

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

January 23, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, January 23, 2019 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

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

Staff

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

Guests

Mr. Stephen Bronskill, Mayor's Office
Mr. Luke Matheson, Pine Bluff Commercial

Call to Order:

Moss called the meeting to order at 4:01 PM.

He asked for consideration of the minutes for the regular meeting of December 19, 2018 and the Special Called meeting on December 21, 2018. Pettigrew moved to approve the minutes as presented. Bateman seconded. The minutes were approved unanimously.

Director's Report

Storie reported on the visitor tracking for 2018 and tourist attraction update. She presented tax collection information for December, year to date for 2018 and an article from the Arkansas Business magazine.

She informed the Commissioners of the Arkansas Museums Association "Peg Newton Smith Award" recipient selection and invitation to their awards banquet at Regional Park in March.

Arkansas Department of Parks and Tourism inquired of Pine Bluff hosting their State Parks Recreation and Travel Commission meeting in June. Storie agreed for the opportunity to showcase the development of heritage tourism.

Storie has been working with Rural Community Assistance Partnership to bring their national 2019 Rural Rise Summit conference to Pine Bluff in September.

Storie asked the Commissioners to consider the future direction of the Arkansas Entertainers Hall of Fame.

Committee Reports

Marketing Committee – Pettigrew reported that the Committee met January 5th and discussed the three-year marketing plan. She presented a handout of the current implementation goals and strategies. Pettigrew reminded the Commission that the \$520,300 approved and allocated for the three-year marketing plan was voted on and approved in August 2018.

Finance Committee – Brown presented the Financial Statement ending December 31, 2018 including the year to date financial report. Storie updated on the expected closure and transfer of the Image Campaign account.

Brown brought forth the recommendation from the Finance Committee to the Commission as a whole to engage legal counsel in the A&P tax collected by Aramark.

Old Business

RFQ Audit Services- was posted in the Democrat Gazette, Pine Bluff Commercial, and Drew County newspapers, three packets have been requested. Deadline is January 25, 2019.

K&G Sports- Storie reported that Mr. De Serrano has selected another city to host the 2019 tournament. Although he was grateful for all the consideration, he was unable to secure United Way for this year. It is possible that Pine Bluff could host the golf tournament in a future year.

New Business

Moss read from the bylaws before entering into the election of officers. With the floor open for nominations of Chair for 2019, Brown nominated Pettigrew and Bateman nominated Moss. Vote was taken by the raising of hands. Two were for Pettigrew and two were for Moss.

Moss again read from the bylaws stating that an affirmative vote of the majority of the Commission membership shall be required for passage of any motion. He considered that to include the election of officers. Moss stated with respect to state law, that Commission members serve until replaced and asserted rules of the Chair recommending officers also serve until replaced.

Moss opened the floor for nomination of Vice Chair, Bateman nominated Pettigrew, vote was taken by the raising of hands and 4 Commissioners voted for Pettigrew to continue as Vice Chair.

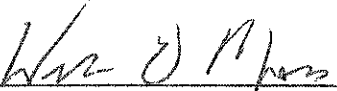
Bateman nominated Brown for Secretary-Treasurer, vote was taken by the raising of hands and all 4 Commissioners voted for Brown to continue as Secretary-Treasurer.

Stepps personally commended the Commission on mindfully handling taxpayer money.

With no further business to be discussed Brown made a motion to adjourn, Pettigrew seconded. The meeting was adjourned at 4:43 PM.

The next regular meeting will be on Wednesday, February 27, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,



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



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

February 27, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, February 27, 2019 at 4:00 p.m. in the meeting room the offices of A&P Commission. This meeting was audibly recorded. (Note: recorder inadvertently placed on pause for beginning of meeting.)

PRESENT:

Advertising and Promotion Commission

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

Staff

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

Guests

Mayor Shirley Washington
Mr. Stephen Bronskill, Mayor's Office
Ms. Thelma Walker
Ms. Renita Harper
Mr. Ivan Whitfield, Alderman
Mr. Joseph McCorvey, CACC Executive Director
Mrs. Lisa Kosmitis, CACC Vice Chair
Mr. Wil Jenkins, CACC Commissioner
Mr. Tavonte Calhoun, GFPB
Mrs. Debe Hollingsworth
Mr. Alan Minor

Call to Order:

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

Moss asked for consideration of the minutes for the regular meeting of January 23, 2019. Pettigrew moved to accept the minutes as presented. Bateman seconded. The motion passed unanimously.

