

North Little Rock Advertising & Promotion Commission

MINUTES

January 28, 2014

ATTENDEES

Melanie Hoggard, Chairman
 Rob Best, Vice Chairman
 Manoj Patel, Secretary/Treasurer
 Mayor Joe Smith
 Bob Major, Executive Director

Alderman Linda Robinson, Commissioner
 Alderman Charlie Hight, Commissioner
 Debra Guyot, Hilton Garden Inn
 Amanda Wallace, VIC Coordinator

The North Little Rock Advertising and Promotion Commission met at 3:30 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Melanie Hoggard called the meeting to order. Debra Gouyot attended as a guest. The special presentation was the first order of business. Chairman Hoggard presented a plaque to Mr. Patel for his service as Chairman in 2013. Mr. Patel gave thanks the Commission for the recognition. Mr. Major thanked Mr. Patel for a great year as Chairman, followed by much appreciation from the rest of the Commission. Mayor Smith made a motion to approve the minutes as presented. Alderman Hight seconded the motion and it passed unanimously.

The Balance Sheet and Income Statement were presented next. Review of the financials showed income to be up by \$50,000. Mr. Major mentioned that the RV Park had an income increase of \$31,429 in 2013. Mr. Best made a motion to accept the Balance Sheet and Income Statement as presented. Mr. Patel seconded the motion and it passed unanimously. Mr. Major then presented the 2013 Hotel Tax Report in descending order by collections which show the top five hotels as being the Wyndham Riverfront, Hilton Garden Inn, Residence Inn, Fairfield Inn and Holiday Inn Express. He explained that the year-to-date figures were down by 2.94% total for the year. Next the 2013 Restaurant Tax report was presented by Mr. Major. The numbers to date were up showing a 1.99% increase compared to last year. The 2013 Restaurant Tax Report revealed that the top 5 restaurants in descending order to be Golden Corral, Red Lobster, Wyndham Hotel/Benihana's Olive Garden and Cracker Barrel. Alderman Hight made a motion to accept the financial reports as presented. Alderman Robinson seconded the motion and it passed unanimously.

Next on the Agenda was the Ongoing Delinquent Tax Report. The recommendations for actions are listed below:

NAME	OWNER/ MANAGER	PHYSICAL ADDRESS	MONTH(S) OWED	ACTIONS TAKEN
CATFISH HOLE, THE	Ms. Brenda McKinnon	603 Spriggs Road	NOVEMBER	\$1,800 (PAYING SEPT. ½ - OCT. 1/13- NOV. 1/24)
CHUNGKING	Mr. Show Shen Chung	4707 E. Broadway	OCT. & NOV.	INTENT LETTER \$440.00
EXXON MART	Mr. Mohammed Yafai	3800 Camp Robinson	OCT. & NOV.	INTENT LETTER \$10.50
FAIRFAX FISH	Mr. Yong S. Kim	5524 A Fairfax	NOVEMBER	LATE LETTER \$122.00
LINDSEYS HOSPITALITY HOUSE	Mr. Donnie Lindsey II	207 E. 15 th Street	NOVEMBER	LATE LETTER \$1,500.00
PHILLIPS 66	Mr. Sutar	4601 North Hills Blvd.	AUGUST-NOV.	REVOKE LETTER \$208.00
QUICK STOP	Mr. Muhammed Yafai	4700 Camp Robinson	OCT. & NOV.	INTENT LETTER \$5.00
SMOKING SHACK	Mr. Eddie Chestnut	11522 Maybelline	OCT. & NOV.	INTENT LETTER \$134.00
SOUTHWEST SPECIAL EVENTS	Ms. Linda Sorenson	7121 Baseline Road	NOVEMBER	LATE LETTER \$67.00
STEVIE'S FISH AND CHICKEN	Ms. Kimberly Young	1719 Highway 161	NOVEMBER	LATE LETTER \$200.00
SUBWAY	Ms. Holly Keune	4400 E. McCain	OCT. & NOV.	REVOKE LETTER \$1,420.00
TORTAS MEXICO	Mr. Gaspar Vazquez	1000 37 th Street	NOVEMBER	LATE LETTER \$790.00
TWO BROTHERS	Mr. Lawrence Sorenson	18329 S. Alexander	NOVEMBER	LATE LETTER \$32.00
WINKS DAIRY BAR (pd DEC. but not NOV.)	Ms. Diane McNutt	2900 East Washington	NOVEMBER	LATE LETTER \$390.00
WILD RIVER COUNTRY	Mr. Chris Shilcott	6820 Crystal Hill Road	OCT. & NOV.	INTENT LETTER \$520.00
ON-GOING COLLECTIONS				
*TASTE OF INDIA CLOSED-9/5/13	Mr. KAMALJITL SINGH	2629 LAKEWOOD VILLAGE	AUGUST	\$450.00 SENT DEMAND FOR PAYMENT.
*JUNEBUGZ CLOSED	Mr. WILLIE WATSON, JR.	4506 Lynch Drive	JUNE-AUGUST	REVOKE LETTER \$900.00 CLOSED-SEPT.1
*ROCKY'S PUB CLOSED	PAT DUNLAP	6929 JFK BLVD.	JULY=NOV.	REVOKE LETTER \$640.00 (PAY BY APRIL 1 PER JUDGE)

