

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**January 27, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, January 27, 2025 at 4:30 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, Secretary-Treasurer

Mr. David Knott

Mrs. Reneta Harper

Ms. Carla Bryant

Mr. Lloyd Holcomb, Jr.

#### **Staff**

Mrs. Sheri Storie, Executive Director

Mr. Jimmy Cunningham, Tourism Development Director

Mrs. Betty Brown, Recorder

#### **Guests**

Ms. Kathleen Majewska, Saenger Theater Consultant

Tristan Pearl

### **Call to Order:**

Brown called the meeting to order at 4:31 PM.

Brown asked for consideration of the minutes for the regular meeting of December 9, 2024. Bryant moved to accept the minutes as presented. Harper seconded. The minutes were approved.

### **Director's Report**

PR Presentations-There were two public relations services that responded to the RFP published in December. There were separate Zoom presentations as The Lou Hammond Group- Aaron Mullins and Advance Travel & Tourism-Anna Kaitlyn Berry and their respective team members gave a fifteen-minute presentation each. The commissioners were emailed the presentation prior to the meeting and a paper copy was provided as well. After the presentations some discussion was held regarding the specific media and public relations narrative. The commissioners will email Storie any questions they may have and she would relay them to the firms.

Introduction- Kathy Majewska shared her passionate experience, outside interest and hopeful plans to bring the Saenger Theater back to life. Her presentation was informative of the actual history of Pine Bluff's Saenger in comparison to other similar theaters that have been restored. She expressed her gratitude to be the consultant working with the A&P Commission, city officials, Tiffany Copeland, grant writer for the city, and others who have a desire to see the Saenger saved and restored. Brown and Holcomb agreed to see that the theater was secured from ongoing intrusion and any further vandalism. Storie agreed to send Majewska's contact information.

Storie moved on to the director's report by first updating the ongoing process of issuing the A&P Permits with approximately one third of the businesses completed. Storie and B. Brown will contact businesses again as the April 1 is deadline for the businesses to be in compliance with the ordinance.

Storie mentioned the GovOS online tax payment launch, hoping the transition will take place by March 1, 2025.

Storie presented a quote for a new copier. Holcomb made a motion to engage in a lease for a new copier from South Arkansas Business Solutions for a term of 60 months, including a maintenance plan for the amount of \$8,844.60. Bryant seconded. The motion was approved.

Storie reported that since the grant funding was not available for PB/JC Military Museum she was able to utilize funds from 2024 remaining Tourism Development line item. The amount of \$15,000 will enable them to do necessary improvements and reopen the museum as soon as possible.

Storie is working with the JC Historical Society and Ms. Te'Arra Stewart from the UAPB Art Department to restore the Boone Murphy House, Steamboat Landing, and Bayou Bartholomew (3) Historical Markers. Storie stated that the process includes cleaning, stripping, priming and painting the markers at \$1,800 for all three.

Storie mentioned her plan to delay the Annual Report, usually available in January for the purpose of including state tourism numbers to provide a comparative analysis of the Pine Bluff and Jefferson County to other cities and counties that collect the A&P tax as well as the state 2% Tourism tax. She is hopeful to present the annual report in March.

Storie reminded the commissioners to have their Statement of Financial Interest submitted to the City Clerk by January 31. Brown added further explanation so that everyone was familiar with the requirement.

#### Committee Reports

*Finance Committee* – Brown presented the financial summary report for the month ending December 31, 2024.

#### New Business

Election of Officers went as follows:

Holcomb made a motion that Brown remain as Chair of the A&P Commission. Harper seconded. Brown asked if there were any other nominations. Having no other nominations, the motion was approved.

Holcomb nominated Bryant as Vice Chair, and with no other nominations Holcomb made a motion for Bryant to serve as Vice Chair of the A&P Commission. Harper seconded. The motion was approved.

Holcomb nominated Knott as Secretary Treasurer, and with no other nominations made a motion that Knott serve as Secretary/Treasurer of the A&P Commission. Bryant seconded. The motion was approved.

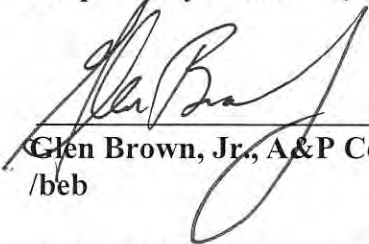
Knott requested that the Finance Committee date be moved to the third Wednesday of the month at 12:30 PM. Brown and Bryant agreed that they would be able to accommodate this schedule.

2025 Meeting Dates- The meeting calendar will be updated with the request of Knott to change the Finance Committee meeting day and time. It will be distributed to everyone when it is completed.

With no further business to be discussed Holcomb moved to adjourn. Knott seconded. The meeting adjourned at 6:11 PM.

The next regular meeting will be on Monday, February 24, 2025 at 4:30 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

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# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**February 24, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, February 24, 2025 at 4:30 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**

Mr. Jimmy Cunningham, Tourism Development Director (via teleconference)  
Mrs. Betty Brown, Recorder

#### **Guests**

Mr. David Foote, Arkansas Boxing Foundation  
Mr. Kevin Lightburn, Ebony & Ivory Promotions  
Mr. Matt Hamilton, Ebony & Ivory Promotions

### **Call to Order:**

Brown called the meeting to order at 4:32 PM.

Brown asked for consideration of the minutes for the regular meeting of January 27, 2025. Knott moved to accept the minutes as presented. Harper seconded. The minutes were approved as presented.

### **Director's Report**

G. Brown presented the report prepared by Storie who was attending the Governor's Conference on Tourism.

Brown updated the tax collection for January 2025.

Brown informed the Commission that the Lou Hammond Group PR firm has withdrawn their proposal. Storie and Bryant will meet with Mayor Flowers regarding her desire to collaborate marketing and public relation efforts between A&P and the city.

GovOS implementation is underway with the transferal of data and approval process of the transition under review. Storie hopes to have a final implementation plan and a Go-live date in March.

Brown read Storie's update on the Historical Marker preservation process.

Historic Preservation Week & Pine Bluff Event includes Friday and Saturday, June 13 & 14 in person events that include workshops, historic tours, community games, food trucks and music.

In her absence Storie added details of the new business items to be discussed to her report.

Storie's director report introduced the planned presentation of the three guests who presented a request and plans of the Arkansas Boxing Foundation and Ebony and Ivory Promotions boxing collaborative event in May. The Commissioners were provided copies of the proposed budget as well as information and photos from previous events.

The second new business item was a request to use \$50,000 of the matching grant fund for the 100' long, 12' high mural in the DRB Blues and Wellness Plaza. It will be a collaboration with UAPB art students, professional artist Joshua Asante and A&P. Cunningham was available via teleconference to answer questions as he was also attending the Governor's Conference on Tourism.

### Committee Reports

*Finance Committee* – Knott presented the financial summary report.

