

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
REGULAR MEETING MINUTES
January 24, 2018**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, January 24, 2017 at 4:00 p.m. in the General Office Conference Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising & Promotion Commission

Mr. William Moss, Chair

Mrs. Thelma Walker

Mrs. Wanda Bateman

Mr. Glen Brown, Jr., Vice Chair

Ms. Rosie Pettigrew

Mrs. Sheri Storie, Director of A&P

Convention Center Staff:

Mr. Joseph McCorvey, Executive Director of PBCC

Mrs. Betty Brown, Accounting Clerk

Press and Guests:

Mr. Jim Hill, Taylor Field

Mr. Rob Cheatwood, Taylor Field Commission

Mr. Steven Mays, Alderman

Ms. Lanette Frazier, Mayor's Office

Mr. Ryan Watley, Go Forward Pine Bluff

Call to Order: A&P Commission Chair, William Moss, called the meeting to order.

Consideration of Minutes: Time was allotted to review minutes. After review of the regular A&P meeting minutes for November 29, 2017, Mrs. Bateman motioned to approve the minutes as presented. Ms. Pettigrew seconded. The motion carried unanimously. Ms. Pettigrew made the motion to approve the minutes as presented for the Special Called Minutes for the meeting on December 11, 2017. Mrs. Bateman seconded, motion carried unanimously.

Director's Report: Mrs. Storie stated that although the CVB has been established for many years she is starting from the ground up with making the most of our efforts to promote the City and the Convention Center and feels this time of change can be a watershed moment for the A&P Commission. As of January 1, 2018, the Arkansas Department of Parks and Tourism transferred all rights, title and interest of the Arkansas Entertainers Hall of Fame over to the A&P Commission. She has initiated a comprehensive inventory of all the memorabilia. In an effort to increase visitors to the Hall of Fame, it is also operating as our Visitor Information Center. Storie is acquiring all updated pamphlets and material for Pine Bluff attractions, etc. After researching local museum and attraction hours of operation, she is recommending operating hours as 9:00 a.m.-5:00 p.m. M-F, 9:00 a.m.-2:00 p.m. on Saturday, and during certain events that the Convention Center may have.

Within a couple of weeks, she will visit other Welcome Centers within the state to build relationships and promote the city. She reviewed the web sites with possible rebranding of the CVB pending budget and Marketing Committee recommendations. She has been working with Mr. McCorvey regarding membership organizations and tourism marketing. In 2017 a total of 4,194 welcome packets and 2,336 brochures were sent out to fulfill requests from tourists and visitors, she plans to increase these numbers for 2018. Mrs. Storie shared on recent events at the Arts & Science Center and UAPB where hotels were used and welcome packets/swag bags were given to those in attendance. She reported on visitor tracking numbers and her plans to increase reporting of visitors to all of the attractions for 2018 to have a better feel for the tourism industry here in Pine Bluff.

Mr. Moss asked the members to allow Mr. Mays, as a Councilman, the opportunity to advocate or oppose decisions during the discussion of funding in the proposed 2018 budget. All members voted by consent of agreement. Moss asked the same privilege be extended for speaking time to Mr. Hill and Mr. Cheatwood in regards to Taylor Field funding and Mr. Watley in regards to \$25K of advertising in the budget for future contract with Go Forward Pine Bluff. The members all consented to permit this relaxation of Roberts Rules of Order.

Committee Reports: The Marketing Committee had not met, therefore no report given.

Mr. Brown did cover the financial statement that was discussed at the Finance Committee meeting on Monday, January 22, 2018 and the proposed budget for 2018. The budget has an overall 7.5% decrease from the previous year. The Finance Committee recommends that the A&P Commission accept and approve the proposed budget for 2018. Mrs. Walker made the motion to accept and approve the 2018 budget, Mrs. Bateman seconded. One question was asked and answered. The 2018 budget as presented was approved unanimously.

Old Business: Moss shared copies of the contract agreement with Mrs. Sheri Storie.

New Business: Election of Officers – Moss shared according to the by-laws the first meeting of the year called for the election of new officers. After Moss read the duties and privileges of the Chair, Mrs. Pettigrew nominated Mr. Moss, Mrs. Bateman seconded. With no other nominations to come before the commission, Mr. Moss called for a vote of Mr. William Moss to continue as chair of the Pine Bluff Advertising and Promotion Commission for the calendar year of 2018. The vote was unanimous.

Again reading from the bylaws, the duties of the Vice Chair were outlined. Moss opened the floor for nomination of Vice Chair. Mrs. Walker nominated Ms. Pettigrew, Mr. Brown seconded. With no other nominations, Moss called for the vote of Ms. Rosie Pettigrew to the office of Vice Chair of the Pine Bluff Advertising and Promotion Commission for the calendar year of 2018. The vote was unanimous.

Moss then shared the duties of the Secretary-Treasurer and asked for nominations. Mrs. Bateman nominated Mr. Brown, Mrs. Walker seconded. Having no other nominations or no further discussion, Moss asked for the vote that Mr. Brown serve as the Secretary-Treasurer of the Pine Bluff Advertising and Promotion Commission for the calendar year of 2018. Mr. Brown was elected unanimously.

Funding Applications: Moss read from A&P established ordinance, Pine Bluff City Ordinance No. 5550-1, 7-19-93 regarding funding. He stated that Taylor Field would fall in the “family entertainment” category. Mr. Hill then spoke giving details of his submitted funding request and his intentions for use of the monies if approved. Mr. Cheatwood also spoke briefly representing the information Taylor Field had submitted and asked Mrs. Storie to recognize that Taylor Field is on the National Registry of Historical Sites with many visitors stopping by to reminisce. Moss recommended that the \$6,800 funding request for 2018 be approved. Mr. Brown moved to approve the funding, Mrs. Bateman seconded. More discussion was held and then a vote was taken. It passed unanimously.

Moss suggested that the A&P enter into a separate contract with the Go Forward Pine Bluff (GFPB) advertising Co-op instead of it being a Marketing Partner or Inducement expenditure. The \$25K from A&P to GFPB would be met with \$50K from the Land of Legends, Joy Blankenship, 2018 budget through Arkansas Department of Parks and Tourism. Mr. Watley shared the plans of the Delta Festival Series, 9 separate events are planned, 7 are established already. Marketing for these events will be throughout the state, through all means of media including billboards. Mr. Watley has been working with Mr. McCorvey in seeking Urban Renewal funds for possible upgrade of the Convention Center bathrooms. Moss assured the Commission that proper paperwork would be submitted. Discussion was held regarding downtown events and downtown businesses along with purchase/consumption of alcohol on the streets. No vote was necessary regarding this expenditure since it had been approved in the budget. Mr. Watley was present to share details and answer any questions.

