April and May, 2011. Send Notice of Intent to Revoke. |
| Spectators Grill | 1012 W. 34th St | Owes April and May, 2011. Send Notice of Intent to Revoke. |
| Starlite Diner | 1901 S. Pierce | Owes March-May, 2011. Send Notice of Intent to Revoke. |
| Super King Buffet | | Sold business in May. Their April check for \$1312.06 was returned for insufficient funds. The check was sent to the Prosecuting Attorney. Send Notice of Proposed Assessment. |
| Young's | 3400 East Broadway | Closed in May. Owes March-April, 2011. Send Notice of Revocation and Notice of Proposed Assessment & Demand for Payment. |

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

The next A & P Commission meeting will be on Monday, October 17, 2011 at 3:30 p.m. at the Visitors 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

Eric Isaac, Chairman