Brown presented the two resolutions coming out of the meeting with a do pass recommendation.

Holcomb made a motion to approve the Resolution to remove/add authorized signatories to the checking account. Harper seconded. The motion passed.

Holcomb made a motion approve the resolution for A&P to obtain a credit card for Jimmy Cunningham. Harper seconded. After discussion Brown agreed to add a clause to the resolution stating the specified credit card limit of \$5,000 and asked for a motion to approve the amendment.

Holcomb made a motion to approve the amendment to the resolution to add the \$5,000 limit clause. Harper seconded. The motion passed.

Holcomb made a motion to approve the resolution for A&P to obtain a credit card for Jimmy Cunningham with a limit of \$5,000. Harper seconded. The motion passed.

### New Business

Cunningham explained in detail the mural, projected timeline and collaboration involved with the building out of the DRB Blues and Wellness Plaza. Cunningham answered Brown's questions regarding the request for the matching grant funds as well as existing walls similar in nature referring to the wall in Helana specifically. Cunningham answered Brown's questions pertaining to the artists and the art installation, stating that a sign company would oversee the installation. Cunningham closed with sharing the positive responses he has received from other conference attendees from all over the state regarding the tourism development in Pine Bluff.

Harper made a motion to approve the request for the \$50,000 matching grant fund for the mural wall for the Blues & Wellness Plaza. Knott seconded. The motion was approved.

Boxing 4 Life – Foote, Lightburn and Hamilton all shared freely their connections to Pine Bluff and their love for boxing. Foote is a hometown person who loves to see Pine Bluff prosper and after connecting with Storie at Gloves Not Guns Wanda Bateman Holiday Tournament, he contacted the other two men. Lightburn and Hamilton are boxing promoters with a network of semi-professional

and professional boxers. They would like to provide an opportunity for Pine Bluff to hold a big boxing event at the convention center. Their experience and passion for such an event was encouraging for future opportunity for Pine Bluff to become a hot bed to showcase Arkansas boxers who currently draw huge crowds and potential larger crowds.

Their experience and history with Arkansas Boxing Foundation and promotion of boxing events in general along with the sponsorship packet and proposed budget. Mr. Foote shared the specifics for this event in their desire to bring money into the city, and community involvement as opposed to the way they typically operate.

The Boxing 4 Life event would capitalize on the convention center facility in the encouragement of home town boxing kids who participate with the Pine Bluff boxing clubs, essentially raising up potential world champion boxers. Ticket prices for the Pine Bluff market were discussed.

Foote, Hamilton and Lightburn clarified that for the event to be a success for the city, the city has to buy into it.

After much discussion Brown stated that he would speak with Storie regarding the funding and thanked the three men for their presentation. Brown informed Foote, Lightburn and Hamilton the Commission would make the decision with no need for another presentation. The three men gave their cell phone numbers for any further questions that the commissioners or Storie may have.

With no further business to be discussed Holcomb moved to adjourn. Knott seconded. The meeting adjourned at 6:01 PM.

The next regular meeting will be on Monday, March 24, 2025 at 4:30 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

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**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Meeting Minutes**  
**March 26, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held Wednesday, March 26, 2025 at 4:30 p.m. at the Pine Bluff Convention Center office conference room. 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  
Mrs. Betty Brown, Recorder

**CACC**

Mrs. Barbara Dunn, Executive Director  
Ms. Robin Divine  
Ms. Lakya Smith  
Mr. Eric Hobbs

**Guests**

Mr. Luke Matheson, Delta Plex Radio and Mrs. Sherri Matheson

**Call to Order:**

Brown called the meeting to order at 4:39 PM.

Brown asked for consideration of the minutes for the regular meeting of February 24, 2025. Holcomb moved to accept the minutes as presented. Bryant seconded. The minutes were approved with one minor correction.

**Director's Report**

Storie reported that the tax collections for February were less than the budgeted revenue for a second month this year.

Storie informed the commissioners on the Governor's Conference on Tourism that was held in conjunction with the Arkansas Outdoor Economy Summit. Outdoor recreation is a huge economic drive in tourism in the nation and Arkansas, especially the bicycling in midwestern AR. Data presented at the conference showed that outdoor recreation contributes \$4.5 billion to Arkansas' GDP and accounts for 3% of the state's workforce.

Storie shared that she and Cunningham serve on the mayor's transitional advisory board of Tourism and Nature, and have focused their reports on recommendations for expanding tourism-

related infrastructure and services. Work on the Bayou Bartholomew Project spearheaded by the Arkansas Game and Fish Commission is going to be a game changer for Pine Bluff's outdoor assets. This combined with bicycling and the DRB Cultural District along with our indoor attractions will create a nicer package to sell.

Storie brought attention to the information attached to her report regarding bicycling prepared by Kenny and Sandra Fisher, who are organizers of Tour de Bluff. Kenny has shared ways for immediate focus on bicycling with the hope of getting A&P and the city's interest and support. Storie will email the information to the commissioners if necessary as she will also email information and plans for the Bayou Bartholomew Project. She emphasized that now is the time for A&P to get involved with the marketing and promoting of all the outdoor recreation Pine Bluff has to offer

Storie also shared that the Governor's Conference on Tourism was last hosted in Pine Bluff in 1997. She believes it would be ideal to bring the conference back for the 30<sup>th</sup> Anniversary in 2027. She is hopeful that we will have outdoor infrastructure to support it as well as the casino and convention center hotels by that time.

Storie updated the planning that has taken place for softball tournaments in collaboration with Parks and Recreation. Storie and Knott will meet with Terrance Mitchner to discuss the future plans for tournaments. Storie has worked with Trudy Redus in bringing Harbor Oaks golf course back online with Arkansas Golf Trail (formerly the Natural State Golf Trail). Storie is working with AR Hospitality Association who organizes the golf trail with a few things that will need to be done to bring the course up to par. Storie will meet with them and Prutty Holmon at a later date.

Storie informed the commissioners of the onboarding process with GovOS online payment software. We are currently having biweekly meetings with them and are looking at going live on June 9.

Storie shared the A&P Permit progress as being 2/3rds complete as the deadline is April 1.

Storie informed the commission that EGP personnel have completed our 2024 Audit and hope to have the final report within a week. She reminded them that EGP would be invited to present the audit at a future A&P Commission meeting.

Storie updated the DRB Blues & Wellness Plaza work being done on the mural wall with coordination between the artists and the contractors. It is scheduled to be finished June 1 and Storie is hopeful to have a ribbon cutting on the city's Juneteenth celebration.

This year the Juneteenth celebration will be coordinated with the city as a one-day event and will take place in the Cultural District. The kick-off planning meeting has already taken place and meetings will continue until the day of the event.

Storie informed the commission that she and Cunningham are steadily working on the TAP grant seeking funding for sidewalk and lighting in the four-block area around the district.

