

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**August 25, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, August 25, 2025, at 5:00 p.m. at the offices of the A&P Commission, 623 S. Main Street. This meeting was audibly recorded. These minutes are a summarization.

### **PRESENT:**

#### **Advertising and Promotion Commission**

Mr. Glen Brown, Jr., Chair  
Mr. David Knott, Secretary-Treasurer  
Mrs. Reneta Harper  
Mr. Lloyd Holcomb, Jr.

#### **Staff**

Mrs. Sheri Storie, Executive Director  
Mr. Jimmy Cunningham, Tourism Development Director  
Mrs. Betty Brown, Recorder

#### **CACC**

Barbara Dunn, Regina Jones, Lisa Kosmitis, Debe Hollingsworth, Jordan Sims, Wil Jenkins, Sherita Womack

#### **Guests**

Luke Mattheson, Byron Tate, Jamal Gordon

### **Call to Order:**

Brown called the meeting to order at 5:00 PM.

Brown asked for consideration of the minutes for the regular meeting of July 28, 2025. Holcomb moved to accept the minutes as presented. Knott seconded. The minutes were approved.

### **Director's Report**

Storie reported that the tax collections are coming in good. Storie said YTD we are 6.4% above budgeted revenue but 1.5% less than 2024 YTD collections. Lodging collections are down 11.6 % less than last year and G. Brown noted lodging collections are down across the state.

Storie shared Governor Sanders' and the Arkansas Dept. of Agriculture recent decision to allocate funding for fairs and county shows and South Arkansas Livestock and Fair was on the list. Storie has been in contact with Dale Dixon who informed her they (Hestand Stadium) received \$54,000.

Storie will be sending out a press release for the launch of the new interactive platform through ITI Digital for our event calendar. This platform allows others to add their events for approval by our office, and those partners will be informed by email. She stated the benefits of real-time events that are pulled from multiple sources with a mobile friendly design with GPS navigation. Storie also provided an ITI Digital information handout to the commissioners.

Storie provided the packet of tax information that we supply to the City Collectors office. This packet is for every new business that pays A&P tax. Storie also commended the collector's office in doing a great job communicating with our office and sending new business owners to our office.

Storie asked Cunningham to update everyone on all the tourism developments that has occurred since the last meeting.

Cunningham reminded everyone of the guiding themes around our tourism initiative that focuses on becoming designated on national and state trails utilizing the benefits of a built-in audience. In the last week, Pine Bluff has been designated on the Arkansas Trail of Tears which ties in with the National Park Services Trail of Tears. There will be signage on Barraque and State Streets. Pine Bluff will honor the legacy of those who moved on the river and on foot, specifically the Cherokee and Seminole people. Cunningham added that there is more signage to come about the Indian removal of Quapaw and Creek people and their stories. He attended a statewide National Trail of Tears meeting in Little Rock where he presented Pine Bluff history that included artwork by Rod Carroll regarding John Horse of the Seminoles.

Cunningham also gave an update on the 62 U.S. National Heritage Areas, geographic areas that have some significant cultural or natural themes. He gave the example of the Gullah Geechee Cultural Heritage Corridor that encompasses three states on the Atlantic Coast. These 62 areas work together to build out travel narratives that sell their areas. Our ongoing planning process for building our own significant area has linked with the Delta Byways Regional Association and we are joining forces with them to apply to U.S. Congress for the Arkansas Delta National Heritage Area.

Cunningham spoke of a Zoom meeting with the Mellon Foundation that was held with Pine Bluff contingents, Storie, Knott, Michael McCray and Councilman Lockett as well as Indianola, Mississippi representatives. The power points were powerful enough to establish a recommendation for funding from the foundation. Storie and Knott both added their impression of the excitement of the promise of the recommendation to be invited to apply for funding. There were several questions and obvious excitement from the Commission.

Storie drew attention to the 2026 Grant Funding Applications for the consideration of changing and setting limits of funding for 2026. She also emailed the applications to commissioners and reminded them that any changes will occur after the 2026 budget is approved.

## Committee Reports

*Finance Committee* – Knott mentioned that there was not a Finance Committee meeting the week prior and presented the financial summary report for the month ending July 31.

With no further business to be discussed Brown asked for a motion to adjourn. Holcomb moved to adjourn. Knott seconded. The meeting adjourned at 5:34 PM.

The next regular meeting will be on Monday, September 22, 2025, at 5:00 PM at the offices of the A&P Commission.

Respectfully submitted,

  
Glen Brown, Jr., A&P Commission Chair  
/beb

  
Sheri Storie, A&P Executive Director

*The minutes contained herein follow the best practices of **Robert's Rules of Order** and is not a transcription of the meeting. As is standard procedure, these minutes serve as a record of the action(s) taken by the Commission and is not a record of detailed discussion that took place during the meeting.*