

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

August 24, 2026

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, August 24, 2026, 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
Ms. Carla Bryant, Vice-Chair
Mrs. Reneta Harper
Mr. Lloyd Holcomb, Jr.

Staff

Mrs. Sheri Storie, Executive Director
Mr. Michael McCray, Public Relations & Cultural Development Specialist
Mrs. Betty Brown, Recorder

Guests

Call to Order:

Brown called the meeting to order at 5:07 PM.

Brown asked for consideration of the minutes for the regular meeting of May 21, 2026. Bryant moved to accept the minutes as presented. Knott seconded. The minutes were approved as presented.

Director's Report

Storie reported the tax collections to date are 6.6% greater than budget.

Storie met with Mayor Flowers and Prutty Holmon of Parks and Recreation regarding the Self-Service Kayak Rental. Mayor Flowers requested the City to take the lead by funding the initiative directly. Under this proposed model Parks & Rec would receive the 30% revenue generated to support park maintenance and operations. Storie shared that this would allow for A&P funds to be allocated toward other strategic marketing and event initiatives. Storie, Flowers and Holmon will have a virtual meeting with Rent.Fun sales representative to review and finalize the proposal.

Storie gave a power point presentation of the latest tourism information from Placer.AI. Their new Travel & Tourism Dashboard is purpose built for Destination Marketing Organizations (DMO's) to measure true economic impact, visitor behavior and travel trends. This dashboard's key capabilities include visitor volume & trend analysis, visitor origin, overnight vs. day-trip segmentation, category spending insights, overnight leakage tracking, destination leakage mapping and statewide benchmark rankings.

In preparing for the 2027 budget Storie previously emailed a draft budget to the Commission. She informed the Commission that while maintaining a conservative estimated revenue growth, now

is the time to expand our core advertising budget and engage a professional tourism and destination marketing agency to represent Pine Bluff. Storie stated that a specialized tourism-focused advertising agency could provide us with specialized media buying power, branding expertise and campaign execution to compete with peer markets without adding internal operational overhead. Storie compiled a comparative overview of marketing expenditures from other A&P Commissions within Arkansas. Storie stated this is a critical next step in transforming how we position Pine Bluff. Storie emailed a draft of the RFP prior to the meeting for the commissioners to review. There were no requests for changes to be made on the draft.

Additionally, Storie's proposed budget includes funding for a dedicated Communications & Visitor Services Coordinator. A full-time position to be the initial point of contact for the office. Key responsibilities include front desk and visitor hospitality, digital communications and marketing, event support and administrative operations.

Storie presented a survey she initiated with other A&Ps in the state regarding how they approach grant funding. The data will help guide the possible restructuring of our funding to ensure it strictly supports high performing events that actively bring in overnight guests and create a positive economic footprint in our community.

Storie presented the travel benefits of networking and core opportunities of the staff trade shows. Jimmy Cunningham was currently in Montgomery, Alabama meeting with the Equal Justice Initiative (EJI's) Founder Bryan Stevenson to showcase Pine Bluff's heritage initiatives and explore a strategic partnership through EJI's Community Remembrance Project.

Storie presented upcoming travel plans including Cunningham's attendance at the AMERICANAFEST 2026, September 15-19 in Nashville via a \$2,500 supporting sponsorship alongside Arkansas Tourism. The sponsorship provides brand visibility, on-site representation, industry networking and strategic alignment.

McCray will be attending TEAMS (Travel, Events and Management in Sports) Conference in Birmingham, October 26-29, partnering with Arkansas Tourism. This is a premier sports expo globally. The objectives and impact of this conference will promote local venues, generate event leads and leverage state partnerships.

McCray reported on the unveiling of the Arkansas 250 state sponsored historical marker for the Quapaw 1824 Saracen Indian Removal. The unveiling was a success and there were more than fifty people in attendance. He also mentioned the Trail of Tears historical marker unveiling planned for September.

Storie asked if she could have approval to send out an RFP for a professional marketing agency. Bryant made a motion for an RFP to be published for a professional marketing agency. Knott seconded. The motion passed.

Committee Reports

Finance Committee – Knott presented the financial summary report for month ending July 31. Knott presented two requests that came from the Finance Committee with a do-pass recommendations.

The Civic Auditorium Complex Commission is requesting \$14,951.81 in financial assistance to cover an exceptionally high Entergy bill caused by a faulty chiller water pump. The amount is to be paid over a four-month period, \$3,737.95 for three months and the fourth month \$3,737.96. Brown asked if this money would come from reserves. Storie confirmed it would.

Knott made a motion for payment of the four installments as presented. Holcomb seconded. After discussion the motion passed.

The Finance Committee reviewed and approved a resolution authorizing the issuance of an additional credit card for Michael McCray with a \$5,000 limit. This is for official travel and business expenses.

Knott made a motion to approve the issuance of an additional credit card for McCray as stated. Harper seconded the motion. The motion was approved.

Old Business

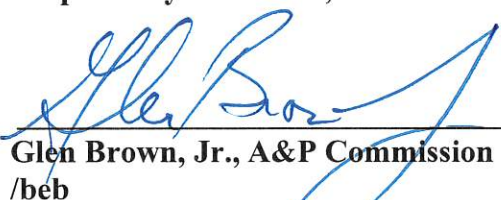
Storie reminded Brown that a vote is needed regarding the renewal of the CD with Relyance Bank. The subsequent resolution and information regarding length of time and interest rates were presented.

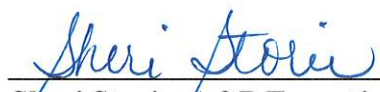
Knott motioned to renew the CD for 5 months at 3.8%. Holcomb seconded. The motion was approved.

With no further business to be discussed Brown made a motion to adjourn. Harper seconded. The meeting adjourned at 6:13 PM.

The next regular meeting will be on Monday, September 28, 2026, 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.*