Before moving to the committee reports Brown thanked Dunn for hosting the meeting.

### Committee Reports

**Marketing Committee** – Bryant shared that she and Storie have met. Bryant also shared that Kenetta Ridgell has agreed to be a member of the committee. Bryant and Storie agreed on maintaining a three-woman committee for now which will allow them to build a stronger foundation for steady growth. Bryant plans to focus on communication as an approach to change the minds of the citizens first to overcome the negative perception that seems to be the narrative on social media.

**Finance Committee** – Knott presented the financial summary report.

### Old Business

**Funding Decision on the Boxing Event** – Storie updated the commissioners that she was unable to find additional sponsors, any A&P funding will have to come from reserves and with the proposed event date being late May she did not see it possible at this time. Storie reminded the commissioners that it is their decision. Storie does believe the event would be a worthwhile endeavor in the future and encouraged the organizers to apply for grant funding when the 2026 application cycle opens. The commissioners were in agreement not to fund the event at this time but that it would be a great event given the ability to find additional sponsorship and promote the event properly.

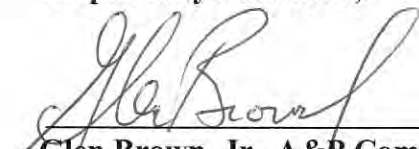
### New Business

Dunn and Hobbs presented the same quotes and requests for a new security system that were presented at length in the Finance Committee meeting. G. Brown referred them in the finance meeting to speak with Capt. Davis about the Flock System that is used by the PBPD. Hobbs spoke with Capt. Davis and a representative shared information and will come back with mapping plans for the external areas of the convention center and overall costs.

With no further business to be discussed Bryant moved to adjourn. Harper seconded. The meeting adjourned at 5:26 PM. Immediately following the meeting, at Dunn's request, the commissioners, Storie and Brown toured the convention center.

The next regular meeting will be on Monday, 28, 2025 at 4:30 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

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# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**April 28, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, April 28, 2025 at 4:30 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**  
**Mr. Lloyd Holcomb, Jr.**

#### **Staff**

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

#### **CACC**

**Mrs. Barbara Dunn, Executive Director**  
**Ms. Regina Jones, Comptroller**

#### **Guests**

**Hayden Moore, EGP Accounting Firm**  
**Mrs. Wanda Neal**

### **Call to Order:**

**Brown called the meeting to order at 4:45 PM.**

**Brown asked for consideration of the minutes for the regular meeting of March 24, 2025. Holcomb moved to accept the minutes as presented. Bryant seconded. The minutes were approved.**

### **Director's Report**

**Storie reported the breakdown of the tax collections.**

**Storie's update on GovOS included our nearing the end of onboarding information with a go-live date of May 29 with the benefits of the tax payers having online access and communication with the support team of GovOS.**

**Storie stated we have received all but approximately 30 A&P Permit applications and will continue reaching out to those who have not submitted applications with a hard deadline of May 21.**

**Storie presented a handout of ITI Digital, a proprietary software company specific to the tourism industry and shared information regarding her desire to utilize it. They offer a daily event calendar module that pulls all events and integrates it into our event calendar. Storie has been aware of this platform for several years and would like to utilize funds from the public relations budget to implement this software in 2025. Storie stated this would allow the office to operate more efficiently**

as well as generate tourism traffic to the website. Brown stated he was all for this technology as did Bryant.

Storie presented a proof copy of the new Arkansas Land of Legends Visitor Guide. Some discussion was held and input was offered. Storie stated it should be ready and available in time for Operation Sky Hook.

Storie gave an update on the work that the Pine Bluff Military and Veterans Museum have accomplished and their plans for a soft opening after the May 15<sup>th</sup> board meeting. The museum will then be open weekly from Thursday through Saturday.

Storie and Knott have met with Terrance Mitchner of Parks and Recreation. There will be a USA sanctioned tournament for May 17. A&P support of \$2,500 will come from Storie's public relations budget.

Storie also informed the commission of the changes to the Jazz on the Lake series to Jazz in the Park will be held on Wednesday evening this year but plans are to return to Thursdays in 2026.

Storie's update on Juneteenth included the date change to June 20<sup>th</sup> and will always be held on the 3<sup>rd</sup> Friday of June in future years. A vendor planning meeting is scheduled for Wednesday, April 30.

Storie reminded everyone that Operation Skyhook will take place from May 23 through May 25, Memorial Day Weekend. Promotion materials have been ordered and received and Storie invited all the commissioners to attend opening ceremony on Friday at 9:30 AM.

Storie asked Cunningham to update the Commissioners on grants he has been working on. Cunningham reported on the cultural district grant applications including the TAP grant to help improve pedestrian infrastructure for \$500K, and the Abbey Mural Prize grant for the Runaway Blues Alley in conjunction with an approved grant from UAPB of almost \$200K that will be connected with the Blues and Wellness Plaza.

Cunningham reminded everyone of the convergence of natural trails in Pine Bluff including the U.S. Civil Rights Trail and the U.S. Trail of Tears. He has applied for Pine Bluff to be a designated city on these trails by creating interpretive experiences to entice the trail seeking tourists. Cunningham shared that there are five sites in the U.S. with the UNESCO (United Nations Education Science Culture Organization) Site of Memory designation. UNESCO's interest in enslaved history opens the door for Pine Bluff's story of enslaved runaways and resistance to draw international travelers. Once the designation application is approved, Pine Bluff will be on the UNESCO Site of Memory trail, along with other sites like the Great Pyramids.

Cunningham has also applied for the T-Mobile grant for \$40K, for a 1941 Cadillac to be used as the signature piece for the plaza, Juke Joint themed restrooms, and conducting interviews.

Cunningham has applied to the National Register of Historic Places designation for the Old Miller Theater, one of only about 10 Black Vaudeville Theaters still standing today in the U.S.

Brown gave Hayden Moore the opportunity to present the 2024 Audit overview. Moore found nothing of concern in the audit and reported that there were no identifiers or circumstances that would cause concern. Moore stated if there were any findings they would be stated in the report and commented that the staff has always been forthcoming and provide information in a timely manner. He provided reasonable assurance that internal controls are in place and that the office is operating with efficiency and the financial statements as a whole are correct.

Moore gave Storie and B. Brown kudos and said that the internal controls are better than he sees with offices that have 3 times number of people, it speaks to the quality of them as individuals, they play off each other well, respecting boundaries.

Moore also stated that he likes what A&P is doing to fulfill their mission. It is the rewarding part of his job in auditing government non-profit agencies who care about their mission as opposed to those who only care about the bottom line.

The Commission had no questions for Moore regarding the audit. Moore also gave the invitation to contact him, Lindsay Baker or Alex Prince from EGP if they have any questions.