Director's Report

Storie reported on the visitor tracking and tax collections. She and others attended the Delta Rhythm and Bayous Art Exhibition Reception, Interpretative Training Class, Taylor Field Grand Opening and Storie attended the Governor's Conference on Tourism. She filed the application for trademark of the new logo.

Committee Reports

Marketing Committee – Pettigrew viewed the Interpretive Training class as a positive learning experience and the four from Pine Bluff were the most diverse group in attendance. The committee had not met since last month.

Finance Committee – Brown presented the Advertising and Promotion Financial Report for the month ending January 31, 2019.

Old Business

RFQ Audit Services- Three offices submitted qualification bids: Miller, Smith & Company of Little Rock, Craft, Veach & Company of North Little Rock and Alan Minor of Pine Bluff. Moss recommended a Special Called meeting to review the extensive amount of information.

Election of Chair- Moss read from the By-laws regarding election of offices for the Commission and opened the floor for nomination. Brown nominated Pettigrew. Bateman nominated Moss. Vote was conducted by show of hands; Brown, Pettigrew and Holcomb voted for Pettigrew. Moss and Bateman voted for Moss. The By-laws state a majority of members (4) is required for any action of business. Moss will continue to serve as chair until a majority of the Commission's membership elects a new chair.

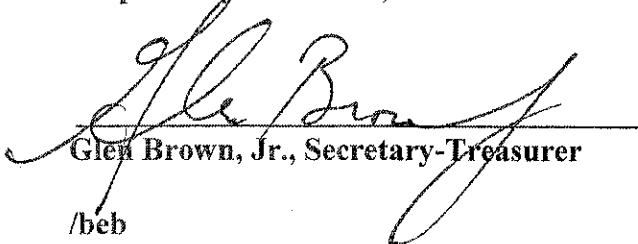
New Business

Brown made a motion to allocate \$ 50,000 as requested from Go Forward Pine Bluff to assist the Convention Center to host two basketball tournaments to be held in 2020. Holcomb seconded. After discussion vote was taken 3 in favor, 2 opposed. Motion failed for lack of 4 votes.

With no further business to be discussed Brown made a motion to adjourn. Bateman seconded. Meeting adjourned at 4:35 PM.

The next regular meeting will be on Wednesday, March 27, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,


Glen Brown, Jr., Secretary-Treasurer
/beb


Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Special Called Meeting Minutes
March 7, 2019

A Special Called meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, March 7, 2019 at 5:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew
Mrs. Wanda Bateman
Mr. Glen Brown, Jr.
Mr. Lloyd Holcomb, Jr.
Mr. Mike Wilson

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guests

Mayor Shirley Washington
Mr. Jack Hollingsworth
Mrs. Debe Hollingsworth
Mr. Luke Matheson, Pine Bluff Commercial
Ms. Joy Hunthrop
Mr. Joseph McCorvey
Mr. Wil Jenkins
Dr. Ryan Watley

Call to Order:

Pettigrew called the meeting to order at 5:06 PM.

Mr. William Moss, Chair was out of town due to a death in the family.

Pettigrew asked Brown to speak on the \$50,000 request from the Pine Bluff Convention Center for the SWAC and GAC basketball tournaments.

Brown made a motion to utilize the \$25,000 allocated to GFPB and the \$10,000 from the golf request to help fund the \$50,000 request from the Convention Center for the SWAC and GAC basketball tournaments. Holcomb seconded. Motion passed unanimously.

Brown nominated Pettigrew for Chair of the Advertising and Promotion Commission. Holcomb seconded. Motion passed unanimously.

With no further business to be discussed, Brown called for a motion to adjourn. Holcomb seconded.

The meeting adjourned at 5:12 PM.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

March 27, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, March 27, 2019 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair
Mrs. Wanda Bateman
Mr. Glen Brown, Jr.
Mr. William Moss
Mr. Mike Wilson
Mr. Lloyd Holcomb, Jr.

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guests

Mr. Stephen Bronskill, Mayor's Office
Mr. Wil Jenkins
Mr. Alan Minor
Mr. Lelan Stice
Mr. Joseph McCorvey
Ms. Thelma Walker

Call to Order:

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

Pettigrew read from her Oath of Office and reminded the commissioners they had taken an oath with responsibility to these civic duties to adhere to the A&P Bylaws, State and City of Pine Bluff ordinances.

She asked for consideration of the minutes for the regular meeting of February 27, 2019. Brown moved to accept the minutes as presented. Moss seconded. The motion passed unanimously.

