

North Little Rock Advertising & Promotion Commission

MINUTES

October 18, 2010

ATTENDEES

Manoj Patel, Chairman
Eric Isaac, Vice Chairman
Charlie Jamison, Secretary/Treasurer
Alderman Linda Robinson, Commissioner
Alderman Charlie Hight, Commissioner
Rob Best, Commissioner

Karen Trevino, Executive Director
Summer Toyne, Special Projects Coordinator
Paula Jones, NLR City Attorney Office
Jake Sandlin, AR Democrat-Gazette
Bill Doyon, Hilton Garden Inn

The North Little Rock Advertising & Promotion Commission met at 3:30 p.m. at the North Little Rock Visitors Center in Burns Park. Chairman Manoj Patel called the meeting to order. Paula Jones, Jake Sandlin, and Bill Doyon 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 Collection Report and explained that the year-to-date tax collection was up 4.09% and the month-to-date figures for August were up 4.56% after two disappointing months. She presented the 2010 Hotel Tax collections in descending order that showing 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 3.35% and the month-to-date figures for August showed an increase of 3.07% 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, Olive Garden, Chili's and the Wyndham Riverfront Hotel.

Ms. Trevino presented the Balance Sheet and Income Statement through September 30, 2010. She stated that the cash was in good standing and was about \$14,000 more than this time period last year. Expenses were shown to be in line with the budget except for the following categories were over: postage, car expenses, insurance, office equipment, and the salary category would be over budget by the end of the year as discussed when the part-time employee was hired. Ms. Trevino explained that several other categories were coming in under projections so there are no big concerns at this point. The net income to date is \$4,706.11 compared to -\$11,658.73 for the same time period last year.

A tentative 2011 Proposed Budget was presented by Ms. Trevino who explained that she would give the commission the final proposed budget at the January 17, 2011 meeting. It will be a more accurate budget based on the final income and expenses for 2010. Alderman Hight made a motion to accept the Financial Report. Mr. Isaac seconded the motion and it passed unanimously.

The Director's Report was the next item on the agenda. The first item of the Director's Report was a contribution for the North Little Rock Veterans Memorial. Alderman Hight made a motion to donate \$1500 to the memorial fund. Mr. Isaac seconded the motion and it passed unanimously. Next on the agenda was discussion about the Downtown Riverside RV Park. Ms. Trevino explained that she had been in discussion with the Mayor and other city officials about the North Little Rock Visitors Bureau taking over the administration of the Downtown Riverside RV Park. The Bureau would continue working closely with the North Little Rock Chamber of Commerce to reach RV Rallies and market the park. Management will stay the same, but the RV Park's budget will be an extension of the North Little Rock Visitors Bureau instead of the City of North Little Rock. Ms. Trevino presented a proposed budget just for the RV Park so the Commission could see the type of impact expected. The RV Park should break even and then after three years should start seeing a profit. Ms. Trevino stated that she was concerned about the cash flow especially in the beginning of the New Year when cash flow is tight anyway. Concern was expressed about the amount of additional work for the Bureau staff. Ms. Trevino agreed that it would be more work especially in the area of accounting which she handles. However, she and staff felt they were up to the challenge and were willing to try to give it a shot. Alderman Hight made a motion to allow the North Little Rock Visitors Bureau to oversee the Downtown Riverside RV Park. Mr. Best seconded the motion and it passed unanimously. The proposal will now go before the North Little Rock City Council for approval.

Ms. Trevino continued the Director's Report by explaining that the numbers for the Visitor Information Center were down all three months of the quarter which is to be expected with school starting and the economy issues. The leading states of origin for the 3rd quarter were Arkansas, Oklahoma, Louisiana, Texas, Florida and Tennessee. There were a total of 80 international visitors from July through September coming from the following countries: Australia, Brazil, Canada, Denmark, England, France, Germany, Hungary, Mexico, Netherlands, Russia, Saudi Arabia, Scotland, South Korea, Sweden, and Wales. Ms. Trevino then presented the staff activities from the previous three months and stated that the North Little Rock Visitors Bureau had received the Southeast Tourism Society's Shining Example Award for small CVBs. This is the first time any CVB in Arkansas has ever won the award. Alderman Robinson made a motion to accept the Director's Report. Mr. Isaac 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	October Action
All American Snow Cone	1714-B Pike	Owes June - August, 2010. Send Notice of Intent to Revoke
Chungking	4707 E. Broadway	Send Notice of Revocation -- Owes June - August, 2010
Cocky's	1719 Hwy 161	Owes June - August, 2010. Send Notice of Intent to Revoke
Mustache Mike's Italian Ice	3929 McCain Blvd.	Owes May - August, 2010. Send Notice of Revocation
Paul's Snowballs		Send Letter from Paula stating that he will not be allowed to get a business license in the city due to the fact that he has not remitted taxes for the past few years and does not respond to the certified letters sent the last four years.
Rocky's Pub	6929 JFK	Owes June - August, 2010. Send Notice of Intent to Revoke
Spectators	1012 W. 34th	Owes June, 2010. Send Notice of Intent to Revoke

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

The final item of discussion was the Employee Handbook which had been e-mailed to Commissioners several weeks in advance. After discussion, Chef Best made a motion to accept the Employee Handbook with changes that had been discussed. Alderman Hight seconded the motion and it passed unanimously.

The next A & P Commission meeting will be held on Monday, January 17, 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 4:35 p.m.

Respectfully Submitted by Summer Toyne

Manoj Patel, Chairman