

North Little Rock Advertising & Promotion Commission

MINUTES

July 21, 2015

ATTENDEES

Rob Best, Chairman
Tom Roy, Secretary/Treasurer
Alderman Charlie Hight, Commissioner
Melanie Hoggard, Commissioner
Bob Major, Executive Director

Paula Jones, NLR City Attorney Office
Katelyn Thomas, NLR City Clerk's Office
Jake Sandlin, Arkansas Democrat-Gazette
Karen Trevino, Administrative Manager
Summer Toyne, Marketing & Development
Coordinator

The North Little Rock Advertising and Promotion Commission met at 3:35 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Rob Best called the meeting to order. Paula Jones, Katelyn Thomas, Jake Sandlin, and Karen Trevino attended as guests. A motion was made to amend the minutes with a correction made for the date of the next commission meeting by Alderman Hight. Ms. Hoggard seconded the motion and it passed unanimously. One the correction was noted, Alderman Hight made a motion to accept the minutes as amended. Mr. Roy seconded the motion and it passed unanimously.

The Balance Sheet and Income Statement were presented next. Mr. Major mentioned that the income for the hotels and restaurants was on target for the year-to-date figures. Mr. Major then presented the 2014 Hotel Tax Report in descending order by collections. Next the 2014 Restaurant Tax report was presented by Mr. Major. The 2014 Restaurant Tax Report in descending. Mr. Roy made a motion to accept the financial reports as presented. Ms. Hoggard seconded the motion and it passed unanimously.

Next on the Agenda was the Ongoing Delinquent Tax Report. The recommendations for actions were discussed. It was mentioned that many of the late businesses were habitually late, but that a few maybe a result of mail delivery being delayed from the Pershing Blvd. post office. Alderman Hight made a motion to accept the Ongoing Delinquent Tax Report as presented. Ms. Hoggard seconded the motion and it passed unanimously.

The next Commission item was to discuss the reappointment of Manoj Patel to the Commission. Mr. Patel has expressed his interest in continuing to participate on the Commission. Mr. Roy made a motion to reappoint Mr. Patel for the A & P Commission. Alderman Hight seconded the motion and it passed unanimously. Now the appointment is sent on to the City Council for final approval.

The next order of business was the Director's Report for the second quarter of 2015. Mr. Major reviewed the Visitor Information Center Report. He explained that the numbers for the Visitor Information Center were down and believed the bad weather had attributed to this. He also mentioned that the Arkansas Inland Maritime Museum numbers affected negatively due to the flooding of the Arkansas River in May and June that required them to cancel groups and close the doors to the public for a few weeks. April visitor numbers for the Visitor Information Center were down by 14%, May was down by 22% and June had a decrease of 18%. The top five leading states of origin were Arkansas, Oklahoma, Louisiana, Tennessee and Missouri. The total of 51 foreign visitors from 10 countries including: Australia, Canada, Chili, El Salvador, England, France, Honduras, Italy, Israel and Switzerland. The Downtown Riverside RV Park had a total income of \$193,717.00 with a total of 3,417 reservations. Mr. Major discussed the economic impact of the US Youth Soccer Tournament that took place in Burns Park during the month of June. It was estimated to have brought in \$5.7 million in economic impact to central Arkansas. Mr. Roy made a motion to accept the Director's Report as presented and Alderman Hight seconded it. The motion passed unanimously.

In other business discussed Mr. Major explained to the Commission about ACT 11-02 that goes into effect on July 22, 2015. This new piece of legislation states that the CVB nor the City Clerk's Office is able to give actual tax collection amounts from the restaurant and hotel A & P Taxes to the general public nor can the Commission discuss the amounts during Commission Meetings. A total collected will be listed in each category moving forward, but not broken down by individual businesses. Also discussed was the potential for wayfinding signage to be set up in conjunction with Little Rock CVB to take advantage of a bulk discount. These signs would be used in downtown, around the Old Mill and potentially in Burns Park. Mr. Major explained that LRCVB was moving forward with getting the signs in Little Rock and that he was having continued conversations with the company.

Final items discussed were the need for growth in Visitors Information Center building and that Mr. Major was looking at all possible construction options including converting the atrium into a conference room to allow the current conference room to become an additional office. The board asked that Mr. Major contact the Parks Dept. to

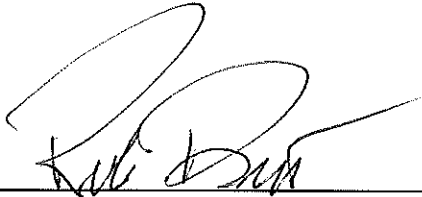
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see if they would be able to help with construction cost since it is there building. Chairmen Best mentioned that one option for consideration needs to be the possibility to build downtown near the proposed plaza at Main and 6th Streets. Next Mr. Major presented the 2015 Year In Review and the new Meeting & Events Planner Guide, stated to the Commission that both pieces were available for download on the NLRCVB's website, www.NorthLittleRock.org. The Commission noted that the Year In Review showed steady growth on the part of the CVB, Downtown Riverside RV Park and Arkansas Inland Maritime Museum. Next Mr. Major informed the Commission of a sinkhole that had opened up near the back gate of the RV Park. He wanted to Commission to be aware of it and know that the City was working to correct the issue but they may need to cut power to the park for a maximum of 8 hours next week in order to secure the area and power lines near the sinkhole. Mr. Major then discussed the current state of USS *Hoga*, WWII tugboat. He was able to say that the Arkansas Inland Maritime Museum had received a verbal approval for a wet tow to San Diego, CA, the first step in getting USS *Hoga* to North Little Rock. He expected to receive an official written approval any day now.

The next A & P Commission meeting will be held on Tuesday, October 20, 2015 at 3:30p.m. at a location to be determined. With no other business to discuss, the meeting was adjourned at 4:45 p.m.

Respectfully submitted by:
Summer Toyne

A handwritten signature in black ink, appearing to read "Rob Best", written over a horizontal line.

Rob Best, Chairman