Pettigrew then asked for consideration of the minutes of the Special Called Meeting of March 7, 2019. Brown moved to accept the minutes. Holcomb seconded. Moss asked for an amendment to include the reason for his absence. The motion to approve the minutes as amended passed unanimously.

Director's Report

Storie reported on the visitor tracking and tax collections.

The Explore Pine Bluff Logo is now a registered Service Mark.

The National Association of Interpretation notified Storie that all four who had attended the Interpretation Course in Little Rock, are now Certified Interpretation Guides.

Storie briefly shared upcoming events: April 6 is Railroadiana, we will have a table promoting Pine Bluff tourism; she will be attending the African American Travel Conference April 16-18 in Indiana; and April 22-23 we will be hosting the Fam Tour for the Arkansas Welcome Centers.

Storie then discussed the successful launching of the "Rock Me Baby" stage and bus tour for the Arkansas Museums Association. The AMA conference attendees remarked that it was the best welcome reception they had ever experienced. All those in attendance were impressed and a request was made for Mr. Jimmy Cunningham to present this history of Jefferson County and Pine Bluff at the Old State House Museum.

Committee Reports

Marketing Committee – No meeting has occurred.

Finance Committee – Brown presented the Financial Report. Moss reminded Brown of the \$ 17,500 that is in current year budget reserved for the Merrill All School Reunion that will not be utilized until 2020, could be available for funding the basketball tournaments.

Brown made a motion to move the \$ 15,000 remaining for the GAC and SWAC basketball tournament funding from the Merrill funding over to the Convention Center. Holcomb seconded. Motion passed unanimously.

Old Business

RFQ Audit Services- Moss moved to table this consideration until such time as the Chair can arrange a mutually agreeable Special Called Meeting date with the other Commissioners. Brown seconded. Motion passed.

New Business

Election of Vice Chair- Moss reminded Pettigrew that she had not yet resigned as Vice Chair and that the Bylaws do not forbid a Commissioner from holding two positions. Moss suggested Pettigrew remain as Vice Chair to reside as Chair of the Marketing Committee since she has invested experience to the Marketing Development Plan. She agreed to hold both.

Appointments for Marketing Committee - Pettigrew agreed to contact the current members of the Marketing Committee requesting they remain on the committee.

Appointments for Finance Committee – Brown will remain Chair, Bateman, Holcomb and Moss agreed to be members of the Finance Committee.

Application of Lelan Stice – Brown made a motion to accept the application and nominate Stice to be a member of the A & P Commission. Wilson seconded. Four Commissioners voted yes, Pettigrew, Brown, Wilson and Holcomb. Moss voted no. Bateman abstained. Nomination was approved.

Resolutions to Amend Bylaws- Brown made a motion to table the Bylaws until a Special Called Meeting could be scheduled to discuss the By-laws for total review. Wilson seconded. Four Commissioners voted yes, Pettigrew, Brown, Wilson and Holcomb. Moss voted no. Bateman abstained. Motion passed.

Arkansas Entertainers Hall of Fame and Pine Bluff Convention Center Tour – Pettigrew suggested the next regularly scheduled meeting be held at the Pine Bluff Convention Center so that a tour of the facility could be conducted prior to the meeting.

With no further business to discuss Brown made a motion to adjourn. Moss seconded. The meeting adjourned at 4:43 PM.

The next regular meeting will be on Wednesday, April 24, 2019 at 4:00 PM at the Pine Bluff Convention Center.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



/Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

April 24, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, April 24, 2019 at 4:00 p.m. in the Sadler Room at the Pine Bluff Convention Center. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair

Mr. Glen Brown, Jr.

Mr. William Moss

Mr. Lelan Stice

Mr. Lloyd Holcomb, Jr.

Staff

Mrs. Sheri Storie, Director

Mrs. Betty Brown

Guests

Mr. Luke Matheson, Pine Bluff Commercial

Mr. Ivan Whitfield

Call to Order:

After a tour of the Pine Bluff Convention Center, Pettigrew called the meeting to order at 5:21 PM.

Pettigrew asked for consideration of the minutes for the regular meeting of March 27, 2019. Brown moved to accept the minutes as presented. Moss seconded. The minutes were approved unanimously.

Director's Report

Storie reported on the visitor tracking and tax collections. Great results in attending the African American Travel Conference, Railroadians and the plans to do the "Rock Me Baby" tour for the Black Pilots of America.