Mr. Major pointed out what a great job the Special Projects Coordinator, Robin Powell has been doing in the process of getting businesses to pay their taxes. The Special Projects Coordinator has worked closely with the City Clerk's Office to correct methods of collecting tax money owed. Alderman Linda Robinson made a motion to accept the Ongoing Delinquent Tax Report as presented. Mayor Smith seconded the motion and it passed unanimously.

The next Commission item was to discuss the Commission Vacancy. With the passing of Charlie Jamison, Secretary/Treasurer, Mr. Major suggested the Commission present the Charlie Jamison Tourism Award this year as a celebration of a great leader in the tourism industry and in remembrance of the late Mr. Jamison. Mr. Major then suggested that Tom Roy with the Frank Fletcher Group/Wyndham Riverfront Hotel be nominated for the vacancy. Mr. Major noted Mr. Roy's extensive financial knowledge and that he would be a great asset to the Commission. Upon discussion it was decided that upon City Council approval that Tom Roy be appointed to the A&P Commission. Mr. Patel made a motion to accept the candidate Tom Roy upon City Council approval. Mr. Best seconded the motion and it passed unanimously.

Next on the Agenda was the discussion of the disposal of property. Mr. Major suggested that the oldest of the three cars the Visitors Bureau owns, the 1998 Chevrolet Lumina, be sold. The car has 90,000 miles on it and maintenance upkeep not worth the car's value. Mr. Major suggested that the car be sold for a suggested amount of \$500 to a used car dealership. Mayor Smith made a motion to allow the Executive Director to sell the vehicle. Alderman Robinson seconded the motion and it passed unanimously.

Mr. Major then presented the 2014 Proposed Budget. He noted that the Budget was right at \$1,097,290. Mr. Major went on to say that restaurant and hotel tax collections were up and that the RV Park's income increased. Mr. Patel made a motion to accept the 2014 Proposed Budget and Alderman Hight seconded it. The motion passed unanimously.

The next order of business was the Director's Report for the last quarter of 2013. Mr. Major reviewed the Visitor Information Center Report. He explained that the numbers for the Visitor Information Center were down for October -6% and up for the month of November by 19%. December showed a decrease of -28%. The top five leading states of origin were Arkansas, Oklahoma, Tennessee, Louisiana and Texas. The total of 371 foreign visitors from 27 countries including: Australia, Cambodia, Canada, China, England, Finland, France, Germany, India, Italy, Ireland, Japan, Mexico, Netherlands, Norway, Peru, Puerto Rico, Romania, Russia, Scotland, Serbia, South Korea, Spain, Sweden, Switzerland, Uruguay, and Zimbabwe. The Downtown Riverside RV Park had a total income of \$233,287.07 with a total of 4,154 reservations. He discussed that the average stay for the RV Park in 2013 was 2.88 days. Mr. Best made a motion to accept the Director's Report as presented and Mr. Patel seconded it. The motion passed unanimously.

The final order of business was the Executive Director's Annual Review. Mr. Major presented a list of ongoing projects and accomplishments for the year. He also provided a list of salaries for other Directors of surrounding Visitors Bureaus in Arkansas. Mr. Major suggested that his pay be increased \$20,000 to more accurately reflect the current salaries of other Directors in the area. Mayor Smith called the meeting into Executive Session to discuss the pay increase of \$20,000. The Commission reconvened at 4:45. After discussion on the Executive Director's pay increase, it was decided that a pay increase of \$20,000 be granted. Alderman Hight made a motion to add \$20,000 to the Executive Director's Salary. Mr. Best seconded the motion and it passed unanimously. With this salary adjustment, Alderman Hight made a motion to amend the Budget as previously presented to reflect the addition of \$20,000 in the Wages and Salaries section and to add the list of Directors salaries to the Minutes. Mr. Best seconded this motion and it passed unanimously. Alderman Hight made a motion to approve the finalized Budget for 2014. Alderman Robinson seconded the motion and it passed unanimously.

The next A & P Commission meeting will be held on Tuesday, April 15, 2014 at 3:30p.m. at a location to be determined. With no other business to discuss, the meeting was adjourned at 5:00 p.m.

Respectfully submitted by:
Amanda Wallace

Melanie Hoggard, Chairman