

North Little Rock Advertising & Promotion Commission
MINUTES
April 19, 2010

ATTENDEES

Manoj Patel, Chairman	Summer Toyne, Admin. Assistant
Eric Isaac, Vice Chairman	Paula Jones, NLR City Attorney Office
Rob Best, Commissioner	Jake Sandlin, Arkansas Democrat-Gazette
Alderman Linda Robinson, Commissioner	Jeremy Peppas, NLR Times
Alderman Charlie Hight, Commissioner	Debra Guyot, Hilton Garden Inn
Karen Trevino, Executive Director	

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 Manoj Patel called the meeting to order. Charlie Jamison was out with an excused absence. Paula Jones, Jeremy Peppas, Jake Sandlin, and Debra Guyot attended as guests. Alderman Robinson made a motion to accept the minutes as presented. Mr. Isaac seconded the motion and it passed unanimously.

Ms. Trevino presented the 2010 Hotel Tax Report and explained that the year-to-date tax collection was down 2.84%, but she heard that the March through June hotel bookings were looking good. She presented the 2010 Hotel Tax Report in descending order showing the top five hotels to be Wyndham Riverfront, Residence Inn, Fairfield Inn, Hilton Garden Inn, and the Hampton Inn I-40.

Ms. Trevino presented the 2009 Restaurant Tax Report and explained that the year-to-date figures showed an increase of 1.21% with three restaurants having not yet reported. She then presented the 2009 Restaurant Tax Report in descending order showing the top five restaurants to be Golden Corral, Red Lobster, Olive Garden, Wyndham Riverfront, and Chili's. The 2010 Restaurant Tax Report showed a decrease of 3.26% for the year-to-date figures and a .96% decrease for February's month-to-date numbers. Ms. Trevino explained that with so many events happening at Verizon Arena in March she expected an increase in collections.

Ms. Trevino reported a cash balance of \$77,351.47. In discussing the Income Statement and the Balance Sheet, she explained that the accounts receivable line item included some North Shore Riverwalk monies for clean up/damage deposits that would most likely be returned to the event promoters. She explained that several hotels were late in remitting their payments and thus were not counted as income for the month of March. Expenses were in line with the budget with the exception of postage which would definitely be over budget by the end of the year. Mr. Isaac made a motion to accept the Financial Report. Alderman Robinson seconded the motion and it passed unanimously.

The next item of business was the Director's Report for the months of January through March. Ms. Trevino explained that the numbers for the Visitor Information Center were down all three months, but that the March numbers showed an increase and April was proving to be a busy month. The leading states were Arkansas, Oklahoma, Missouri, Louisiana, Tennessee, Texas and Mississippi. For the first quarter of 2010, the Visitor Information Center received visitors from these countries: Australia, Austria, Canada, Canary Islands, France, Germany, Mexico, Switzerland, and Taiwan. Ms. Trevino then presented the staff activities from the previous three months. Mr. Isaac made a motion to accept the Director's Report as presented. Mr. Best seconded the motion and it passed unanimously.

Ms. Trevino then presented the Ongoing Delinquent Tax Report. The recommendations for actions are listed below:

Restaurant	Address	April Action
Davenport Pastries N Donuts	9200 Maumelle Blvd.	Send Final Assessment and Demand for Payment
Mapco Express	3401 JFK	Owes November 2009 - February 2010. Send Notice of Intent to Revoke
Starbucks	4824 JFK	Owes December, 2009; They mailed the check but it has not cleared the bank. They will resend the check. If not received by end of the April, send Notice of Intent to Revoke

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

For the final order of business the commission discussed personnel changes involving roles and increased duties. Alderman Robinson made the motion to authorize Ms. Trevino to go over budget by \$25,000 to handle additional projects, hire a Visitor Information Center Consultant, modify salaries as required and to cover benefits like retirement and FICA, etc. This \$25,000 could be taken from an upcoming Certificate of Deposit if required. Mr. Isaac seconded the motion and it passed unanimously.

The next A & P Commission meeting will be held on July 18, 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