Storie brought attention to State Representative Flowers' sponsored bills-becoming law. One bill was for the designation of Delta Music Commission and the Delta Music Trail cultivating tourism and arts in the Delta Music Story.

Storie shared the success of the Arkansas Welcome Center Fam Tour. The positive comments that were received will also be reported from survey.

Holcomb motioned to accept the Directors Report. Brown seconded. Report accepted unanimously.

Committee Reports

Marketing Committee – No report (See Old Business)

Finance Committee – Brown presented the Financial Report for month ending March 31, 2019. Holcomb moved to accept the Financial Report. Moss seconded. Report accepted unanimously.

Old Business

RFQ Audit Services- A quorum met at the Finance Meeting the day prior to review the applicants and will move forward to negotiate a contract with Craft, Veach & Company. Holcomb motioned to accept the decision. Brown seconded. Motion unanimously approved.

Pettigrew spoke with Ms. Tish Arnold regarding her commitment to the Marketing Committee. She agreed to remain on the committee. Pettigrew has not yet contacted Dr. Lenore Shoults. Holcomb motioned to accept the report. Brown seconded. Report accepted.

By-Laws - During the process to review and approve the resolutions it was suggested by Moss to recess this session and go to a committee as a whole in order to properly review and discuss the recommended amendments. Brown made a motion to do so, Stice seconded.

Once the regular session reconvened Brown made a motion to table voting on all amendments until the next regular meeting. Moss seconded. Motion passed unanimously.

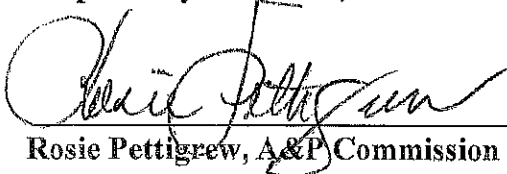
New Business

No new business.

With no further business to discuss Moss made a motion for adjournment. Brown seconded. The meeting was adjourned at 6:48 PM.

The next regular meeting will be on Wednesday, May 22, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

May 22, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, May 22, 2019 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair

Mr. Glen Brown, Jr.

Mr. William Moss

Mr. Lelan Stice

Staff

Mrs. Sheri Storie, Director

Mrs. Betty Brown

Guests

Mr. Stephen Bronskill, Mayor's Office

Mr. George Stepps, Compliance Officer

Call to Order:

Pettigrew called the meeting to order at 4:19 PM.

She asked for consideration of the minutes for the regular meeting on April 24, 2019. Brown moved to accept the minutes as presented. Moss seconded. The minutes were approved unanimously.

Director's Report

Storie reported on the tax collections and visitor tracking. Storie then presented on positive responses from recent Pine Bluff visitors. Michiel Perry is a travel writer who writes about cultural heritage tourism. Perry's website is BlackSouthernBelle.com and she blogs as well. Perry's positive remarks and photos can be seen on her website under her travel tab. She visited the University Museum and Cultural Center and hopes to visit the city again. "But those are the types of people that we really want to make sure, that when they are here, we know about." Storie was informed of Perry's statewide tour through her connections with the Arkansas Department of Parks & Tourism. In addition to Perry visiting the area, a film crew from an ad agency in Little Rock was in town to film a commercial for the Arkansas Department of Health. The ad agency quoted them with having "A perfectly wonderful shoot in Pine Bluff!" The film crew was here two days.

Storie updated on the preparation and delivering VIP gifts for the pilots of the Black Pilots of America, Operation Skyhook event. She will be present at Grider Field Friday, Saturday and Sunday, manning the visitor information table. This event is sponsored by A&P grant funding.

Storie has finalized the meeting for the State Parks, Recreation and Travel Commission taking place here in Pine Bluff. The meeting will be June 19 & 20, at the Convention Center and the Rock-

Me-Baby Tour and Dinner will be at the A&P Visitors Center restaurant area. "This is an extremely VIP group for us." Storie stated. It is made up of travel and tourism leaders from around the state who meet at a different location every month. They requested to meet in Pine Bluff. Storie was told that they tend to pick cities where things are happening. Storie has heard from the Dept. of Parks & Tourism and different areas say "they are so excited to hear about this re-energized enthusiasm about Pine Bluff." "Keep us updated and let us know what is going!" These people are the ones who promote the entire city and without their help we will not get the amount of visitors we would get otherwise. Storie impressed again the importance and asked all the Commissioners to be present to help us invite these VIP's to our city.