Moss covered the following funding requests and asked for a vote of consensus on each one:

Organization	Amount Requested	Amount Approved
Arkansas Hospitality Association – The Natural State Golf Trail	\$2,000	\$2,000
Arkansas Hospitality Association – Simmons Bank Big Bass Bonanza	\$2,500	\$2,500
Arkansas Hospitality Association – Vendor Showcase & Convention	\$2,000	-0-
Arts & Science Center for Southeast Arkansas – Crossroad Festival	\$5,000	Request pulled by ASC
Arts & Science Center for Southeast Arkansas	\$30,000	\$30,000
CASA – Half Marathon	\$5,000	\$5,000
Cotton Belt Rail Historical Society / Arkansas Railroad Museum	\$5,000	\$5,000*
Hestand Stadium Fairgrounds – SE AR Livestock Show & Rodeo	\$20,000	\$20,000
Money Making Hits Inc.	\$5,000	-0-
Old Town Theatre Centre, Inc. – The World of Illusion	\$25,000	-0-
Pine Bluff Parks & Recreation – 5K Run Walk Dance / Jazz on the Lake	\$8,875 – 5k \$49,000 – JL	Tabled**
Taylor Field	\$6,800	\$6,800
UAPB – Alumni Homecoming Golf Tournament	\$1,000	\$1,000

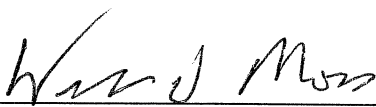
***Cotton Belt Rail Historical Society / Arkansas Railroad Museum – Pending contract per Moss for advertising for Railroadiana event.**

****Pine Bluff Parks & Recreation – 5K Run Walk Dance / Jazz on the Lake – Tabled decision for further discussion with Trudy Redus.**

With no further business to discuss Mrs. Walker made a motion to adjourn the meeting, Ms. Pettigrew seconded. Meeting adjourned with a unanimous vote.

The next regular meeting will be on February 28, 2018 at 4:00 PM in the General Office Conference Room.

Respectfully submitted,



William D. Moss, Chair



Sheri Storie, Director

/beb

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
MEETING MINUTES
February 28, 2018**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, February 28, 2018 at 4:00 p.m. in the General Conference Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mr. Glen Brown, Jr.
Mrs. Thelma Walker
Mrs. Wanda Bateman

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guests:

Mrs. Keidra Burrell

Call to Order:

Moss called the meeting to order at 4:20 PM.

He asked for consideration of the minutes for the regular meeting on January 24, 2018. Pettigrew moved to accept the minutes as presented. Bateman seconded. The motion passed unanimously.

Director's Report

Storie gave an update on the Entertainers Hall of Fame; the appropriation of the funds transfer, the inventory, and an increase in visitors for the month of February 2018.

She has been contacting and updating the Welcome Centers around the state.

She also met with Mr. Henri Linton and Ms. Carla Bryant of UAPB's Museum & Cultural Center on ways we can work together to promote the museum and the city of Pine Bluff.

In addition she reported on her attendance at several events at The Arts & Science Center for Southeast Arkansas and provided information on ASC's Crossroads Festival with plans of it being an annual event.

The information packet she created to be distributed by the City Collectors office to new restaurants and hotel owners regarding the 2% and 3% A&P tax was presented and discussed. Primary concern was on ways to inform businesses about the tax so no business is unaware of the tax requirements.

Also discussed was A&P's Compliance Auditor viewing of reported tax records, the authority to review records, and the possibility to pay taxes on line.

Storie then reported on travel group memberships, future conferences and the hiring of Mrs. Betty Brown.

Committee Reports

Marketing Committee

– Pettigrew asked Storie to update the Commission on activities taking place. Storie shared her discussion with Kayla Hardage with the Arkansas Department of Parks and Tourism regarding the possibility of hosting a manager's meeting for all the Welcome Center's in December in Pine Bluff.

Other topics discussed were options of promoting the city with Arkansas Times, Suddenlink Media, etc. And that a special emphasis should be made for Operation Skyhook's 25th Anniversary in 2021.

Advertising in the Land of Legends Visitor's guide was discussed and that the committee had voted to pay for ads for the Convention Center and the Arkansas Entertainers Hall of Fame only if it was guaranteed that Pine Bluff's restaurants and hotels are listed in the guide.

Storie had also spoken with Arkansas.com and updated Pine Bluff's information.

The committee also talked about Arkansas Water & Woods and she emailed the Marketing Committee members the link to the proposed A&P website.

Finance Committee

– Mr. Brown covered the financial report that was presented at the Finance Committee's meeting on Monday, February 26, 2018. Mr. Moss explained that the current month excess of receipts over expenditures of \$45K would not be the normal since there were limited expenditures scheduled to be disbursed January but would be in the following months.

Moss also stated that if additional funds were made available from current operations he would recommend the Commission consider additional funding requests from local organizations.

Mr. Brown also shared that Mr. McCorvey was present for the A&P Finance Committee meeting and had shared the Convention Center's financial report. Discussion was held with respect to CACC not having finalized their 2018 budget.

Moss related that he had spoken with Mrs. Ethel Cogshell of the CACC Commission and had informed her that the Commission would entertain a formal request from CACC for additional funding if information on how CACC plans to utilize the funds was included in the request.

Mrs. Burrell asked for clarification of the plans of A&P to increase funding to the Convention Center and how the \$72.5K monthly funding was established before CACC had a 2018 budget. Mr. Brown explained the number was determined by projected collections and A&P's need to develop a working budget.

Old Business

Moss discussed the funding requests, communication with Ryan Watley with Go Forward Pine Bluff regarding the advertising monies allocated for the series of festivals, Old Town Theatre Centre's disappointment in not receiving the funds requested was mentioned, and his brief meeting with Mrs. Trudy Redus. He also discussed Taylor Field verses Babe Ruth receiving funding from A&P for a regional tournament in 2020.

New Business

Moss informed the Commission that in order to obtain a credit card a resolution must be passed. All the completed paperwork was available to request one (1) credit card. Bateman moved to approve the resolution for the application of one credit card from Relyance Bank and Walker seconded. Pettigrew led some discussion and the legalities of the credit card use were confirmed. The motion passed unanimously. (Mrs. Bateman left the meeting.)

Moss asked the commissioners to consider a request to send personal letters to local CPA's and advertise for a Request for Qualifications for required financial auditing services. Pettigrew moved that the Chair prepare and submit a RFQ for financial audit. Walker seconded and the motion passed unanimously by remaining members present.

Moss presented and recommended an application for nomination to the Commission of Mr. Edward D. Morgan. Mr. Morgan is the manager of Wingstop. Mr. Brown moved to accept the application with Pettigrew seconding. During discussion Walker asked for clarification of Mr. Morgan's experience. It was determined that he be contacted to attach a resume or biography. The motion was pulled until further information could be obtained. It was recommended that Mr. Morgan attend the next A&P meeting.

Moss shared information regarding a class action suit that may result in monies due to the Commission from online booking agencies. The amount is uncertain at this time.

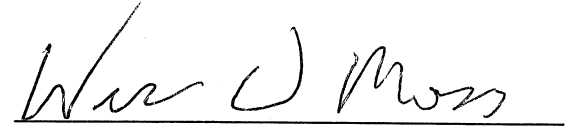
The final new business discussed by Moss was the request from the City Clerk for a statement of financial interest sent to all members.

