

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

ATTENDEES

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

Karen Trevino, Executive Director  
Summer Toyne, Special Projects Coord.  
Paula Jones, NLR City Attorney Office

The North Little Rock Advertising & Promotion Commission met at 3:50 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Manoj Patel called the meeting to order. Charlie Jamison and Alderman Charlie Hight were out with excused absences. Alderman Linda Robinson was held up by a major traffic accident and was not able to make it to the meeting. Chef Best made a motion to accept the minutes as presented. Mr. Isaac seconded the motion and it passed.

Ms. Trevino presented the 2010 Hotel tax Report and explained that the year-to-date tax collection was up 7.04% and the month-to-date figures for May were up 11.56%. She presented the 2010 Hotel Tax Report in descending order showing the top five hotels to be the Wyndham Riverfront, Hilton Garden Inn, Residence Inn, Fairfield Inn and the Holiday Inn Express.

Ms. Trevino presented the 2010 Restaurant Tax Report and explained that the year-to-date figures showed an increase of 2.06% and a month-to-date figure for May of 2.29% with many restaurants not yet reporting. She then presented the 2010 Restaurant Tax Report in descending order showing the top five restaurants to be Golden Corral, Red Lobster, Chili's, Olive Garden, and the Wyndham Riverfront Hotel.

Ms. Trevino presented the Balance Sheet and Income Statement through June 30, 2010. She stated that 14 lodging properties showed an increase in tax collections, 13 showed a decrease and one was now closed. Expenses were showed to be in line with the budget except for postage and car expenses. Postage is higher than expected due to costs involved in mailings for the Mexican Restaurant Association, the magnet postcard mailing, and other special promotions. The car expense category is higher than expected due to unforeseen work that had to be done on the vehicles. Ms. Trevino reported that the retirement contribution to APERS from the NLR A & P would rise to 12.46% from 11% in July. Chef Best made a motion to accept the Financial Report as presented. Mr. Isaac seconded the motion and it passed.

The following item of business was the Director's Report for the months of April through June. Ms. Trevino explained that the numbers for the Visitor Information Center were down all three months-8%, 11%, and 5% respectively. The leading states of origin for the 2<sup>nd</sup> quarter were Arkansas, Oklahoma, Louisiana, and Texas with Missouri, Tennessee and Mississippi tying for 5<sup>th</sup> place. There were a total of 98 foreign visitors from the following countries: Africa, Australia, Brazil, Canada, England, Finland, France, Germany, Guam, Holland, Ireland, Japan, Mexico, the Netherlands, New Zealand, Russia, Sweden, Switzerland, Taiwan, Turkey, and the Virgin Islands. Ms. Trevino then presented the staff activities from the previous three months. Ms. Isaac made a motion to accept the Director's Report. Chef. Best seconded the motion and it passed.

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

Restaurant	Address	July Action
America's Best Value Inn	2508 Old Jacksonville Hwy	File Certificate of Indebtedness
Chungking	4707 E. Broadway	Owes March - May, 2010; Send Notice of Intent to Revoke
Honey Hut	3723 MacArthur	Owes March - May, 2010; Send Notice of Intent to Revoke
J & J's Diner	1123 E. Washington	Owes March - May, 2010; Send Notice of Intent to Revoke
Levy Super Mart	3301 Pike Avenue	Owes March - May, 2010; Send Notice of Intent to Revoke
Lucky Mart	1504 Hwy 161	Owes March - May, 2010; Send Notice of Intent to Revoke
Nest Lounge	3805 MacArthur	Owes March - May, 2010; Send Notice of Intent to Revoke
Tico's Tacos & Burritos	4720 JFK	Send Final Notice of Assessment and Demand for Payment
Walker's Restaurant	1700 Main Street	Check bounced for March taxes. Owes March - July, 2010; closed restaurant in early July. Send Notice of Revocation and Notice of Proposed Assessment

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

The next item was a discussion about the possibility of contributing to the North Little Rock Veteran's Memorial that is being erected at the Laman Library Plaza. Mr. Isaac made a motion to hold the vote until October so that the availability of funds can be discussed and the amount could be \$1500. Chef Best seconded the motion and it passed.