### Committee Reports


*Finance Committee* – Knott presented the financial summary report. There were no questions.

*Marketing Committee* – Bryant reported on the committee’s progress with a comprehensive plan that includes a working document with phases. The first phase is to invite social media influencers input in creating a hashtag media statement with a means to measure public response. This phase is an eight-week period. Bryant wants to give an opportunity for certain age groups to have a voice in marketing the whole city and she hopes to have the committee of three to meet soon. She shared the statistic that 87% of Pine Bluff’s population are high school graduates, the highest in the state of Arkansas and this is an opportunity to build upon this.

With no further business to be discussed Bryant moved to adjourn. Knott seconded. The meeting adjourned at 5:49 PM.

The next regular meeting will be on Tuesday, May 27, 2025 at 4:30 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

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**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Special Called Meeting Minutes**  
May 15, 2025

A Special Called meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, May 15, 2025 at 3:00 p.m. at the Cross & Kearney Law Offices, 1022 W. 6<sup>th</sup> Avenue, Pine Bluff, AR. 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

**Staff**

Mrs. Sheri Storie, Executive Director  
Mrs. Betty Brown, Recorder

**Guests**

Jesse Kearney, Attorney

**Call to Order:**

Brown called the meeting to order at 3:11 PM for the purpose to discuss the Aramark court ruling and any further legal course with Kearney.

After details were discussed, questions asked and options explained, the Commission decided to table the decision until they could review the legal findings more thoroughly.

It was agreed by the Commission that a Special Called Meeting would be held on Monday, May 19, 2025, at 4:00 PM for the purpose of the decision. Kearney confirmed that he would be able to attend.

With no further business to be discussed Harper moved to adjourn. Knott seconded. The meeting adjourned at 4:00 PM.

Respectfully submitted,

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

  
\_\_\_\_\_  
Sheri Storie, A&P Executive Director

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**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Special Called Meeting Minutes**  
**May 19, 2025**

A Special Called meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, May 19, 2025 at 4:00 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 (via telephone)

**Staff**

Mrs. Sheri Storie, Executive Director  
Mrs. Betty Brown, Recorder

**Guests**

Jesse Kearney, Attorney  
Luke Matheson, Sherri Matheson, Arkansas Democrat Gazette

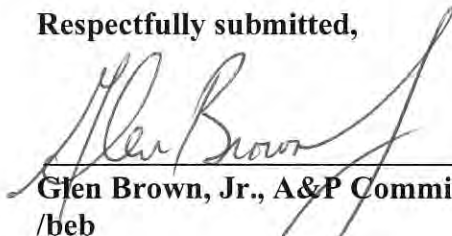
**Call to Order:**

Brown called the meeting to order at 4:10 PM for the purpose of deciding action for or against any further legal appeal of the recent court decision in the favor of Aramark.

Harper made a motion to not appeal the decision the Court of Appeals decision to the Supreme Court. Knott seconded. The motion passed unanimously.

With no further business to be discussed Knott moved to adjourn. Harper seconded. The meeting adjourned at 4:17 PM.

Respectfully submitted,

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

  
\_\_\_\_\_  
Sheri Storie, A&P Executive Director

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**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Meeting Minutes**  
**May 27, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Tuesday, May 27, 2025 at 4:30 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

**Staff**

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

**CACC**

Mrs. Barbara Dunn, Executive Director  
Mr. Eric Hobbs, Sales Team, Assistant

**Guests**

Mr. Micheal McCray, Economic & Community Development

**Call to Order:**

Brown called the meeting to order at 4:40 PM.

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

Brown asked for consideration of the minutes for the special called meeting of May 15, 2025. Bryant moved to accept the minutes as presented. Harper seconded. The minutes were approved as presented.

Brown asked for consideration of the minutes for the special called meeting of May 19, 2025. Bryant moved to accept the minutes as presented. Knott seconded. The minutes were approved as presented.

**Director's Report**

Storie reported on April's tax deposits, commenting that for the first time in 2025 our total collections are 2.4% greater than our budgeted amount.

Storie informed the Commission that we are on track with GovOs, our new online tax payment software. The onboarding is complete and training will continue to take place throughout June. GovOs has a comprehensive support team for the users and Storie assured them that we will still be available to assist all taxpayers as needed.

Storie has started the onboarding process with ITI Digital for the development of our events calendar module which will be integrated into our website to feature local events. This will create opportunities for greater community engagement and event promotion.

Storie invited the Commission to view the 2025-2026 Land of Legends Visitor Guide in their promotion bag. The regional guide represents four counties and is distributed to the 13 Arkansas Welcome Centers, alongside our local hotels, attractions, and advertisers. She also reminded them that our office distributes these guides in welcome bags we prepare for meetings, family reunions, class reunions and visitor requests.

Storie gave an update on Operation Skyhook, although the weather was limiting, Friday's weather was great for the opening ceremony and the Flour Bomb Drop. The pilots were only able to provide the "Young Eagles" airplane rides on Friday and were able to compete in the Ballon Burst on Sunday. BPA once again utilized the Holiday Inn for their host hotel. Storie stated that in two years it will be their 30<sup>th</sup> year to be in Pine Bluff and would like to do a family festival event on Saturday to draw in more families as the pilots are competing. G. Brown suggested planning now.

Storie shared her excitement on the Juneteenth in the Bluff: An Arts & Culture Festival to take place on Friday, June 20. The event organizers have begun an extensive social media campaign and she encouraged everyone to share any posts they see to help promote the event.

Storie reminded the commissioners of the renewal for Placer.ai Location Analytics. These analytics provide information on the numbers of people making visits to attractions and events, but also provides zip codes, household incomes, where they stop before and after events, etc. This helps with decision making and strategic planning. The Economic & Community Development Office also uses Placer.ai.

### Committee Reports

*Finance Committee* – Knott presented the financial summary report for the month ending April 30.

Storie assured the Commission that the Aramark refund will not affect the 2025 budget but certainly will affect the 2026 budget and she is currently working on a preliminary draft of the 2026 budget and hopes to share that as early as the June meeting.

Due to the ruling to refund Aramark Knott informed the Commission it was decided by the finance committee to table addressing the security camera request from the convention center until the third quarter.

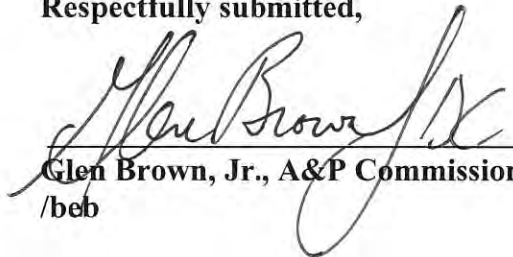
Some favorable discussion was held regarding the recent softball tournament and the opportunity for future tournaments.

*Marketing Committee* – Bryant commented that she will have marketing information to share at the next commission meeting.