Walker shared information regarding the 5/8 cent city tax.

With no further business to be discussed Mr. Brown called a motion for adjournment and Pettigrew seconded. Meeting adjourned at 5:40 PM.

The next regular meeting will be on March 28, 2018 at 4:00 PM in the General Conference Room.

Respectfully submitted,



William D. Moss, Chair A&P Commission
/beb



Sheri Storie, A&P Director

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
MEETING MINUTES
March 28, 2018**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, March 28, 2018 at 4:00 p.m. in the General Conference Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mr. Glen Brown, Jr.
Mrs. Wanda Bateman
Mrs. Thelma Walker

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guest

Mr. Edward D. Morgan

Call to Order:

Moss called the meeting to order at 4:08 PM.

He asked for consideration of the minutes for the regular meeting on February 28, 2018. Walker moved to accept the minutes as presented. Mrs. Bateman seconded. The motion passed unanimously.

Director's Report

Storie gave an update on the Entertainers Hall of Fame; continued increase in the number of visitors, a small tour from the 138th Broncho Billy Anderson Birthday celebration held by the Arts & Science Center and ideas for future HOF fundraising.

She and Mrs. Brown attended a meeting at the Mayor's office regarding enforcement of city ordinances of transient merchants, vendors and food trucks. They attended the meeting to share the information packets on the A&P tax for those renewing license or new businesses. She plans to improve overall communication by providing packets to the

Collectors office along with a list of those delinquent in payments. This process has already been established resulting in recent payments from two businesses. Plans are underway to hand deliver delinquent letters to initiate or increase personal contact with the business owners.

She informed the Commission of the African American Travel Conference she will be attending April 30th-May 2nd. Seven travel planners have requested appointments and she will be selecting 33 more. She will be encouraging those travel groups to visit Pine Bluff to increase the economic impact through tourism.

Committee Reports

Finance Committee

-Mr. Brown covered the financial report that was presented at the Finance Committee's meeting on Monday, March 26, 2018.

Moss commented on the tax collections being on track with current budget along with an additional \$24K from delinquent payments of two businesses. Moss added the A&P Commission's desire is not to be punitive but rightly pursuing the trust tax that is collected by local restaurants and hotels.

Marketing Committee

-Pettigrew asked Storie to update the Commission on marketing matters. Storie shared news on Railroadiana; a 30-second ad with Suddenlink Media running within the state and plans to have an information table surveying our marketing impact with attendees.

She has contacted 11 web site companies, 8 have responded and information distributed to the committee members. Proposals range from \$5-25K. Communication has been taking place primarily through emails and a meeting is planned for late April.

The Free Family Fun Day Brochure is still in the works with the printing company.

She is expanding the photo gallery, so brochures, social media posts, TV videos, and emails can be done in a timely manner with current, diverse, and high resolution photographs.

The Facebook page is being utilized more frequently with 3,100 followers. She encouraged those present to visit the page, like and share the posts.

Storie has signed on with Constant Contact to electronically produce the newsletters and fliers. While this is a cost-saving measure from previous marketing practices, it is very time consuming.

She is working on the Cultural Heritage brochure but is delayed by the response of others, another reason to build up our photo gallery.

Old Business

Mr. Edward Dean Morgan was present to discuss his application for appointment to the Commission. He discussed his years of experience in restaurant management and answered questions poised to him. He also asked questions regarding the "hamburger" tax and the purpose of the Commission. After Mr. Brown and Moss responded Morgan left the meeting.

Discussion was held and Mr. Brown moved that the application of Mr. Edward Dean Morgan for appointment as an industry member of the A&P Commission be forwarded to the City Council. Pettigrew seconded. Motion passed unanimously.

Moss stated he had not put the RFQ for auditing services out because of his schedule but anticipates doing so before the next regular meeting.

New Business

Pettigrew asked questions concerning code enforcement with specific emphasis on individuals selling food prepared in their homes. Moss informed her that the codes and zoning meeting that was held by the Mayor has brought to light the need for improved code enforcement. Mr. Brown confirmed that Health Department and proper business licenses are still required.

Moss then requested that Storie present information with respect to funds applied for in December 2014 and March of 2016.

Storie stated the Convention Center applied for and received grants from the SE Arkansas Economic Development District for replacement of the marquee. The two grants totaled \$17K and estimates for a digital marquee as specified in the grant requests were \$50K. She also stated that due to a lack of available funds the Convention Center held the grant monies and did not make a purchase .

She then stated that Convention Center Executive Director Joseph McCorvey is currently seeking additional funding to replace the marquee. These grants were approved through the state General Improvement Fund Grant Program. The program has since ended after being ruled unconstitutional. Storie has spoken with David Dempsey of SE District and he is aware the project has not been started. McCorvey has recently acquired updated quotes for the marquee.

In response to Moss' concerns expressed during previous discussions with her Storie maintained that the Convention Center should have the opportunity to replace the marquee in a timely manner. Her reasoning is that the grant money was applied for and given to the Convention Center and not the A&P Commission. Although the money was deposited in the Center's operating account and never specifically identified it has always been "earmarked" for the purpose in which it was given.

Storie stated her belief that \$17K should be transferred to the Convention Center as the grant amounts were not provided for during the transition of segregating A&P Commission funds from Convention Center funds.

Moss' position is as follows:

****The A&P Commission did not deprive the Convention Center of these funds during the financial transition and thus no action is required by the A&P Commission**

****If said amounts are deemed to still be in the possession of the A&P Commission then they should be returned to the state as the Convention Center neither properly accounted for nor spent the funds in accordance with the grants.**

Walker suggested the issue be tabled until the next regularly scheduled meeting so all would have a chance to read the information presented. Said recommendation was approved by informal consensus. Storie will email information to commissioners.

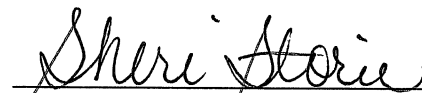
With no further business to be discussed Walker moved for adjournment and Mr. Brown seconded. Meeting adjourned.

The next regular meeting will be on Wednesday, April 25, 2018 at 4:00 PM in the General Conference Room.

Respectfully submitted,



William D. Moss, Chair A&P Commission
/beb



Sheri Storie, A&P Director

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
REGULAR MEETING MINUTES
April 25, 2018**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, April 25, 2018 at 4:00 p.m. in the General Conference Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Dr. Glen Brown, Jr.
Mrs. Wanda Bateman
Mrs. Thelma Walker

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guests:

Mrs. Keidra Burrell

Call to Order:

Moss called the meeting to order at 4:25 PM.

He asked for consideration of the minutes for the regular meeting on March 28, 2018. Bateman moved to accept the minutes as presented. Pettigrew seconded. The motion passed unanimously.

Director's Report

Storie reported on the transfer of funds for the Hall of Fame. Kris Richardson from Parks and Tourism informed Storie the transfer is in process and A&P should receive a check within two weeks. Research indicated approximately \$38,000 was spent on the purchase of the last display case. There has been a slight increase in visitors to the Hall of Fame. The inventory of displayed memorabilia is complete. Memorabilia not currently on display will be inventoried and relocated to the CVB offices.

