

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

COMMISSIONERS ATTENDING

Eric Isaac, Chairman  
Rob Best, Vice Chairman  
Manoj Patel, Commissioner

Alderman Linda Robinson, Commissioner  
Alderman Charlie Hight, Commissioner  
Karen Trevino, Executive Director

The North Little Rock Advertising & Promotion Commission met at 3:30 p.m. at the North Little Rock Visitors Center in Burns Park. Chairman Eric Isaac called the meeting to order. Paula Jones, North Little Rock Assistant City Attorney; Jake Sandlin, Arkansas Democrat-Gazette; Jeremy Peppas, The Times; and Bill Doyon, Hilton Garden Inn attended as guests. Ms. Trevino reported that Charlie Jamison was ill and had an excused absence. Mr. Best made a motion to accept the minutes as presented. Alderman Robinson seconded the motion and it passed unanimously.

Ms. Trevino presented the 2010 Hotel Tax Collection Report and explained that the year-to-date tax collection was up 4.29%. The 2010 Hotel Tax collections in descending order showed the top five hotels to be the Wyndham Riverfront, Hilton Garden Inn, Residence Inn, Fairfield Inn, and the Hampton Inn/McCain.

Ms. Trevino presented the 2010 Restaurant Tax Collection Report and explained that the year-to-date figures showed an increase of 3.95% through November. She presented the 2010 Restaurant Tax Report in descending order showing the top five restaurants to be Golden Corral, Red Lobster, Olive Garden, Wyndham Riverfront Hotel and Chili's.

Ms. Trevino presented the Balance Sheet through December 31, 2010. She stated that the cash was in much better standing over the year before. She also presented a Profit & Loss through December 31, 2010. Income was up \$24,113.53 over 2009 and expenses were down \$29,040.70. The net income for 2010 was \$53,154.23. Ms. Trevino explained that she and the staff had worked very hard over the past two years to bring down expenses. Alderman Hight made the motion to accept the 2010 financial report as presented. Mr. Best seconded the motion and it passed unanimously.

The final 2011 Budget of \$924,000.00 for income and expenses was presented by Ms. Trevino. She explained that Mayor Hays and the Parks Department were transferring an additional \$70,000 to the A & P budget in 2011. After discussion on the budget, Mr. Patel made the motion to accept the 2011 Budget. The motion was seconded by Alderman Hight and passed unanimously.

Ms. Trevino presented the Director's Report and reported that the numbers for the Visitor Information Center were down by 13% over 2009. The leading states of origin for the year were Arkansas, Oklahoma, Louisiana, Texas, and Tennessee. There were a total of 359 international visitors throughout 2010. Ms. Trevino then presented the staff activities and highlighted specific items of interest. Alderman Hight made a motion to accept the Director's Report. Alderman Robinson 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	January Action
All American Snow Cones	1714-B Pike Avenue	Owes September - December, 2010; Send Notice of Intent to Revoke
Grab A Bite	9703 Lane Hart Road	Owes September, 2010 for the Reggae event. Send Notice of Intent to Revoke.
Honey Hut	3723 MacArthur	Owes August - December, 2010; Send Notice of Revocation
Hunka Pie	304 N. Main St.	Closed business in NLR; Owes September - December 11, 2010. Send Notice of Final Assessment and Demand for Payment
Letti Cakes	3700 JFK Blvd.	Owes September - December, 2010; Send Notice of Intent to Revoke
Los Hernandez Mexican Restaurant	5504 JFK Blvd.	Owes July - October, 2010; File Certificate of Indebtedness
Oliver's Catfish	324 E. 13th Street	The A & P permit was accidentally given to the Lee's on 1/14/11. Need to revoke the permit and not allow the business to open until the taxes are paid.
Quizno's subs	2607 E. McCain	Owes August - October, 2010; Send Notice of Revocation
Smoking Shack	11522 Maybelline	Owes September - December, 2010; Send Notice of Intent to Revoke
Southwest Special Events	400 W. Broadway	Owes September, 2010. Send Notice of Intent to Revoke.
Starving Artist	411 Main Street	Owes August - December, 2010. Set up a payment plan and will make two payments to get caught up.
Summer Sno	301 N. Shackleford	Owes September, 2010 for the Reggae event. Send Notice of Intent to Revoke.

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

The commissioners discussed a pay raise for Ms. Trevino. She had not received a raise in 2010 at her request. Alderman Hight made the motion to provide a 3% increase in the first quarter with 1% increases at the beginning of each of the next three quarters. The motion was seconded by Mr. Best and passed unanimously.

The next A & P Commission meeting will be held on Monday, April 18, 2011 at 3:30 p.m. at the Visitor Information Center in Burns Park. With no other business to discuss, the meeting was adjourned at 4:30 p.m.

*Respectfully Submitted by Karen Trevino*

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Eric Isaac, Chairman