With no further business to be discussed Brown entertained a motion to dismiss. Harper moved to adjourn the meeting. Knott seconded. The meeting adjourned at 5:05 PM.

The next regular meeting will be on Monday, June 23, 2025 at 4:30 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

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# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**June 23, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, June 23, 2025 at 4:30 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

### **Call to Order:**

Brown called the meeting to order at 4:38 PM.

Brown asked for consideration of the minutes for the regular meeting of May 27, 2025. Knott moved to accept the minutes as presented. Holcomb seconded. The minutes were approved as presented.

### **Director's Report**

Storie reported tax collections stating that we are still slightly under year to date compared to 2024.

Storie reported that we have officially gone "live" with GovOS the new online tax payment portal. Businesses will be registering in July and making payments in August. The PaySimple portal will remain active through the first two months of transition.

Storie presented the analytics reports and gave a recap on Operation Skyhook and Juneteenth in the Bluff. Storie broke down the statistics of both events along with the terminology and the ability to get specific details. She pointed out the marketing benefits of knowing the locations of travelers. There was much conversation about the visitor's information provided along with future suggestions for next year's Juneteenth.

Storie has been conversing with Kerry Battle regarding the planning of the 4th of July fireworks. He is currently speaking with Simmons regarding sponsorship. Brown stated he would like to see the Festival Association develop the fireworks into a bigger family friendly event in the future.

Storie has been asked by Mayor Flowers for assistance with funding for the Pine Bluff Takeover Rodeo to be held at Hestand Stadium. Storie agreed to assist with \$10,000 from the advertising budget to be directed at advertising for the event.

**Committee Reports**

***Finance Committee*** – Knott presented the financial summary report for the month ending May 31, 2025.

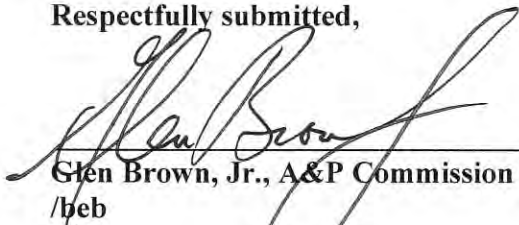
Knott informed the Commission that Barbara Dunn agreed at the Finance Committee meeting to fund the new security system for the convention center from their own funds.

Cunningham mentioned the amount of positive feedback he had received during the Juneteenth event on the district and moving forward with the interpretive aspect. The art displays are causing people to notice and he thanked the Commission and City Council for their decisions and action in bringing it into fruition and not remaining in the planning phase.

With no further business to be discussed Holcomb moved to adjourn. Knott seconded. The meeting adjourned at 5:19 PM.

The next regular meeting will be on Monday, July 28, 2025 at 4:30 PM at the Merrill Historical Museum, 1201 W. Pullen Avenue.

Respectfully submitted,

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

  
\_\_\_\_\_  
Sheri Storie, A&P Executive Director

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# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**July 28, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, July 28, 2025, at 4:30 p.m. at the Merrill Museum, 1203 W. Pullen. 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

#### **Guests**

Michael McCray, Economic and Community Development  
Byron Tate, Pine Bluff Commercial

### **Call to Order:**

Brown called the meeting to order at 4:55 PM.

Brown asked for consideration of the minutes for the regular meeting of June 23, 2025. Harper moved to accept the minutes as presented. Knott seconded. The minutes were approved.

### **Director's Report**

Storie reported the tax collections for June noting that we are 5.8% greater than our budget but not yet year to date with last year's collections.

Storie informed the Commission that our GovOS online payment system is on target to begin receiving payments on August 1 for taxes that were collected in July.

Storie gave an update on the ITI Digital implementation to our website calendar of events. It is now interactive and provides opportunity and information for a wide variety of events. These events can be submitted by others and will always be approved before being published. We also can print a PDF from the portal that shows events for specific dates for groups coming into town for reunions and place it in their swag bags or in the hotels and restaurants in town.

Storie spoke on the Music Cities Convention hosted in Fayetteville, September 15-18. This is a global event focused on the role of music for community development and economic growth and will feature 30 speakers, opportunities for workshops, networking and exploration of best practices. Since Pine Bluff's music is an integral part of our tourism it is an opportunity to be one of the sponsors of this event. Storie shared the commitment of \$5,000, coming from the tourism development budget for the closing showcase. The event features talented artists from Arkansas,

including Pine Bluff and Dumas providing an exceptional platform for Cunningham to share the initiatives underway in Pine Bluff. Storie stated that the sponsorship comes with a reserved table for eight and invited the Commission to participate as representatives of Pine Bluff A&P/Explore Pine Bluff.

Cunningham added that the conference will inform and instruct the “how to” methods of telling a narrative, branding and placemaking. He stated that we now have things to point to and are lining up with the best practices already established. Cunninham will be attending the entire conference and Storie will be attending the final day and closing ceremony.

Storie informed everyone that she and Cunningham met with Mayor Flowers to discuss the Arkansas Gospel Music Heritage Month two-day event presented by the state coordinator. Storie received a sponsorship packet from Dedric Jones, the State Coordinator, and she feels comfortable committing to \$2,500 toward advertising for this event. She included the packet within the commissioner’s binder in case they wanted to increase that amount. They agreed to \$2,500.

Storie then informed the commissioners that the Whistleblowers Summit is another event that she would like A&P to sponsor for \$1,000 due to the definite Martha Mitchell connection to the whistleblowers.

Michael McCray shared that the event will be held in Little Rock, July 30-31. Pine Bluff has unique assets of Martha Mitchell that no other whistleblower has, including Martha Mitchell Expressway, a bust at Memorial Gardens and her home all present tourism attractions. The Kickoff reception will be in the Martha Mitchell home. He thanked A&P for their support.

Storie shared the latest information on Trolley Hop Thursdays in collaboration with the Economic and Community Development, Downtown Development and Parks and Recreation. It has been established to increase foot traffic in downtown Pine Bluff. It will kick off on August 14. There will also be digital connections with QR Codes at different locations throughout the downtown area. The plans are ongoing and include the overall tourism experience for the downtown area.

Cunningham updated everyone that he would be attending the Just Blues Gala in Biloxi to meet with the board members for future collaboration. The Blues Hall of Fame in Memphis and Just Blues foundation in Atlanta are interested in connecting with the Delta associations and are considering Pine Bluff’s amenities, the Blues history, current music festivities, Saracen Casino and talk in the industry as progress worth noting.

Cunningham, Storie and Blankenship met with Adam Long of The Delta Byways Travel Association, to discuss plans on bridging our music aspects and creating signage and developing a trail to attract Delta visitors to Pine Bluff.

Cunningham continues to talk with the Mellon Foundation regarding further funding for the other phases of the Cultural District. He shared a letter he had received from the foundation. He reminded everyone that the district is built on the National Trails intersecting our city.