For the final item of business Mr. Isaac made a motion to reappoint Chef Rob Best to the North Little Rock Advertising & Promotion Commission. Chairman Patel seconded the motion so it moves on to the North Little Rock City Council for approval.

Alderman Linda Robinson was unable to attend the meeting due to the closure of Interstate 40 West because of a major accident. It was decided that Ms. Trevino should e-mail all commissioners (and media reps) the information that was discussed at the meeting so they would have an opportunity to vote. (Note to Minutes: Those responses from the commissioners are attached to the permanent file.) The next A & P Commission meeting will be held on Monday, October 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 4:45 p.m.

*Respectfully Submitted by Summer Toyne*

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Manoj Patel, Chairman

Commissioner Responses:

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**From:** Rob Best [mailto:chefbest@simplythebestcatering.com]  
**Sent:** Tuesday, July 20, 2010 1:42 PM  
**To:** Karen Trevino; 'Alderman Linda Robinson'; 'Alderman Linda Robinson (2)'; 'Charlie Jamison'; 'Eric Isaac '; Manoj\_Patel@hilton.com  
**Cc:** 'Jake Sandlin'; 'Jeremy Peppas'; PJones@northlittlerock.ar.gov  
**Subject:** RE: A & P Commission -- Action Required!

Dear Commissioner: This is the e-mail in which you need to respond back with your votes of approve or disapprove of the motions. You **MUST** hit the REPLY ALL button so that Jake and Jeremy can see the vote too. I already sent one e-mail with all of yesterday's documents that were discussed. If you have any questions, please call me. Thank you! Karen

1. Approval of Minutes as presented

Approve

Disapprove with these changes: \_\_\_\_\_

2. Financial Report as presented

Approve

Disapprove for these reason(s): \_\_\_\_\_

3. Director's Report as presented

Approve

Disapprove for these reason(s): \_\_\_\_\_

4. Reappoint Chef Rob Best to the A & P Commission (term expires in August, 2010)

Approve

Disapprove for these reason(s): \_\_\_\_\_

5. North Little Rock Veterans Memorial -- make a contribution of a minimum of \$1500. The exact amount will be determined in October, 2010

Approve

Disapprove for these reason(s): \_\_\_\_\_

6. Delinquent Tax Action

Approve

Disapprove for these reason(s): \_\_\_\_\_

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**From:** Ristorante Capeo [mailto:riscapeo@comcast.net]  
**Sent:** Wednesday, July 21, 2010 12:49 PM  
**To:** Karen Trevino; chefbest@simplythebestcatering.com; Alderman Linda Robinson; Alderman Linda Robinson (2); Charlie Jamison; Manoj\_Patel@hilton.com  
**Cc:** Jake Sandlin; Jeremy Peppas; PJones@northlittlerock.ar.gov  
**Subject:** Re: A & P Commission -- Action Required!

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**From Charlie Jamison:**

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**From:** Manoj Patel [mailto:Manoj.Patel@hilton.com]  
**Sent:** Tuesday, July 20, 2010 1:27 PM  
**To:** Karen Trevino; chefbest@simplythebestcatering.com; Alderman Linda Robinson; Alderman Linda Robinson (2); Charlie Jamison; Eric Isaac  
**Cc:** Jake Sandlin; Jeremy Peppas; PJones@northlittlerock.ar.gov  
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**From:** lrobinson@northlittlerock.ar.gov [mailto:lrobinson@northlittlerock.ar.gov]  
**Sent:** Wednesday, July 21, 2010 9:21 PM  
**To:** Karen Trevino; chefbest@simplythebestcatering.com; rlerobinson@aol.com;  
JHawking@wyndham.com; riscapao@comcast.net; Manoj\_Patel@hilton.com  
**Cc:** jsandlin@arkansasonline.com; jpeppas@nlrtimes.com; PJones@northlittlerock.ar.gov  
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