

North Little Rock Advertising & Promotion Commission
MINUTES
October 17, 2011

COMMISSIONERS ATTENDING

Eric Isaac, Chairman
Rob Best, Vice Chairman
Manoj Patel, Commissioner
Alderman Charlie Hight, Commissioner

Alderman Linda Robinson, Commissioner
Karen Trevino, Executive Director
Summer Toyne, Marketing & Development
Coordinator

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 Eric Isaac called the meeting to order. Paula Jones, North Little Rock City Attorney's Office and Debra Guyot, Hilton Garden Inn North Little Rock attended as guests. Ms. Trevino reported that Charlie Jamison was out with an excused absence. Mr. Patel made a motion to accept the minutes as presented. Alderman Robinson 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 1.99% through August. She stated that 16 of the hotels have done better than projected and that seven had come in slightly below budgeted amounts. The 2011 Hotel Tax collections in descending order showed the top five hotels to be the Wyndham Riverfront, Hilton Garden Inn, Fairfield Inn, Residence Inn and the Holiday Inn Express.

The 2011 Restaurant tax Collection Report was presented. It showed the year-to-date tax collections were up 2.34% through August. The 2011 Restaurant Tax collections in descending order showed the top five restaurants to be Golden Corral, Red Lobster, Olive Garden, the Wyndham Riverfront and Chili's.

Ms. Trevino presented the Balance Sheet and Profit/Loss Statement as of September 30, 2011 as it compared to 2010. The financial picture is strong and right on track with the 2011 proposed budget figures. A tentative 2012 Budget was presented and Ms. Trevino mentioned that the final 2012 Budget will be presented at the January meeting. Alderman Hight 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 number for the Visitors Information Center were down 24% for the same time last year. The leading states of origin for 2011 thus far were Arkansas, Oklahoma, Louisiana, Texas and Tennessee. The visiting foreign countries in 2011 thus far were Australia, Austria, Belgium, Canada, England, France, Germany, Holland/Netherlands, India, Italy, Mexico, Norway, Portugal, Puerto Rico, Scotland, Switzerland and Taiwan. Ms. Trevino highlighted the staff activities over the last quarter. Mr. Patel made a motion to accept the Director's Report as presented. Chef Best seconded the motion and it passed unanimously.

The Ongoing Delinquent Tax Report was presented and recommendations for actions are listed below:

Restaurant	Address	October Action
Blue Collar Concerts		Owes May, 2011. Send Notice of Proposed Assessment and Demand for Payment
J & J Diner	1123 E. Washington	Owes July - August, 2011 minus the credit. Send Notice of Intent to Revoke.
MacDaddy's	314 N. Maple	Owes July - August, 2011. Send Notice of Intent to Revoke.
Nest Lounge	3805 MacArthur	Owes July - August, 2011. Send Notice of Intent to Revoke.
North Side Catfish	324 E. 13th St.	They owe August 1 - 16, 2011. Send Assessment and Final Demand for Payment.
OK Food Mart	5524 Fairfax	Owes July - August, 2011; Send Notice of Intent to Revoke.
Quizno's subs	2607 E. McCain	Send the Assessment and Final Demand for Payment. They now owe March - September, 2011. They had a court date and promised the judge they would contact us about payments. Another court date is scheduled for October 20.
Shorty Smalls	4317 Warden	Send Assessment and Final Demand for Payment. They have filed for bankruptcy and City Attorney is checking on how to pursue getting this two months of taxes remitted.
Smoking Shack	11522 Maybelline	Owes July - August, 2011; Send Notice of Intent to Revoke.
Starlite Diner	1901 S. Pierce	Paid May - July then closed the Restaurant in early October. Owes August - September, 2011. Send Notice of Revocation and the Proposed Assessment and Demand for payment.

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

It was noted that Alderman Linda Robinson's term on the A & P Commission expires in December, 2011. Alderman Robinson indicated that she wanted to stay on the commission. Alderman Hight made the motion to have Alderman Robinson reappointed to the commission for another four-year term. Chef Best seconded the motion and it passed unanimously. Ms. Trevino indicated she would contact the Mayor to ask the City Council to validate the decision at the first January, 2012 City Council meeting.

The next A & P Commission meeting will be on Monday, January 23, 2012 at 3:30 p.m. at the Visitors Information Center in Burns Park. With no other business to discuss, the meeting was adjourned at 4:25 p.m.

Respectfully Submitted by Summer Toyne

Eric Isaac, Chairman