Storie presented a very preliminary budget for 2026 and reiterated the Commission’s commitment to not use reserve monies to fund the future budgets as was done beginning in 2023. She shared her internal struggle to project a workable budget to meet the needs of the A&P mission as well as

funding the convention center and other grant funding recipients. Storie explained the preliminary budget with thorough details, answered all questions and asked the commissioners to review it and she welcomed feedback.

### Committee Reports

*Finance Committee* – Knott presented the financial summary report for month ending June 30.

Brown shared his recent experience touring the downtown area with perspective business investors and encouraged involving the city with the overall upkeep of the area. Storie and Cunningham both assured Brown that they would report their findings on a regular basis to the city.

Holcomb asked for Pop’s new barber shop facility and owner to be included in downtown planning.

Storie noted that the Aramark legal matters are closed, and their lawyers have dismissed the legal fee reimbursement since A&P was timely and complete with the tax reimbursement.

A brief discussion was held regarding recent events in the city, Catfish Friday, Black Rodeo and the 4<sup>th</sup> of July fireworks. Storie informed Brown that she would follow up with the Pine Bluff Festival Association board to work together to plan a bigger festival for the holiday in the future. The need for overall sponsorship other than A&P was mentioned for all future events.

### New Business

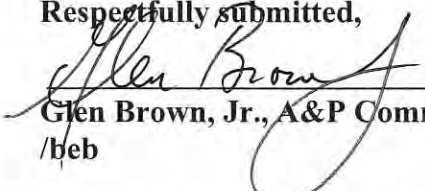
Cunningham presented the information included in the Commission’s meeting binder, the plans for a Juke Joint façade for the restrooms in the Blues and Wellness Plaza. He added that UAPB is on board leveraging \$30,000 from the Wingate Foundation and requests they consider using \$45,000 from the matching grant funds to accomplish this project.

Knott made a motion to approve use of \$45,000 from the matching grant funds to accomplish the Juke Joint façade for the restrooms at the Blues and Wellness Plaza. Holcomb seconded. The motion was approved.

With no further business to be discussed Holcomb moved to adjourn. Knott seconded. Brown adjourned the meeting at 6:09 PM. Juanita Currie, Merrill Museum Director, offered a tour.

The next regular meeting will be on Monday, August 25, 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

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**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.

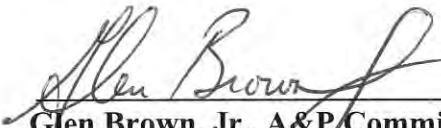
**Committee Reports**

***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

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**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Meeting Minutes**  
**October 27, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, October 27, 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  
Ms. Carla Bryant, Vice-Chair  
Mrs. Reneta Harper  
Mr. Lloyd Holcomb, Jr.

**Staff**

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

**CACC**

Mrs. Barbara Dunn, Executive Director  
Mr. Eric Hobbs, Operations Security Coordinator  
Ms. Regina Jones, Comptroller

**Guests**

Dr. Ryan Watley, Mr. Albert King, Mr. Michael McCray, Mr. Robert Treadwell

**Call to Order:**

Brown called the meeting to order at 5:03 PM.

Brown asked for consideration of the minutes for the regular meeting of August 25, 2025. Holcomb moved to accept the minutes. Knott seconded. The minutes were approved as presented.

**Director's Report**

Storie reported the tax collections. Year to date total collections are 6.4% greater than our budget.

Storie updated the recent events that went back through September since there was no meeting in September. She gave details of Tour de Bluff held September 19-20, A&P provided entertainment at the Magnolia with Detroit Johnny the 19<sup>th</sup>. There were 189 registered bicyclists and Storie remarked that with the interest in bicycling events increasing that Tour de Bluff could grow into a signature event for Pine Bluff.

The Arkansas Gospel Music Heritage Month event also was held in September and Dedric Jones, the state coordinator for the event was extremely pleased and plans are underway to hold the event again in Pine Bluff in 2026.

The Battle of Pine Bluff Kiosk has been installed in partnership with the city at the intersection of Pine and Barraque Streets. It serves as an important gateway to our city's rich history.

**Enchanted Land of Lights & Legends is scheduled to be open on Tuesday, November 25 and will continue to be open nightly from 6-9 PM through December 31. Storie informed everyone that their Memorial/Honor Star Campaign is underway for a donation of \$25 for a lighted star display. Storie has been working with Kerry Battle to market and promote this event.**

**Storie presented UAPB Homecoming data from Placer.ai and the total number of people in the city reflected a total of 14,000. She can filter more specific information if requested. The numbers reflected where the visitors came from and where they visited in the city and the game in detail.**

**Storie shared the plans for the Pine Bluff Regional Veterans Parade that she has been planning with the mayor's office. UAPB, Jefferson Co. Veterans Center and others to plan the parade. Thirteen cities are scheduled to participate including White Hall, Wrightsville, Redfield, Wabbaseka, Rison, Sheridan, Altheimer, Sherill, Star City, Kingsland, Humphrey and Stuttgart. A reception for the veterans and their families will be held at the convention center and plans are to make this an annual event.**

**Storie announced that the DRBCD Pedestrian Trail Project was awarded \$500,000 from the Arkansas Dept. of Transportation TAP grant.**

**Cunningham expounded on the TAP grant providing sidewalks and landscaping to accommodate the pedestrians in the four-square area.**

**Cunningham is in discussion with the Mellon Foundation regarding grant funding and has scheduled a meeting for February.**

**Cunningham informed the commissioners that the scope of the DRB Cultural District has expanded and requested they schedule a walk through with him to see and understand the changes prior to the February meeting with Mellon. Storie suggested B. Brown would contact them via email soon with several dates that may accommodate their schedules.**

**Cunningham has been planning a Grand Opening date for the Blues and Wellness Plaza with the Mayor and to include some other entities.**

**Cunningham reminded everyone that with the selection to be on the National Trail of Tears, the Arkansas Trail of Tears Association has provided signage. Cunningham is working with the PB Street Dept. to have them installed, representing both Seminole and Cherokee Indians. In addition, there will be signs regarding Indian Removal near Saracen Landing that involved the Quapaw and Creek Indians.**

### **Committee Reports**

***Finance Committee* – Knott presented the financial summary report.**

### **Old Business**

**The proposed budget for 2026 was presented again and Storie informed everyone that it was approved during the Finance Committee with a do pass recommendation.**

G. Brown allowed Dunn to share CACC's 2026 proposed budget, along with convention center upgrades and event updates.

There were no further questions and Brown asked for a motion to approve the A&P 2026 budget. Bryant made a motion to approve the 2026 budget as presented. Holcomb seconded. The budget was approved.

