North Little Rock Advertising & Promotion Commission
MINUTES
April 15, 2014

ATTENDEES

Melanie Hoggard, Chairman
Rob Best, Vice Chairman
Manoj Patel, Secretary/Treasurer
Mayor Joe Smith, Commissioner
Alderman Linda Robinson, Commissioner
Alderman Charlie Hight, Commissioner
Tom Roy, Commissioner
Bob Major, Executive Director
Terry Hartwick, NLR Chamber of Commerce

Sandra Taylor Smith, NLR History Commission
Todd Larson, NLR Economic Development Corp.
Diane Whitby, NLR City Clerk & Collector
Mark Rogers, NLR City Clerk’s Office
Katelyn Thomas, NLR City Clerk’s Office
Debra Guyot, Hilton Garden Inn
Paula Jones, NLR City Attorney Office
Jake Sandlin, AR Democrat Gazette
Amanda Wallace, VIC Coordinator

The North Little Rock Advertising and Promotion Commission met at 3:30 p.m. at the North Little Rock History Commission Building. Vice Chairman Rob Best called the meeting to order. Terry Hartwick, Sandra Taylor Smith, Todd Larson, Diane Whitby, Mark Rogers, Katelyn Thomas, Debra Guyot, Paula Jones and Jake Sandlin attended as guests. Alderman Hight made a motion to approve the minutes as presented. Mayor Smith seconded the motion and it passed unanimously.

Next was a special presentation by Mr. Terry Hartwick, President of the North Little Rock Chamber of Commerce. He proposed what a great idea a Convention Center would be for the City of North Little Rock. Having a facility to accommodate the needs that are presented in the City would bring in more business to the downtown area. He mentioned after meeting with the Benton Convention and Visitors Bureau that their profits made during the first year were large and that he believed that North Little Rock could accomplish a great gain. Mr. Todd Larson added that one cent penny tax added to hotel wouldn’t be any more than other competing cities.

Ms. Sandra Taylor Smith of the North Little Rock History Commission then gave a brief introduction to the City’s history and about the History Commission’s duties. She mentioned that the Commission keeps all of the City’s archives, memorabilia and interviews among other items. Ms. Sandra Taylor Smith discussed another District Commission that reviews changes in construction and demolitions to buildings in the downtown area improving the architecture in recent years. She mentioned that the History Commission Building was built in 1895 when the area was part of the City of Little Rock. The building was then the first City Hall and the upstairs held the very first City Council meeting.

The Balance Sheet and Income Statement were presented next. Alderman Robinson made a motion to accept the reports as presented. Mr. Patel seconded the motion and it passed unanimously. Mr. Major then presented the 2014 Hotel Tax Report in descending order by collections which show the top five hotels as being the Wyndham Riverfront, Hilton Garden Inn, Residence Inn, Holiday Inn Express and The Courtyard Marriott. He explained that the figures were up by 4.09% total for the year thus far. Next the 2014 Restaurant Tax report was presented. The numbers to date were up showing a -3.98% decrease compared to last year. He noted that the bad weather the first couple of months of the year had a role in the decline from the previous year. The 2014 Restaurant Tax Report showed the top 5 restaurants in descending order to be Golden Corral, Wyndham Hotel/Benihana’s, Riverfront Steakhouse and Rocket 21, Red Lobster, Olive Garden and Chick-fil-A at McCain Blvd. Alderman Hight made a motion to accept the financial reports as presented. Mr. Patel seconded the motion and it passed unanimously.

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

<table>
<thead>
<tr>
<th>NAME</th>
<th>OWNER/MANAGER</th>
<th>PHYSICAL ADDRESS</th>
<th>MONTH(S) OWED</th>
<th>ACTIONS TAKEN</th>
</tr>
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<tbody>
<tr>
<td>ARRES MI BURRITO</td>
<td>Jose Villegas</td>
<td>11608 Maumelle Blvd. 72113</td>
<td>JAN &amp; FEB</td>
<td>INTENT LETTER $270.00</td>
</tr>
<tr>
<td>BELLWOOD DINER</td>
<td>Voda Shelton</td>
<td>3815 MacArthur 72118</td>
<td>FEBRUARY</td>
<td>LATE LETTER $382.00</td>
</tr>
<tr>
<td>BURNS PARK GOLF</td>
<td>Steve Rolston</td>
<td>30 Championship Dr. 72118</td>
<td>FEBRUARY</td>
<td>LATE LETTER $13.00</td>
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<tr>
<td>785 FOOD MART</td>
<td>Sulaiman Hadda</td>
<td>300 Lake Lane 72117</td>
<td>JAN &amp; FEB</td>
<td>LATE LETTER $382.00</td>
</tr>
<tr>
<td>CASA MEXICANA</td>
<td>Van L. Stack</td>
<td>7111 JFK 72115</td>
<td>FEBRUARY</td>
<td>LATE LETTER $1,800.00</td>
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<tr>
<td>CATFISH HOLE</td>
<td>Brenda McKinnon</td>
<td>603 Spriggs Road 72118</td>
<td>FEBRUARY</td>
<td>LATE LETTER $670.00</td>
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</tbody>
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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 item of business was to add 1 day of Discretionary Leave to the staff's accumulation after one year of service. The current regulation is to start accumulating after 2 years of service. The approval of the Executive Directors modifications to the Employee Handbook was motioned to pass by Mayor Smith. Mr. Best seconded the motion and it passed unanimously.

In addition to the Commission Items, the discussion of a remodel project for the Visitors Bureaus was discussed next. Needed improvements to the office and additions to the building were quoted for the growing needs of the Bureau. The cost was quoted at $12,000 to $15,000 was within the budget for 2014. Mr. Roy made a motion to approve the remodel of the Visitors Bureau and Alderman Robinson seconded the motion. It passed unanimously.

The next order of business was the Director's Report for the first quarter of 2014. He explained that the numbers for the Visitor Information Center were up for the first quarter by 43% in January, 32% in February, and 28% in March. The top five leading states of origin were Arkansas, Oklahoma, Tennessee, Missouri and Texas. The total of 39 foreign visitors from 7 countries including: Argentina, Canada, England, France, Germany, Ireland and New Zealand. The Downtown Riverside RV Park had a total income of $44,294.39 for the first quarter. There were a total of 679 reservations made with an average stay of 3.68 days. Mr. Best made a motion to accept the Director's Report as presented and Mr. Patel seconded it. The motion passed unanimously.

The next A & P Commission meeting will be held on Tuesday, July 15, 2014 at 3:30 p.m. at a location to be determined. With no other business to discuss, the meeting was adjourned at 4:48 p.m.

Respectfully submitted by:

Amanda Wallace

Melanie Hoggard, Chairman