The Visitor Tracking Reports: Increased response in reporting with a total of 13,270 visitors in the 1st quarter. Brochures were sent to 3 Visitor Welcome Centers and 825 welcome packets were given in the last month. Storie had a table representing A&P providing visitor information at Railroadiana. She noted that many were out of state visitors.

Operation Sky Hook: Memorial Day weekend; the marketing is underway and will focus on the 25th anniversary coming in 2021.

The Be a Dinner Winner campaign did not take place this year. Plans to target visitors by providing a coupon book for local restaurants to be distributed at sporting events, reunions, etc. were discussed.

Storie met with Kim Williams-- our region's travel writer with Parks and Tourism. She had not been informed in the past of Commission activities but will be contacted and invited to events in the area.

Tax information update: Packets are now in the City Collector's office for license renewals and new businesses. Communication with the office has improved. Selected delinquent letters are now hand delivered in an effort to increase compliance. Storie also distributed charts of taxes collected in current month compared to past years.

Storie reminded the Commissioners of her upcoming travel to the African American Travel Conference in St. Charles, Illinois. Of the 39 scheduled appointments 22 attendees requested the meetings, which indicates they are interested in bringing travel groups to Pine Bluff.

Committee Reports

Marketing Committee

-Pettigrew reported on the committee meeting from the previous Monday. The committee met with two agencies in the search for web design services.

Pettigrew then turned the update over to Storie, who mentioned the presenters' emphasis on "branding."

Storie also distributed copies of advertisements she has placed and informed the Commission of the dates and publications in which they would appear.

She discussed current marketing avenues being utilized; she emailed DownSouth Newsletter, the photo gallery, balsa wood airplanes and media support for Operation Skyhook, increased social network promotion, calendar updates and the brochures in process.

Finance Committee

-Moss asked Dr. Brown for the update. Dr. Brown covered the report from the meeting of Monday, April 23rd. Every one present had a copy of the report and all questions were answered. Pettigrew moved to accept the report as given. Bateman seconded. It was approved unanimously.

Old Business

Moss reminded the commissioners that Mr. Edward Dean Morgan respectfully declined the appointment to the A&P Commission. Morgan gave no particular reason.

Moss stated that he is still working on the RFQ for auditing services.

Moss brought to the floor the SEAEDD Grant that had been tabled at the last meeting. He refreshed those present of the decision on the money granted to the Convention Center for purchase of an electronic marquee, as well as his position on the matter. Dr. Brown made a motion to transfer \$17,000 to the CACC for the express purpose of purchasing an electronic marquee. Pettigrew seconded. Dr. Brown amended the motion to include that A&P allocate the funds to be released upon presentation of invoice for purchase. The motion passed unanimously.

New Business

During the financial report Moss mentioned the potential for opening up a new funding request period for applicants. A motion was made by Bateman to open up an additional grant application period, seconded by Walker. Discussion was held and a decision was made to limit the amount to \$100,000.

The motion was restated for vote:

Open a new application period.

Maximum amount of \$25,000 per applicant.

To be advertised in PB Commercial, City Website, CVB Facebook page.

All applications are due by 21 days after last publication date (May 2, 2018).

Consideration of applications will be at the regular scheduled A&P meeting on May 23, 2018.

The motion passed unanimously.

Moss brought attention to the submitted application of Mike Wilson for A&P Commissioner. He asked the Commissioners to take the application home for review. Wilson will be invited to be present at next month's meeting.

Dr. Brown made a motion for adjournment and Pettigrew seconded. Meeting adjourned at 5:41 p.m.

The next regular meeting will be on May 23, 2018 at 4:00 PM in the General Conference Room.

Respectfully submitted,



William D. Moss, Chair A&P Commission
/beb



Sheri Storie, A&P Director

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
MEETING MINUTES
May 23, 2018**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, May 23, 2018 at 4:00 p.m. in the Sadler Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Dr. Glen Brown, Jr.
Mrs. Wanda Bateman

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guests:

Mr. Mike Wilson, Harbor Oaks Golf Course & Restaurant
Mr. Rob Cheatwood, Taylor Field Commission
Mr. Jimmy Cunningham, Delta Rhythm & Bayous Alliance
Mr. Lloyd Franklin Sr.
Alderman Bruce Lockett
Ms. Melrita Johnson, REFORM, Inc.
Ms. Ka'Lisa Stanfield, UAPB
Mr. Habtom Keleta, UAPB

Call to Order:

Moss called the meeting to order at 4:13 PM.

He asked for consideration of the minutes for the regular meeting on April 25, 2018. Dr. Brown moved to accept the minutes as presented. Pettigrew seconded. The motion passed unanimously.

Director's Report

Storie reported the Hall of Fame check had arrived from AR Dept. of Parks & Tourism.

She reported on her attendance to the African-American Travel Conference.

She updated on Operation Skyhook and the Black Pilots of America welcome gifts.

Letters were sent to 78 local restaurants for the proposed coupon booklets.

She shared the positive response for the recent Focus Group meetings and the anticipated outcome.

Committee Reports

Marketing Committee

-Pettigrew asked Storie to give the update. A&P has contracted with Creative Instinct, Inc. and Praesentia, Inc. to create a website, redesign logo and assist with the rebranding to promote the city. The focus groups revealed positive potential for this to occur.

Operation Skyhook has been the recent marketing focus, Storie reported on the advertising mediums and promotion materials distributed for the completion of this project.

Finance Committee

-Dr. Brown covered the statement for the month ending April 30, 2018. He reported that the tax collections are up substantially due to the recent hail storm drawing roofing crews.

Old Business

Michael Wilson was present to be considered for a vacant position on the A&P Commission. Wilson shared his understanding and desire to see Pine Bluff succeed. Pettigrew moved to accept the application and approval of Michael Wilson, seconded by Bateman. The motion passed unanimously.

RFQ Audit Services- Moss reported he has not moved any further in the process but he will get that done.

New Business

Resolution for New Account for PBCC Digital Marquee- Moss stated after discussion with Dr. Brown, he is recommending a separate account for the \$17,000. Pettigrew moved to establish a new and separate account for the money granted to the Pine Bluff Convention Center for the purpose of a digital marquee sign. Dr. Brown seconded. Motion passed unanimously.

Resolution for New Account for AEHOF-Moss and Storie reported the check for \$38,088 has been received and recommended this money also be in a separate account. Pettigrew moved to open a separate account for the AEHOF. Bateman seconded. Some discussion

was held. The motion passed unanimously.

Moss reported on correspondence received from the Law Firms of Thrash, and Williams & Anderson regarding the class action lawsuit against online hotel booking agencies. The letter stated that the law offices required A&P to confirm participation by September 11, 2018. Pettigrew moved that A&P participate in the class action law suit. Dr. Brown seconded. Motion passed unanimously.

Funding Request Applications- Jimmy Cunningham presented first, followed by Melrita Johnson, Rob Cheatwood, Habtom Kaleta and Ka'Lisa Stanfield. Moss explained due to the large number of applications received, that decisions would not be made today. He would call a special meeting for the following week to review all the applications.