New Business

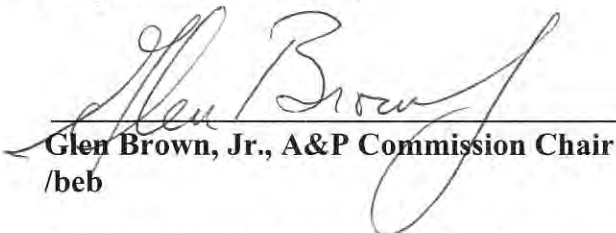
Ryan Watley presented a Go Forward Pine Bluff request to A&P for the 2025 King Cotton Tournament in the amount of \$25,000. Storie identified \$10,000 from her public relations line item and anything beyond that would have to come from reserves. Storie stated the funding will be for advertising. Once the ads are approved, Storie will write checks to vendors directly upon receiving invoices from GFPB. Bryant and Brown asked for more information from Watley.

Storie confirmed the meetings dates for November. Finance Committee is scheduled for November 19 and the A&P Commission meeting on November 24.

With no further business to be discussed Brown asked for a motion to adjourn. Holcomb moved to adjourn. Harper seconded. The meeting adjourned at 5:48 PM.

The next regular meeting will be on Monday, November 24, 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

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# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**November 24, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, November 24, 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

#### **Guests**

Dr. Ryan Watley

### **Call to Order:**

Brown called the meeting to order at 5:18 PM.

Brown asked for consideration of the minutes for the regular meeting of October 27, 2025. Knott moved to accept the minutes as presented. Harper seconded. The minutes were approved as presented.

### **Director's Report**

Storie reported tax collections stating that total tax collections to date are 6% above budget.

Storie updated on the 2026 grant funding applications with a total of 22 applications received by the deadline and a total of \$918,447 was requested. Storie plans to address recommendations in early 2026 on enhancing the application process and for possibly setting amount limits for requests.

Storie remarked on the success of the Veterans Parade held on November 15. The steering committee met, and plans are underway for next year. Mayor Flowers would like this to become an annual event. The reception afterward honored veterans from several cities in the region.

Storie shared that work has begun on the 2026 Visitor Guide. She presented the editorial outline, scope of work and cost of the guide. A&P is a major contributor to the production of the guide representing the largest city in the four-county area that the guide represents. The guide is paid for through the AR Land of Legends, state funds and ad sales.

Storie provided an update on upcoming events in the city including Enchanted Land of Lights & Legends, Catfish Friday Blues & Soul Night, Downtown Hop Stop and Shop and the Christmas Parade.

## Committee Reports

*Finance Committee* – Knott presented the financial summary report.

A do pass recommendation came from the Finance Committee for a line-item budget adjustment to move \$6,500 from Public Relations to Legal and Professional. Storie explained the need to renew the GovOS payment software and the costs of IT Support and Security for the remainder of 2025.

Holcomb made a motion to accept the budget adjustment as recommended. Knott seconded. The motion passed.

Storie then presented the EGP Engagement Letter for the 2025 Audit. This includes the 4% increase of fees for a total not to exceed \$14,900. She stated that once it is signed and sent to EGP the preliminaries for the audit can begin.

Harper made a motion that the Engagement Letter from EGP be accepted and approved. Holcomb seconded. The motion passed.

## Old Business

**Funding Request-Go Forward for King Cotton-** Before Watley presented his request Storie asked the question about the \$50,000 that City Council transferred to the convention center. G. Brown stated it was for operations and assistance with King Cotton. Discussion was held regarding the costs of King Cotton and what the convention center was requesting for rental fees after receiving the \$50,000 from the city.

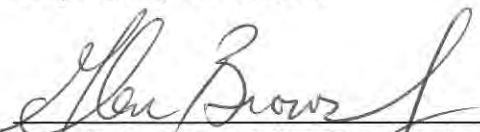
Watley was told previously that A&P will assist with \$10,000 funding for King Cotton from the PR line item. Storie informed the Commission an additional \$2,500 is available from event funding from events that did not take place in 2025.

After many questions and much discussion. Harper made a motion to add the additional \$2,500 to the previous \$10,000 totaling \$12,500 to assist with GFPB King Cotton 2025. Holcomb seconded. The motion passed.

With no further business to be discussed Holcomb moved to adjourn. Knott seconded. The meeting adjourned at 6:00 PM.

The next regular meeting will be on Monday, December 15, 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

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**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Special Called Meeting Minutes**  
**December 2, 2025**

A Special Called meeting of the Pine Bluff Advertising and Promotion Commission was held on Tuesday, December 2, 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  
Ms. Carla Bryant, Vice-Chair  
Mrs. Reneta Harper  
Mr. Lloyd Holcomb, Jr.

**Staff**

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

**Call to Order:**

Brown called the meeting to order at 5:07 PM. Brown reminded the presenters that they would have five minutes to present and after their presentation they were free to leave the meeting. Brown also reminded them that no decisions would be made at this time.

Bryant made a motion to allow the Merrill Restoration Alliance to be the second presentation. Harper seconded the motion. The motion was approved.

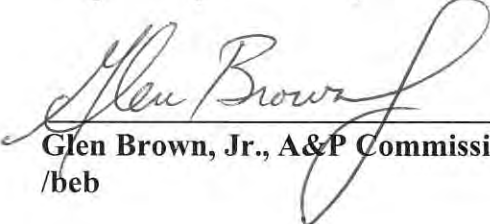
**2026 Funding Applicant Presentations, Q&A:**

Sahara Shrine A.A.O.N.M.S.-Sahara Shrine Circus – Matthew Newton  
Merrill Restoration Alliance, Inc. – Merrill Historical Museum – Juanita Currie  
South Arkansas Livestock Show Association/Hestand Stadium Year-Round Funding – Dale Dixon  
UAPB- 3<sup>rd</sup> Annual Juneteenth in the Bluff: An Arts & Culture Festival – Jaimie Wright  
The ARTx3 Campus- 2026 Year-Round Programing, Marketing & Capacity – Lindsey Collins  
Jefferson Co. Extension Homemakers Council-Southeast AR District Fair – Debbie James  
Bluff City Rodeo Association/Down to Earth-Pine Bluff Takeover Black Rodeo – David Moore  
Knott motioned for a five-minute break. Bryant seconded. Meeting resumed after break.  
Arkansas Extreme Outdoors – AEO Expo - Michael Baugh and Brandy Aaron  
Cotton Belt Rail Historical Society/ AR Railroad Musuem – Robert Longhoffer and J.P. Dunger  
Port City Blues Society- Event A-Midtown Blues Concert Series 2026 – Dave Sadler  
Port City Blues Society- Event B- Future of the Blues – Dave Sadler  
SEARK-SEARK Golf Classic Tournament – Charles King and Rikki Nelson  
UAPB Athletics-2026 UAPB Founders Week Athletics – Cory Blunt  
UAPB Athletics- 2026 Homecoming – Cory Blunt  
Faith Walk Family Foundation-The Great Room at the Stickney House – Phyllis Stickney  
St. Levon Community Foundation-Tour de Bluff – Kenny and Sandra Fisher  
Pine Bluff Downtown Development-Pop Up in the Bluff – Latasha Randle

Once the presentations were complete the Commission discussed the next scheduled meeting that was planned for Monday, December 15, 2025. Due to a conflict with the City Council meeting the next regular meeting will be on Thursday, December 18, 2025, at 5:00 PM at the offices of the A&P Commission.

