

North Little Rock Advertising & Promotion Commission  
MINUTES  
November 16, 2009

ATTENDEES

Rob Best, Chairman  
Manoj Patel, Vice Chairman  
Alderman Linda Robinson, Commissioner  
Eric Isaac, Commissioner

Karen Trevino, Executive Director  
Summer Toyne, Admin. Assistant  
Paula Jones, NLR City Attorney Office  
Jeremy Peppas, NLR Times

The North Little Rock Advertising & Promotion Commission met at 4:00 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Rob Best called the meeting to order. Charlie Jamison and Charlie Hight were both out with excused absences. Paula Jones and Jeremy Peppas attended as guests. Mr. Isaac made a motion to accept the minutes as presented. Mr. Patel seconded the motion and it passed unanimously.

Ms. Trevino presented the 2009 Hotel Tax Report and explained that the September month-to-date figures were down 16.15% and the year-to-date figures were down 11.62%, but that one hotel had not yet remitted their September taxes so she expected the figures to adjust up slightly. She also presented the hotel report in descending order by collections which show the top five hotels as being the Wyndham Riverfront, Residence Inn, Fairfield Inn, Hampton Inn I-40, and the Holiday Inn Express. Ms. Trevino then presented the 2009 Restaurant Tax Report and explained that the year-to-date figures show an increase of .91% and the month-to-date figures show a decrease of .32% meaning the restaurant tax collections are basically flat for the year. She presented the same report in descending order showing the top five restaurants to be the Golden Corral, Red Lobster, Olive Garden, Wyndham Riverfront, and Chili's.

The October balance sheet was presented with the cash and CDs in good standing. The Income Statement was presented for the month of October. Ms. Trevino then explained that the report showed most lodging properties were on schedule to meet the projected budget amounts with the exception of just a few. The "Advertising" category included ads placed in Woodall's, the Special Event and Meeting Guide, the Fall/Winter Newspaper insert, and Hawgs Illustrated. The "Affiliations" category had expenses for Camp Robinson/Camp Pike Community Council, AR Sports Hall of Fame, American Bus Association, and the International Association of Assembly Managers. The "Marketplaces/Conference/Travel" category had expenses for the TEAMS conference and the BPW mid-year board. The "Sales Tools" category included expenses for the printing of the monthly Happenings!, the website's SEO project, and the reprinting of the North Little Rock Complete Guide. The "Special Promotions/Public Relations" category included expenses Family Fest tickets, six welcome banners, Parks & Tourism Welcome Center fam tour, ASAE monthly luncheon, the Downtown Riverside RV Park Welcome Baskets, the Big Dam Bride sponsorship, and the Lakewood Fallfest sponsorship.

As a reminder, Ms. Trevino presented the commission with a copy of the chart which shows the distribution of the three percent hotel taxes and three percent restaurant taxes.

A & P Tax Distribution

Tax	A & P portion	NLR Parks & Recreation portion
Hotel A& P - 2%	100%	0%
Hotel Parks - 1%	0%	100%
Restaurant Parks - 1%	0%	100%
Restaurant A & P - 1%	6%	94%
Restaurant A & P - 1%	\$80,000	100% minus \$80,000

Ms. Trevino then presented the 2010 Proposed Budget. She explained that a more final version will be presented at the January 18, 2010 commission meeting. Mr. Isaac made a motion to accept the 2010 Proposed Budget. Mr. Patel seconded the motion and it passed unanimously. Mr. Patel then made a motion to accept the Financial Report as presented. Alderman Robinson seconded the motion and it passed unanimously.

The next item of business was the Director's Report for the month of October. Ms. Trevino explained that the numbers for the Visitor Information Center were down eight percent, but that was most likely a result of the rainy weather. There were only six days without rain in Central Arkansas during October. She stated the leading states of origin were Arkansas, Oklahoma, Texas, Louisiana, and Mississippi. The foreign visitors came from Australia, Canada, England, Finland, Germany, Holland, Ireland, New Zealand and Switzerland. She briefly explained the staff activity for the previous month.

Ms. Trevino continued the Director's Report with a motion to change the A & P Commission Officers for 2010 as follows: Manoj Patel, Chairman; Eric Isaac, Vice Chairman; and Charlie Jamison, Secretary/Treasurer. Alderman Robinson made the motion to accept the proposed slate of officers as presented. Mr. Isaac seconded the motion and it passed unanimously. Ms. Trevino presented changes to the A & P Bylaws as discussed previous meetings. Alderman Robinson made a motion to accept the changes to the Bylaws as presented. Mr. Patel seconded the motion and it passed unanimously. Mr. Isaac made a motion to accept the Director's Report as presented. Mr. j Patel seconded the motion and it passed unanimously.

The final order of business was the Ongoing Delinquent Tax Report. The recommendations for actions are listed below:

Restaurant	Address	November 2009 Action
Café LaPace	318 Main Street	Owes July - September, 2009. Send Notice of Intent to Revoke
Chungking	4707 E. Broadway	Owes July - September, 2009. Send Notice of Intent to Revoke
Dairyland Drive Inn	2306 Jacksonville Hwy	Owes July - September, 2009. Send Notice of Intent to Revoke
Gentlemen's Club	6615 Hwy 70	Owes June, July and September, 2009. Send Notice of Revocation
Harvest Foods	4155 E. Broadway	Owes June, 2009. They have sold the business to a new owner. Send Notice of Revocation; Assessment and Demand for Payment.
J & Js Diner	1123 E. Washington	Owes July - September, 2009. Send Notice of Intent to Revoke
Letti's Cakes	3700 JFK Blvd	Owes July - September, 2009. Send Notice of Intent to Revoke
Mr. Hunters Catfish	3929 McCain Mall	File Certificate of Indebtedness
Nest Lounge	3805 Macarthur	Owes July - September, 2009. Send Notice of Intent to Revoke
Paul's Snowballs	mobile	Send Assessment and Demand for Payment
Southwest Special Events	400 W. Broadway	Owes June - Sept., 2009. Send Notice of Intent to Revoke

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

The next A & P Commission meeting will be held on Monday, January 18, 2010 at 4:00 p.m. in the Visitor Information Center in Burns Park. With no other business to discuss, the meeting was adjourned at 4:40 p.m.

*Respectfully submitted by:*  
*Summer Toyne*

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Rob Best, Chairman