Moss brought before the Commission the urgency of a funding request submitted by the Pine Bluff Aviation Commission in the amount of \$803 for insurance coverage for the Fly-In of the Black Pilots of America. Pettigrew moved that the request be approved for immediate disbursement. Dr. Brown seconded. Motion passed unanimously.

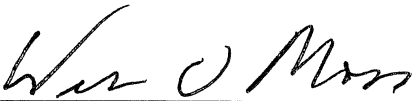
Moss moved for an Executive Session for the purpose of discussing personnel. Upon resuming the meeting Moss reported no action was taken during the Executive Session.

Moss asked for a Special Called Meeting to be scheduled for Wednesday, May 30, 2018 at 3:00 PM for the purpose of reviewing all submitted funding requests.

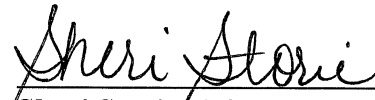
With no further business to be discussed Mr. Moss adjourned the meeting.

The next regular meeting will be on June 27, 2018 at 4:00 PM in the General Conference Room.

Respectfully submitted,



William D. Moss, Chair A&P Commission
/beb



Sheri Storie, A&P Director

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
MEETING MINUTES
May 30, 2018**

A Special Called Meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, May 30, 2018 at 3:00 p.m. in the General Conference Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

**Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mr. Glen Brown, Jr.
Mrs. Wanda Bateman
Mrs. Thelma Walker**

Staff

Mrs. Betty Brown

Guests:

**Mrs. Keidra Burrell, Assistant to Mayor Washington
Mrs. LaTasha Woods, CACC Chair
Mr. Joseph McCorvey, PB Convention Center Executive Director**

Call to Order:

Moss called the meeting to order at 3:10 PM. He stated the purpose of the meeting was to consider applications for the 2018 2nd Quarter funding cycle.

Moss adjourned the regular meeting and reconvened as a committee of the whole to have informal discussion regarding said applications.

Applications were reviewed in alphabetical order and discussion held regarding the acceptance or denial of each application. Once approved the dollar amount was discussed and determined.

Moss reconvened the meeting for the purpose of clarification and agreement of the following funding designations:

Organization	Amount Requested	Amount Approved
Arts & Science Center for Southeast Arkansas	\$5,000	\$5,000
Blunt Sports Marketing	\$5,000	\$5,000
Delta Rhythm & Bayous Alliance	\$61,660	\$25,000 Contingent upon proof of additional funding needed for event.
Gloves Not Guns	\$25,000	Required documentation needed from list on page 11 of application.
Old Town Theatre Centre, Inc.	\$25,000	-0-
Pine Bluff Aviation	\$803	Previously approved - Paid 5/25/18.
Pine Bluff CACC	\$30,000	\$25,000
Pine Bluff Festival Association	\$20,000	\$5,000
REFORM, Inc.	\$24,250	-0-
Taylor Field	\$10,000	\$10,000
UAPB Athletics	\$25,000	Tabled until questions answered as to exactly how A&P funds will be used.

All commissioners were in agreement.

Mr. Brown motioned to adjourn, Pettigrew seconded. Meeting adjourned at 4:32 pm.

Respectfully submitted,



William D. Moss, Chair

/beb



Sheri Storie, A&P Director

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
MEETING MINUTES
June 27, 2018**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, June 27, 2018 at 4:00 PM in the General Conference Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mr. Glen Brown, Jr.
Mrs. Wanda Bateman
Mrs. Thelma Walker

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Call to Order:

Moss called the meeting to order at 4:10 PM.

He asked for consideration of the minutes for the regular meeting on May 23, 2018 and the special called meeting on May 30, 2018. Pettigrew moved to accept the minutes as presented. Walker seconded. The motion passed unanimously.

Director's Report

Storie reported on the success of the Black Pilots of America Operation Skyhook Fly-In, visitor tracking, welcome packets distributed, plans to attend AR Parks & Tourism marketing session on new website, tax collection information and progress on the coupon book.

Plans were discussed for informing local establishments of the purpose of the A&P Commission and the benefits of continued increase in communication.

Storie updated the progress on the Hall of Fame inventory, plans for a deep cleaning of the display cases and estimates she has received from Mr. Henri Linton for construction of

display cases. She recommended attention be given for the future of the H.O.F. and a possible formation of an advisory board.

Committee Reports

Marketing Committee

-Pettigrew shared the progress on getting the new logo established. The next marketing meeting is on the calendar and she will be reporting the progress to City Council. Storie added the new branding language is on target for marketing the city.

Finance Committee

-Brown gave the financial report. No questions were asked.

Old Business

Moss discussed the previously tabled 2nd Quarter funding application requests.

Organization	Amount Requested	Amount Approved
Delta Rhythm & Bayous Alliance (modified request submitted)	\$24,800	\$25,000 – tabled for explanation of plans, signed agreement with Bobby Rush, processing of the art work.
Gloves Not Guns	\$25,000	\$2,500 per event (\$10K tabled for transportation).
Pine Bluff Festival Association	\$20,000	\$5,000 – pulled per email request.
UAPB Athletics	\$25,000	Tabled until questions answered as to total athletic budget.

RFQ – Auditor - Moss explained his recommendations for a balance sheet auditing from the date of the October division of the finances from the Pine Bluff Convention Center.

New Business

Brown informed the Commission of an email request for funding by the Pine Bluff Convention Center as well as presented at the A&P Finance Committee on June 25, 2018. The committee recommends the Commission vote on the funding of \$25,000 for complete AC unit repairs. The Commission as a whole accepted the recommendation of the Finance Committee.


Lelan Stice’s application for the A&P Commission was discussed and distributed for review. Stice is currently out of town for this meeting and will be able to attend in July.

Pettigrew brought attention to recent communication with Ryan Whatley, John Westford and Craig Diamond of the Olde Town Community Theatre. Informative discussion was held and no action was taken.

With no further business to be discussed Pettigrew moved for adjournment and Bateman seconded. Meeting adjourned at 5:50 PM.

The next regular meeting will be on Wednesday, July 25, 2018 at 4:00 PM in the General Conference Room.

Respectfully submitted,



William D. Moss, Chair A&P Commission
/beb



Sheri Storie, A&P Director

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
MEETING MINUTES
July 25, 2018**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, July 25, 2018 at 4:00 p.m. in the General Conference Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mr. Glen Brown, Jr.
Mrs. Wanda Bateman
Mrs. Thelma Walker
Mr. Mike Wilson

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guest

Mr. Lelan Stice
Dr. Ryan Watley
Mayor Shirley Washington

Call to Order:

Moss called the meeting to order at 4:03 PM.

After members reviewed the minutes for the regular meeting on June 27, 2018, Pettigrew moved to accept the minutes as presented. Bateman seconded. The minutes were approved unanimously.

Moss commented on Bateman's efforts in the THV 11 Summer Cereal Drive. She collected 22.5% of the state wide total which provided a positive image of the city and people of Pine Bluff.

