

North Little Rock Advertising & Promotion Commission
 MINUTES
 January 20, 2015
 ATTENDEES

Rob Best, Chairman
 Manoj Patel, Vice Chairman
 Tom Roy, Secretary/Treasurer
 Melanie Hoggard
 Bob Major, Executive Director

Alderman Linda Robinson, Commissioner
 Alderman Charlie Hight, Commissioner
 Mark Rogers, NLR City Clerk's Office
 Jake Sandlin, AR Democrat Gazette
 Amanda Clause, Special Projects 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. Mark Rogers and Jake Sandlin attended as guests. The special presentation was the first order of business. Mr. Major presented a plaque to Mrs. Hoggard for her service as Chairman in 2014. Mrs. Hoggard thanked the Commission for the recognition and the wonderful year that the A&P Commission had in 2014. Mr. Major thanked Mrs. Hoggard for doing a great job year as Chairman, followed by praise and acknowledgement from the rest of the Commission. Alderman Charlie Hight made a motion to approve the minutes as presented. Alderman Robinson 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 on target for the last quarter of 2014. Mr. Major mentioned that the RV Park had an income increase in 2014. Ms. Hoggard made a motion to accept the Balance Sheet and Income Statement as presented. Alderman Hight 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 to be the Wyndham Riverfront, Hilton Garden Inn, Courtyard Marriott, Residence Inn and the Holiday Inn Express. Next the 2014 Restaurant Tax report was presented by Mr. Major. The 2014 Restaurant Tax Report revealed that the top 5 restaurants in descending order to be Golden Corral, Wyndham Hotel/ Benihana and Riverfront Steakhouse, Chick-fil-A, Cracker Barrel and Texas Roadhouse. Alderman Hight made a motion to accept the financial reports as presented. Mr. Roy 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
ARRES MI BURRITO	Mr. Jose Villegas	11608 Maumelle Blvd. 72113	OCTOBER & NOV.	INTENT LETTER \$230.00
BJ'S MARKET CAFÉ	Jeanna Whitley	45 Market Plaza	OCTOBER & NOV.	INTENT LETTER \$4,600.00
BELLWOOD	Velda Shelton	3815 MacArthur	NOVEMBER	LATE LETTER \$325.00
CHICKEN KING	Mrs. Jamie King	2794 MacArthur 72118	NOVEMBER	LATE LETTER \$2,000.00
CHUNKING	Mr. Show Shen Chung	4707 E Broadway	NOVEMBER	LATE LETTER \$200.00
CITGO	Ms. Samina Kousar	2541 Hwy 161	OCTOBER & NOV.	INTENT LETTER \$
EL PAISANO	Blanca Camacho	404 W. 47 th	SEPT-NOV.	REVOKE LETTER \$
FAIRFAX FISH	Mr. Yong S. Kim	5524 "A" Fairfax	NOVEMBER	LATE LETTER \$62.00
GARDEN BISTRO	Eric Greer	4801 North Hills Blvd., Suite C	NOVEMBER	LATE LETTER \$250.00
GOOD FOOD FERNEAU	Donnie Ferneau	521 Main Street	NOVEMBER	LATE LETTER \$970.00
GRACIES	Jason & Brandle Jones	Clarion Hotel	NOVEMBER	LATE LETTER \$490.00
GREEN CUIZINE	Ms. Lori Moore	201 W. 4 th	NOVEMBER	LATE LETTER \$8.00
HOBO JOES	Bill Looper	3621 Camp Robinson	NOVEMBER	LATE LETTER \$40.00
HONG KONG INN	Mr. Shao Qi Ma	4206 McCain Blvd.	NOVEMBER	LATE LETTER \$690.00
J & J DINER	Joyce Evans	1123 E. Washington	NOVEMBER	LATE LETTER \$230.00
KING BLVD.	Willie Flowers, Jr.	2511 S. Summit LR	NOVEMBER	LATE LETTER \$
L & M CONCESSIONS	Larry Lester	22000 Lawson Road	AUG-NOV.	REVOKE LETTER \$
LAKEWOOD EXXON	Jimmy Crossfield	2501 McCain Blvd.	NOVEMBER	LATE LETTER \$84.00
LINDSEY'S HOSP. HOUSE	Mr. Donnie Lindsey II	207 Curtis Sykes Drive 72114	NOVEMBER	LATE LETTER \$1,400.00
LITTLEFIELDS	Alan Littlefield	6020 JFK Suite 33	SEPT-NOV.	REVOKE LETTER \$3,000.00
LUCKY MART	Faheem Saleem	1504 Hwy 161	NOVEMBER	LATE LETTER \$52.00
MACARTHUR MINI MART	Aziz Farishta	3600 MacArthur Drive 72118	OCTOBER & NOV.	INTENT LETTER \$33.00
MICK'S BBQ	Mr. Robert J. McKeown	3609 MacArthur	OCTOBER & NOV.	INTENT LETTER \$1,300.00
NLR CORNER STORE	Faheem Saleem	1802 Pike Avenue	NOVEMBER	LATE LETTER \$83.00
R & B CATERING	Clyde Reed	514 E. 50 th	NOVEMBER	LATE LETTER \$