With no further business to be discussed Holcomb moved to adjourn. Bryant seconded. The meeting adjourned at 7:13 PM.

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.*

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**December 16, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Tuesday, December 16, 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**  
**Ms. Carla Bryant, Vice-Chair**  
**Mrs. Reneta Harper**  
**Mr. Lloyd Holcomb, Jr.**

#### **Staff**

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

#### **Guests**

**Chris Phillips, Daniel Moore, Jaimie Wright, Rob Cheatwood, Charles King, Cory Blunt, Phyllis Stickney, Angelisa Henry, Ken Johnson**

### **Call to Order:**

**Brown called the meeting to order at 5:11 PM.**

**Brown asked for consideration of the minutes for the regular meeting of November 24, 2025. Harper moved to accept the minutes as presented. Bryant seconded. The minutes were approved as presented.**

**Brown asked for consideration of the minutes for the Special called meeting of December 2, 2025. Bryant moved to accept the minutes as presented. Holcomb seconded. The minutes were approved as presented.**

### **Director's Report**

**Storie reported that the year-to-date tax collections are 6.4% greater than budgeted. She presented information along with a copy of the Tourism Ticker report for the state.**

**Storie presented the amended budget for the Commission to review and accept. She informed them that the budget revenue and expenses have not changed only some line items were adjusted to assist with advertising for some of the grant funding applicants who were not awarded grant funding. In the process it was her recommendation to forgo looking for a professional marketing agency and use those funds to add to the salary of the Cultural Development Specialist and utilize McCray's marketing background to meet the needs of A&P. Storie included a copy of the updated job description.**

Storie presented the budget line-item detail for the adjustments. Bryant and Brown asked questions before Brown entertained for a motion to approve the changes.

Bryant made a motion to approve the changes to the 2026 budget. Harper seconded. The motion was approved.

Storie drafted an advertising agreement for those applicants who would be assisted with advertising instead of a grant funding agreement. The commissioners reviewed the draft.

After questions were answered Brown entertained a motion to approve the draft. Bryant made a motion to approve the agreement as is and Harper seconded. The motion passed.

### Committee Reports

*Finance Committee* – Knott presented the financial summary report for the month ending November 30, 2025.

### Old Business

#### **2026 Grant Funding Decisions:**

*Sahara Shrine Circus*- Holcomb made a motion to approve \$20,000. Harper seconded. The motion was approved.

*Hestand Stadium*- Holcomb made a motion to approve \$25,000. Harper seconded. The motion was approved.

*UAPB Juneteenth*- Holcomb made a motion to approve \$20,000 from grant funding, with an additional \$20,000 allocated from the tourism development budget. Knott seconded. The motion was approved.

*ARTX3 Campus*- Knott made a motion to approve \$50,000. Harper seconded. The motion was approved.

*Taylor Field*- Holcomb made a motion to approve \$35,000. Knott seconded. The motion was approved.

*Jefferson CO. Extension Homemakers Council*- Holcomb made a motion to approve \$12,500. Harper seconded. The motion was approved.

*Bluff City Rodeo*- Bryant made a motion to approve \$15,000 from the advertising budget. Harper seconded. The motion was approved.

*Black Pilots of America*- Knott made a motion to approve \$17,500. Holcomb seconded. The motion was approved.

*Arkansas Extreme Outdoors Expo*- Bryant made a motion to approve \$14,500 from the advertising budget. Harper seconded. The motion was approved.

*UAPB Alumni Homecoming Golf Tournament*- Bryant made a motion to approve \$2,500 from the public relations budget. Harper seconded. The motion was approved.

*Arkansas Railroad Museum*- Holcomb made a motion to approve \$25,000. Knott seconded. The motion was approved.

*Port City Blues Society*- Bryant made a motion to approve \$4,500 from the public relations budget. Holcomb seconded. The motion was approved.

*Southeast Arkansas College-Golf Tournament*- Knott made a motion to provide \$5,000 in grant funding and \$1,500 from public relations. Holcomb seconded. The motion was approved.

*Merrill Restoration Alliance, Inc./ Historical Museum*- Bryant made a motion to approve \$2,500 from grant funding and \$2,500 from the advertising budget. Knott seconded. The motion was approved.

**GFPB Forward Fest, Homecoming, and King Cotton-** Bryant made a motion to approve \$25,000 from advertising. Holcomb seconded. Some discussions were held. The motion was approved.

**UAPB Athletics Founders Week-** Bryant commented that unfortunately there are no funds available at this time and made a motion to that effect. Holcomb seconded. The motion was approved.

**UAPB Athletics Homecoming-** Holcomb commented that unfortunately there are no funds available at this time and made a motion to that effect. Bryant seconded the motion was approved.

**Faith Walk Family Foundation-** Bryant stated that A&P cannot legally fund the renovation of a privately owned residence and made a motion not to consider. Holcomb seconded. The motion was approved.

**St. Levon Community Foundation/Tour de Bluff-** Bryant made a motion to approve \$8,000 from the advertising budget. Holcomb seconded. The motion was approved.

**PB Downtown Development/Pop Up in the Bluff-** Knott made a motion to approve \$5,000 from the advertising budget. Bryant seconded. The motion was approved.

**PB Festival Association/4<sup>th</sup> of July Celebration-** Bryant made a motion to approve \$1,500 from the advertising budget. Knott seconded. The motion was approved.

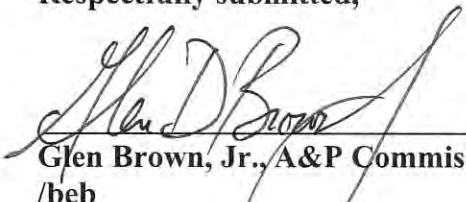
**PB Festival Association/Enchanted Land of Lights and Legends-** Bryant made a motion to approve \$3,500 from the advertising budget. Holcomb seconded. The motion was approved.

G. Brown reminded everyone present that there was a total request amount of \$918,447.40 with the available amount of funding only \$212,500.00, so there were some tough choices that had to be made.

With no further business to be discussed Bryant moved to adjourn. Holcomb seconded. The meeting adjourned at 5:56 PM.

The next regular meeting will be on Monday, January 26, 2026, at 5:00 PM at the offices of the A&P Commission.

Respectfully submitted,

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

  
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Sheri Storie, A&P Executive Director

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