Director's Report

Storie updated on visitor's reports and promotion of local museums, Simmons Big Bass Bonanza event, tax collection communication, information update on the City website,

Hall of Fame museum progress, and the upcoming Going on Faith conference in Little Rock.

Moss gave a brief history for those present on the Hall of Fame ownership and memorabilia inventory.

Committee Reports

Marketing Committee

-Pettigrew updated on the approval of a new logo and recent branding and marketing strategies that have determined changes to promote the cultural heritage of the city. She reported the new website should be up and running within the next three weeks.

Finance Committee

-Mr. Brown presented the financial report. Discussion was held regarding a possible budget adjustment in the future and funding repairs for the convention center.

Old Business

Follow up on 2nd Quarter Funding Applications; Delta Rhythm and Bayou Alliance request that was tabled for explanation of plans and Bobby Rush commitment was pulled until Mr. Cunningham meets with Moss at a later date.

UAPB Athletics request that was tabled for explanation of details remains tabled, questions have not been answered.

RFQ Audit Services- Moss still working on proposal and will report on this later.

New Business

Lelan Stice application for A&P Commission- Moss reviewed the application, asked questions and gave opportunity for others to question Stice. Moss clarified some social media comments of Stice and based upon that he would not recommend nomination. After questions were complete Wilson spoke on his personal knowledge of Stice and made a motion to nominate Stice to the A&P Commission. The motion failed for lack of a second.

Request of \$42,000 for immediate release for the marquee sign for the Pine Bluff Convention Center-Moss gave Brown opportunity to present his recommendation. Brown made a motion to fund the total \$52,000 invoice for a marquee sign for the convention center. Pettigrew seconded. Discussion ensued regarding lack of bid procedures and concern of financial practices of convention center. The motion was amended to include the requirement of three bids for the purchase of a digital marquee sign with the lowest bid to be accepted.

Those voting in the affirmation were Brown, Wilson and Pettigrew. Those voting against were Moss and Walker. Bateman abstained. The motion failed.

Moss recognized Watley who had a question pertaining to the 60 day requirement in the reporting of funds allocated to Go Forward Pine Bluff for the Forward Fest.

Upon Stice's departing Moss thanked him again for his interest in A&P Commission. Stice replied with the comments "It's odd you'd take one piece of my life, but I stand behind it now that there needs to be change because this was the most condescending, over lording meeting that I have ever seen run by a commissioner in my time being here." Moss replied, "Thank you." Stice replied "I'm glad you take that as a compliment, have a good day."

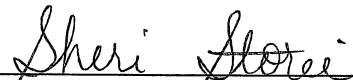
With no further business to be discussed Brown moved for adjournment and Pettigrew seconded. Meeting adjourned at 5:15 PM.

The next regular meeting will be on Wednesday, August 22, 2018 at 4:00 PM in the General Conference Room.

Respectfully submitted,



William D. Moss, Chair A&P Commission
/beb



Sheri Storie, A&P Director

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
SPECIAL CALLED MEETING MINUTES
August 13, 2018**

A Special called meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, August 13, 2018 at 4:00 p.m. in the General Conference Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

**Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mr. Glen Brown, Jr.
Mrs. Wanda Bateman
Mrs. Thelma Walker**

Staff

**Mrs. Sheri Storie, Director
Mrs. Betty Brown**

Guests

**Dr. Lenore Shoults, Marketing Committee
Mr. George Stepps, Compliance Auditor**

Call to Order:

Moss called the meeting to order at 4:05 PM.

The purpose of the meeting:

Item #1- Arkansas Entertainers Hall of Fame (AEHOF) Report and Recommendations

Dr. Shoults gave a formal report to the Commission on procedures, policies, inventory, care and best practices for collection and care of memorabilia for the museum.

Moss stated the purpose of the A&P Commission is to advertise and promote the city of Pine Bluff and its environs, not to own and operate the AEHOF.

Moss recommended the body divest itself of the responsibility of the AEHOF.

Part two of Moss' recommendation was to contact the Pine Bluff Civic Auditorium Complex Commission to assume the ownership and operation of the AEHOF.

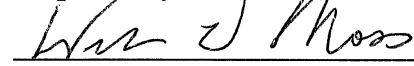
After discussion Brown recommended continued ownership of the AEHOF, Pettigrew and Walker were in agreement.

Item #2-PBCC Marquee Bid Report and Recommendations

Brown presented the two bids that were received. Marty Huddleston, Director of Operations was requested to clarify the bid specifications. Discussion was held. Moss accepted Brown's recommendation as motion to accept the Condray sign quote with respect to payment. Pettigrew seconded. The motion passed unanimously.

With no further business to be discussed Brown moved for adjournment and Bateman seconded. Meeting adjourned at 4:55 PM.

Respectfully submitted,



William D. Moss, Chair A&P Commission

/beb



Sheri Storie, A&P Director

**PINE BLUFF
ADVERTISING AND PROMOTION COMMISSION
MEETING MINUTES
August 22, 2018**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, August 22, 2018 at 4:00 p.m. in the General Conference Room of the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mr. Glen Brown, Jr.
Mrs. Wanda Bateman
Mrs. Thelma Walker

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guests

Mr. Elbert Bennett, UAPB Athletics
Mr. Jimmy Cunningham, Delta River & Bayous Alliance
Dr. Lenore Shoults, Marketing Committee

Call to Order:

Moss called the meeting to order at 4:05 PM.

He asked for consideration of the minutes for the special called meeting on August 13, 2018 and the regular meeting on July 25, 2018. Pettigrew moved to accept both minutes as presented. Bateman seconded. The motions passed unanimously.

Director's Report

Storie covered the handouts pertaining to visitor tracking, welcome packets distributed, Going on Faith conference and tax collections.

Committee Reports

Marketing Committee

-Pettigrew asked Storie to present the new website that is in final stages and should be launched within two weeks.

Pettigrew presented the Pine Bluff Tourism Development Plan 2018 proposal and recommendation for discussion. The plan recommended the staff of the A&P Commission be relocated to the UAPB Economic & Research Development Center.

Moss called for a vote to adopt the proposal as presented with the understanding that the numbers are an estimate and would be adjusted as we enter into the project. The proposal passed unanimously.

Finance Committee

-Brown covered the financial report for month ending July 31, 2018. Pettigrew moved to accept the report as presented. Walker seconded.

Old Business

Moss is working on the RFQ for Audit Services.

Follow-up on 2nd Qtr. Funding Applications:

Cunningham explained his modified funding request. Brown made a motion to accept and approve the funding request. Pettigrew seconded. The motion passed unanimously.

Bennett presented his funding request in detail. Brown made a motion to accept and approve the request. Walker seconded. The motion passed unanimously.

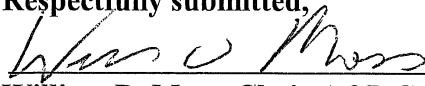
New Business

Moss expressed his concern for the negative communication directed toward him from a citizen and a city commissioner in the community. Moss considered this a personal threat.

Brown moved for adjournment. Pettigrew seconded. Meeting adjourned at 5:40 PM.