REMOUNT FOOD MART	Yousef Qattoum	3600 MacArthur	SEPT.-NOV.	REVOKE LETTER \$45.00
ROYAL BUFFET	Jiandi Liu	109 Pershing Blvd. 72114	OCTOBER	INTENT LETTER \$569.00 PD NOV.
STEVIE'S FISH	Ms. Kimberly Young	1719 Hwy 161	NOVEMBER	LATE LETTER \$400.00
SUBWAY-4400 MCCAIN	Holly Keune	4400 E McCain Blvd.	NOVEMBER	LATE LETTER \$566.00
TGI FRIDAYS**	New Owners	2820 Lakewood Village Dr.	OCT & NOV.	REVOKE LETTER \$13,000.00
TORTAS MEXICO	Caspar Vazquez	1000 37 th St.	SEPTEMBER & NOV.	INTENT LETTER \$1,550.00 PD OCT.
OVERDUE BREW (LAMAM LIB)	Mary Furlough	2801 Orange Street	NOVEMBER	LATE LETTER \$128.00
HOTELS NONE				

** Mark Rogers and I have been in contact with the new owners. They are getting all information together plus past due taxes.

Mr. Major pointed out what a great job the Special Projects Coordinator, Robin Powell has been doing in working with the City Clerk's office to reduce the amount of restaurants owing late fees. Ms. Hoggard made a motion to accept the Ongoing Delinquent Tax Report as presented. Alderman Robinson seconded the motion and it passed unanimously.

Mr. Major then presented the 2015 Proposed Budget. He noted that the budget was projected to be increased to a total of \$1,132,200.00 in the upcoming year. Mr. Major further stated 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 Commission item was to discuss the proposed changes to the Commission's Bylaws. Mr. Major suggested that the Executive Director be granted the authority to sign checks in the amount of \$5,000.00 or less, replacing the previous amount authorized of \$1,500.00. This change would be more effective and less time consuming than getting two signatures on checks written for low amounts. Alderman Hight made a motion to accept the change of the amount the Executive Director is authorized to sign without a second signature from \$1,500.00 to \$5,000.00. Alderman Robinson seconded the motion and it passed unanimously. Mr. Major then brought up the second proposed change to the Bylaws regarding the presence of the majority of the Commission. After discussion it was decided that the majority of the Commission not be limited to the representation in person only, but to include representation via electronic communication as a form of representation. Mr. Patel made a motion to accept electronic communication as a form of representation for the majority to make up the quorum and Mr. Roy seconded it. It was passed unanimously.

The next item of business was to discuss the Visitors Information Center address. Mr. Major mentioned that the Information Center and the address it uses: #1 Eldor Johnson Drive, North Little Rock, AR 72118 is not recognized as a city street. Eldor Johnson does not appear on maps or on navigation systems. After some discussion, Alderman Linda Robinson agreed. Alderman Charlie Hight also approved and they both committed to bringing it up to City Council.

The next order of business was the Director's Report for the last quarter of 2014. Mr. Major reviewed the Visitor Information Center Report. He explained that the numbers for the Visitor Information Center were the same for October and down for the month of November by -23% compared to the previous year. December showed a decrease as well of -9%. The Visitors Center finished the year with 15,093 visitors total for 2014, up 5% from 2013. The top five leading states of origin were Arkansas, Oklahoma, Louisiana, Texas and Tennessee. The total of 267 foreign visitors from 22 countries including: Argentina, Australia, Belgium, Bermuda, Canada, Costa Rica, El Salvador, England, Finland, France, Germany, Italy, Iran, Ireland, Japan, Malaysia, Mexico, New Zealand, Netherlands, Spain, Sweden, and Switzerland. The Downtown Riverside RV Park had a total income of \$291,521.08 with 4,701 reservations and an average stay of 2.83 days for 2014. Mr. Major then reported to totals for 2014 for the Arkansas Inland Maritime Museum to be 20,166 including visitors from forty nine states and other foreign countries. The total revenue generated in 2014 was \$147,073.23. Ms. Hoggard made a motion to accept the Director's Report as presented and Mr. Patel seconded it. The motion passed unanimously.

The next order of business was the Executive Director's Annual Review. Mr. Major listed his accomplishments and goals that were met the previous year, along with plans for the upcoming year. All of the Commission members agreed that there should be some type of provisions to Mr. Major's salary, but discussion was needed. Mr. Best called the meeting into Executive Session.

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The meeting reconvened at 4:39p.m. Mr. Best suggested that upon further research on surrounding areas pay and raise scale, the Commissioners would reach a final decision at the next Commission Meeting April 21, 2015. He added that any increases would be dated back to January 2015. Mr. Patel made a motion to accept postponing the decision until the April 21, 2015 A&P Commission meeting. Alderman Hight 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 4:58p.m.

Respectfully submitted by:
Amanda Clause



Rob Best, Chairman