

CITY OF JACKSONVILLE, ARKANSAS
Advertising and Promotion Commission



A & P Commission
Scheduled Monthly Meeting
January 19, 2010

CALL TO ORDER:

The Jacksonville A & P Commission met in the regular meeting place of the Commission on January 19, 2010. Chairman Houchen called the meeting to order at 6:30 p.m.

ROLL CALL:

Commissioners Ray Patel, Andy Patel, Jim Hurley, Alderman Ray, Alderman Stroud, and former Mayor Swaim were present. Chairman Houchen also answered roll call and declared a quorum. (7) present (0) absent

Others present included Recording Secretary Nikki Wilmoth, City Attorney Bobby Bamburg, Mayor Fletcher, Sells Agency CEO Mike Sells, Assistant Finance Director Cheryl Erkel, Parks & Recreation Marketing Manager Marlo Jackson, and Chamber of Commerce CEO Amy Mattison.

MINUTES:

Alderman Stroud moved, seconded by former Mayor Swaim to approve the minutes from the December 21, 2009 A & P Commission meeting as presented. Motion Carried.

FINANCIAL REPORT:

Assistant Finance Director Cheryl Erkel reviewed the monthly report for December, noting hotel/motel gross receipts of \$3,346,654.00 with a total remittance of \$73,479.21. She further noted that December's hotel/motel gross receipts are \$319,066.00, which is a 37% increase over last month but is equal to January's gross receipts.

She noted prepared food tax gross receipts of \$34,427,525.96 with a total remittance of \$739,188.22. She further noted that December's prepared food tax gross receipts are \$2,969,016.00, which is a 2% decrease from last month.

Chairman Houchen related that there was a large increase in November 2008 that was not repeated in 2009.

Alderman Stroud moved, seconded by Commissioner Andy Patel to approve the December financials as presented. Motion Carried.

SELLS AGENCY REPORT:

Sells Agency CEO Mike Sells related that the new billboard wraps are up on the North and South bound billboards. He stated that the AAA Southern Traveler and the Sports Events magazine ads that were approved in the media plan would be completed within the next two to four weeks; adding that the Agency would obtain final approval for March insertions.

Mr. Sells related that a big part of the media plan is a yet to be determined television schedule that the Agency will be working on later this month. He noted that the television ad is in production, explaining that animation ads are developed in pieces and the Agency will be looking at the first completed piece from the production company next week.

Mr. Sells stated that the Agency has been working with Arkansas Parks & Tourism to get an assessment of statewide tourism tax collections for 2009. He explained that in most areas, tourism taxes have decreased; adding that the Agency would like to know how Jacksonville compares to other areas in the State. He related that in Northwest Arkansas there were some communities that were flat and others that had significant decreases. He stated that the Agency would like to see how Jacksonville compares to Little Rock, North Little Rock, and other cities so that when the Agency formulates plans for 2010 they will know what the trends are showing. He noted that some of the information will be gathered at the Governor's Conference on tourism in March.

Mr. Sells stated that regarding public relations, Emily Canada has sent out requests to build an events calendar and a public relations plan for 2010. He noted that they will be focusing on the Air Show regarding advertising and public relations. He asked the Commission to send the Agency any information that would be helpful.

Chairman Houchen noted that the farmer's market would be opening in the Spring; suggesting that the Agency incorporate it into their plan.

Commissioner Stroud related that the City Council has been looking into developing a partnership with Foxwood Golf Course. He added that he did not believe there was much support; however it was noted that the Course does serve a purpose and they would like to keep it. He asked that it be advertised in brochures as an asset to the City.

Chairman Houchen stated and Mike Sells confirmed that Rachel Earls would be including the Foxwood Golf Course in future brochures.

Mr. Sells noted that the website is live.

OLD BUSINESS:

NEW BUSINESS:

1. 2010 Election of officers

Chairman Houchen requested nominations for Chairman.

Alderman Stroud moved that Chairman Houchen remain in the position, noting that he has done an excellent job. Alderman Ray seconded the motion. Motion Carried.

Chairman Houchen requested nominations for Secretary.

Alderman Stroud moved that Commissioner Andy Patel remain as Secretary, noting that he has also done a good job. Commissioner Hurley seconded the motion. Motion Carried.

Commissioner Hurley related that on last month's report CiCi's Pizza and Crooked Hook were late, further noting that they still have not paid for November.

Assistant Finance Director Cheryl Erkel related that Crooked Hook is notoriously late, explaining that they continually pay a \$25.00 administrative fee monthly.

In response to a question from Chairman Houchen, City Attorney Bobby Bamburg replied that the Commission could increase the administrative fee by motion.

It was noted that the hotel/motel administrative fee is also \$25.00.

Alderman Stroud moved to increase the hotel/motel and prepared food administrative fee from \$25.00 to \$50.00. Commissioner Andy Patel seconded the motion.

Alderman Ray questioned and it was confirmed that the entities were sent a delinquent letter.

Motion Carried.

Announcements:

Chairman Houchen noted that City Hall will be closed on February 15th for President's Day.

Adjournment:

Chairman Houchen adjourned the meeting at 6:45 p.m. without objection.

Next Meeting: February 16, 2010 at 6:30 p.m.

Nikki Wilmoth, Recording Secretary

Date Approved