The next regular meeting will be on Wednesday, September 26, 2018 at 4:00 PM in the General Conference Room.

Respectfully submitted,



William D. Moss, Chair A&P Commission
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

September 26, 2018

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, September 26, 2018 at 4:00 p.m. in the conference room of the UAPB ERDC office complex. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mrs. Wanda Bateman
Mrs. Thelma Walker

Staff

Mrs. Sheri Storie, Director
Mr. George Stepps, Compliance Auditor
Mrs. Betty Brown

Guests

Dr. Ryan Watley, Go Forward Pine Bluff

Call to Order:

Moss called the meeting to order at 4:07 PM.

He asked for consideration of the minutes for the regular meeting on August 22, 2018. Pettigrew moved to accept the minutes as presented. Bateman seconded. The motion passed unanimously by those present.

Director's Report

Storie reported on the visitor tracking, tax collections, a thank you letter from John Kuykendall Jr. of UAPB Alumni Association, meeting with Gayla Zoz to discuss simple marketing plan, and the relocation of the office. Pettigrew moved to accept the report. Bateman seconded. The motion passed unanimously.

Committee Reports

Marketing Committee - Storie updated everyone on the soft launch of the new website. She stated that only positive responses had been received with respect to the website. Plans are for the full launch within the next week.

Finance Committee - Moss gave the report in the absence of Mr. Brown. Pettigrew made a motion to accept the report. Bateman seconded. The motion passed unanimously.

Old Business

RFQ Audit Services- No further progress.

New Business

Watley thanked the Commission for previous funding and provided required expenditure information. He discussed the plans for the Homecoming Comedy Showcase, Mistletoe Magic (3 day event) and the King Cotton Basketball Tournament. An approved budgeted amount of \$10,000 remains for these events.

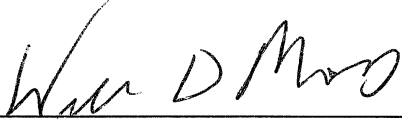
Watley has met with Storie to discuss an opportunity to collaborate marketing efforts. Watley requested an additional \$5,000 to assist with marketing these events.

Pettigrew made a motion to discuss the request of Watley for an additional \$5,000. Bateman seconded. The motion passed. Discussion was held. Motion was amended to approve the \$10,000 for immediate disbursement. Bateman seconded. Motion passed unanimously.

With no further business to be discussed the meeting was adjourned by consensus at 5:07 PM.

The next regular meeting will be on Wednesday, October 24, 2018 at 4:00 PM in the conference room at the UAPB EDRC office complex.

Respectfully submitted,



William D. Moss, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

October 24, 2018

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, October 24, 2018 at 4:00 p.m. in the conference room of the UAPB ERDC office complex. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair

Ms. Rosie Pettigrew, Vice Chair

Mrs. Wanda Bateman

Mrs. Thelma Walker

Mr. Glen Brown, Jr

Staff

Mrs. Sheri Storie, Director

Mrs. Betty Brown

Call to Order:

Moss called the meeting to order at 4:04 PM.

He asked for consideration of the minutes for the regular meeting on September 26, 2018. Brown moved to accept the minutes as presented. Bateman seconded. The minutes were approved unanimously by those present.

Director's Report

Storie reported on the visitor tracking, tax collections, new rack cards, music history marketing video, marketing advertising and new promotional materials. Storie reported on plans to attend the first Arts Advocacy Day in Little Rock on November 7th and plans to host a tourism workshop on December 6th with Stuart Hee, Pine Bluff Collaborative. She remarked on the progress with the Image Campaign and her work with the 2019 budget.

Committee Reports

Marketing Committee – Pettigrew remarked everything is moving along fine.

Finance Committee – Brown gave the report. He briefly mentioned the CACC report and Mr. Joseph McCorvey's update. The report was approved by consensus.

Old Business

RFQ Audit Services- Moss will be in requesting in Little Rock as well as Pine Bluff.

New Business

Storie updated on the funding application packets, ads were placed in the Pine Bluff Commercial in

the Sunday, Wednesday and Friday-October 21st , 25th , 27th editions, . Expectations are for increased applications.

Moss stated a preliminary 2019 budget will be distributed to the Finance Committee before the next meeting.

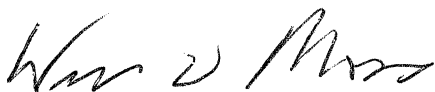
Moss informed the Commission of the request by Mr. Lelan Stice's attorney for the recording of the July 24, 2018, regular A&P meeting.

Bylaws were discussed regarding attendance of meetings.

With no further business to be discussed Pettigrew moved to adjourn. Brown seconded. Meeting adjourned at 4:33 PM.

The next regular meeting will be on Wednesday, November 28, 2018 at 4:00 PM in the conference room at the UAPB EDRC office complex.

Respectfully submitted,



William D. Moss, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

November 28, 2018

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, November 28, 2018 at 4:00 p.m. in the conference room of the UAPB ERDC office complex. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mrs. Wanda Bateman
Mrs. Thelma Walker
Mr. Glen Brown, Jr.

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guests

Dr. Ryan Watley, Go Forward Pine Bluff
Mr. Albert Brewer, Gloves Not Guns
Mr. Rob Cheatwood, Taylor Field
Mr. Jim Hill, Taylor Field
Ms. Kathleen Pate, Arkansas Museum Association
Mr. Dale Dixon, South Arkansas Livestock Show Association
Dr. Rachel Miller, Arts & Science Center for Southeast Arkansas
Mr. Gary DeSerrano, K & G Sports
Mr. Ken Johnson, Black Pilots of America
Mr. Joseph Trotter, Merrill All School Reunion

Call to Order:

Moss called the meeting to order at 4:10 PM.

He asked for consideration of the minutes for the regular meeting on October 24, 2018. Bateman moved to accept the minutes as presented. Brown seconded. The minutes were unanimously approved.

Director's Report

Storie reported on visitor tracking and tax collections. She shared recent articles in the Pine Bluff Commercial, confirming the focus of our marketing plan on cultural and heritage tours. She updated on recent promotional videos posted to our web site and the scheduled tourism workshop.

Committee Reports

***Marketing Committee* - Pettigrew updated everyone on the success of attending the Arts Advocacy Day held in Little Rock.**

Finance Committee – Brown gave the report from the November 26, 2018 committee meeting.

Old Business

RFQ Audit Services- Moss will be seeking options in Little Rock.

New Business


Moss gave opportunity for each of the funding request applicants to speak for 5 minutes and allotted time for questions from the Commissioners. Those applicants present spoke in alphabetical order according to the organization. Pettigrew presented for the Merrill All School Reunion.

Moss called for a Special Meeting to review the funding applications on Wednesday, December 5, 2018 at 4:00 PM in the UAPB EDRC office complex.

With no further business to discuss a motion to adjourn was made by Pettigrew and seconded by Brown. Meeting adjourned at 5:18 PM.

The next regular meeting will be on Wednesday, December 19, 2018 at 4:00 PM in the conference room at the UAPB EDRC office complex.

Respectfully submitted,



William D. Moss, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Special Called Meeting Minutes
December 5, 2018

A Special Called meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, December 5, 2018 at 4:00 p.m. in the conference room of the UAPB ERDC office complex. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mrs. Wanda Bateman
Mrs. Thelma Walker
Mr. Glen Brown, Jr.

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guests

Dr. Ryan Watley, Go Forward Pine Bluff
Mrs. Melrita Johnson, REFORM
Mr. Steven Bronskill, Mayor's Office

Call to Order:

Moss called the meeting to order at 4:09 PM.

Moss stated the purpose of the meeting: To consider the funding applications received for the 2019 funding cycle.

After acknowledging those present he asked for a motion to adjourn and move into a committee of the whole to allow for open discussion of each request without taking formal actions. Pettigrew so moved, Bateman seconded. The motion passed unanimously.

Moss explained the four categories in which A&P disperses grant money: Advertising, Event, Year Round funding (Brick & Mortar) and Physical Improvement to the Pine Bluff Convention Center.

During the discussion Moss allowed Watley to speak for GFPB's application request. Johnson also spoke, clarifying information for REFORM.

After the committee of the whole discussed each request and came into agreement, the Commission reconvened to formally approve the funding requests.

Moss asked for a motion to approve the 2019 funding requests. Pettigrew motioned for approval, Brown seconded. The motion passed unanimously. The following funding requests were approved:

Organization	Amount Requested	Amount Approved
Arkansas Hospitality Association – The Natural State Golf Trail	\$2,000	\$2,000
Arkansas Hospitality Association – Simmons Bank Big Bass Bonanza	\$2,500	\$2,500
Arkansas Museum Association	\$5,000	\$5,000
Arkansas Railroad Museum	\$10,000	\$10,000
Arts & Science Center for Southeast Arkansas - Crossroad Festival	\$2,500	\$2,500
Arts & Science Center for Southeast Arkansas - Year Round Funding	\$30,000	\$30,000
Black Pilots Association of America/Operation Skyhook	\$10,000	\$10,000
Delta Rhythm & Bayous Alliance	\$25,000	\$25,000
Gloves Not Guns	\$12,000	\$12,000/\$3,000 per event
Go Forward Pine Bluff – Forward Fest/ The Comedy Show/King Cotton	\$75,000	\$25,000 with the stipulation that all advertising goes through A&P Director who will work with Land of Legends Travel Association
Hestand Stadium Fairgrounds-Southeast Arkansas Livestock Show & Rodeo	\$20,000	\$20,000
K&G Sports Women’s All Pro Tour	\$10,000	Tabled- requesting further documentation from applicant
Merrill High – All School Reunion	\$20,000	\$2,500 for 2019-\$17,500 designated for 2020
REFORM, Inc.	\$25,000	\$15,000
Taylor Field – Year Round Funding	\$10,000	\$10,000
Taylor Field – Hospitality/Meeting Facility	\$10,000	\$10,000
UAPB – Alumni Homecoming Golf Tournament	\$1,500	\$1,500

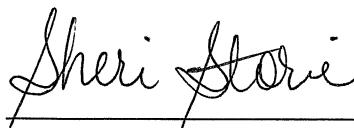
Pettigrew motioned for adjournment, Walker seconded. Meeting adjourned at 6:01 PM.

The next regular meeting will be on Wednesday, December 19, 2018 at 4:00 PM in the conference room at the UAPB EDRC office complex.

Respectfully submitted,



William D. Moss, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Meeting Minutes
December 19, 2018

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, December 19, 2018 at 4:00 PM. in the conference room of the UAPB ERDC office complex. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. William Moss, Chair
Ms. Rosie Pettigrew, Vice Chair
Mrs. Wanda Bateman
Mrs. Thelma Walker
Mr. Glen Brown, Jr.

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

CACC

Mr. Joseph McCorvey, Executive Director
Mr. Marty Huddleston, Operations Manager
Mrs. Barbara Davis, Controller
Mrs. Lisa Kosmitis, Vice Chair CACC

Guests

Mr. Steven Bronskill, Mayor's Assistant
Dr. Lenore Shoults

Call to Order:

Moss called the meeting to order at 4:07 PM.

He asked for consideration of the minutes for the regular meeting on November 28, 2018 and Special Called meeting on December 5, 2018. Pettigrew moved to accept the minutes as presented. Bateman seconded. The minutes were approved unanimously.

Director's Report

Storie reported on the visitor tracking and tax collections. She discussed the round table discussion that was held in partnership with the Pine Bluff Historic Commission and Pine Bluff Collaborative on December 3rd regarding the possibility of culinary tourism in connection with Pine Bluff's

heritage tourism. She will be meeting with Mrs. Joy Blankenship regarding the availability of matched funding from the Arkansas' Land of Legends Travel Association for the Go Forward advertising grant. She also has a communications team meeting with the Mayor's office and city department heads on December 20.

Committee Reports

Marketing Committee – Pettigrew stated the committee had not met therefore no report was given.

Finance Committee – Since those Commissioners present also attended the Finance Committee meeting on Monday, by consensus, all agreed to accept the report and the 2019 budget as presented during that meeting.

Moss recognized McCorvey and reminded the Commissioners that McCorvey had not provided a 2019 CACC budget during the Monday meeting. Moss stated that McCorvey was attending today to present said document which had been approved by CACC yesterday at their regular meeting.

Prior to granting McCorvey the floor, Moss discussed his working relationship with the CACC during the previous year and a half.

McCorvey proposed that the CACC Budget request of \$ 1,104,000 be granted. Said amount exceeded by \$ 120,000 the \$ 984,000 provided in A & P's 2019 budget which had just been approved.

Moss asked questions and expressed his concerns.

Brown moved to increase CACC's 2019 funding to a total of \$ 1,104,000. Pettigrew seconded.

After further discussion the roll was called for the vote.

Brown, Pettigrew, Walker, and Bateman voted to approve the additional funding.

Moss voted against.

Motion passed.

Old Business

Storie updated on K&G Sports not currently having the commitment of United Way. Walker made a motion to pull the request off the table for discussion, Bateman seconded. After discussion it was agreed by consensus that \$ 10,000 of the initial funding request be held in reserve for a tournament event once a nonprofit partnership was established.

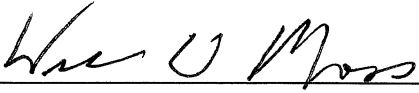
New Business

Walker presented a funding request for "Diamonds Are Forever" a dance team associated with the Merrill Center. It was determined that funding this organization would not be appropriate because they fall under the general operating budget of the city.

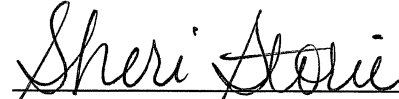
With no further business to be discussed Pettigrew motioned for adjournment, Brown seconded. Meeting was adjourned at 5:37 PM.

The next regular meeting will be on Wednesday, January 23, 2019 at 4:00 PM in the conference room at the UAPB EDRC office complex.

Respectfully submitted,



William D. Moss, A&P Commission Chair
/beb



Sheri Storie, A&P Director