Storie went on to share all the projects that are keeping the staff beyond busy. We are approaching the second phase of our Delta Family Heritage Trail. This is a self-guided tour that will include colorful maps, QR codes that will bring up an audio or video of the person, attraction or event site on the tour. We are doing the same for the African-American Delta Heritage Trail however, we are still in the process of identifying locations.

We are working on an oversized map for the City of Pine Bluff for self-guided tours. It will include buildings and structures on the National Registry of Historic Places, churches, cemeteries, monuments, statues, attractions and points of interest. The map will centralize information of all the attractions in one spot.

Storie met with Lori Walker from Economic and Community Development and will partner with them on two projects, the interpretive signage for the Plaza next door, and the Riverfront Heritage Trail. These two combined with the UAPB Pride Walk only enhances our efforts to promote tourism within the city. Walker has the funding and Storie will be assisting with the writing.

Dave Sadler with Port City Blues has contacted Storie to work with him regarding upcoming projects. Confirming that the word is getting out that A&P is developing the cultural heritage impact for the city and are willing to help with extending this brand.

Storie is working on a personalized walking tour map for the Rural Rise Conference coming in September. She explained the trail begins at the Convention Center and ends at the Reynolds Center. Although it is a long walk there will be many points of interest along the way.

Storie expressed her excitement to have the State Parks Recreation and Travel Commission dinner in the restaurant because the Delta Rhythm and Bayous Alliance will install a permanent exhibit by June. The Freedom & Blues exhibit will highlight the African-American freedom struggle and the blues legacy from Pine Bluff to Greenville. This will establish an attraction at the Visitor Information Center allowing us to pull in people for a starting point for tours within the city. Plans are coming together for the whole cultural corridor including the newly built library across the street. Storie and Jimmy Cunningham will meet with a gentleman to discuss a masterplan for additional interpretive signage to help create a cultural corridor downtown.

Storie briefly discussed the follow-up reports for Gloves Not Guns, the Crossroad Festival, and REFORM, Inc. Mrs. Melrita Johnson asked Storie to point out that she had to change the location of her event. Johnson had requested funding for the event with plans of utilizing the Convention Center but various issues caused her to choose another venue prior to the event.

The Arkansas Museums Association submitted their follow-up report along with a survey report. Storie did bring attention to the survey she copied for each Commissioner with overall excellent responses in every category that pertained to the Rock Me Baby Tour and the city of Pine Bluff in particular. Storie read one remark to the question "How did this tour change your perception of Pine Bluff?" "It totally changed how I saw the potential and beauty of the city." Storie mentioned that it is good to have visitors who come to Pine Bluff, but to have a group of people say "I will be recommending people to visit Pine Bluff" is great. She also said these comments will be essential in our marketing of the city and it is great to know we can change people's perception of Pine Bluff.

Storie pointed out highlights from the Welcome Center Fam Tour survey as well. Many responded with extremely positive comments. The last Welcome Center Fam Tour was in 2014 and did not include the University Museum and Cultural Center. Some comments were: "The last tour I went on we did not have the UAPB display. The display was wonderful. I did not know there was this much African American History was in Pine Bluff." "The APC staff was great at giving us insight to points of interest." "Everywhere we went we received a warm welcome." "This far exceeded what I could gain from the brochures/rack cards, at least they give you something to be interested in and follow up on to make a visit." On the question "Did your visit meet or surpass your expectations?" 100% said surpassed. Storie provided each commissioner with a copy of the survey that they could review on their own, expressing the value of seeing it in writing. She also reminded them that these people are the ones who cover the perimeter of the state directing and advising the must see places in Arkansas.

Committee Reports

Marketing Committee – There was no meeting, but Pettigrew shared that she had received an email from Dr. Lenore Shoults stating that she would not be serving on the Marketing Committee. Ms. Tisha Arnold will continue. Moss stated that it appears that the staff is very busy implementing the Tourism Development Plan that was recommended by the previous Marketing Committee. Pettigrew asked if the tour expenses will need to be in the 2020 budget.

Finance Committee – Brown presented the Finance Report for the month ending April 30, 2019.

Old Business

Bylaws Amendments – Pettigrew presented the current bylaw changes that had been tabled at the April 24, 2019 meeting for discussion. Pettigrew asked to define "arrears" in MEMBERSHIP Section D. It was discussed and decided to amend it to "being 60 days in arrears." Moss made a motion to accept the defining of 60 days in arrears. Brown seconded. The change was unanimously accepted. Moss made a motion to approve the by-laws as presented. Brown seconded. The by-laws were unanimously approved.

Legal Update – Pettigrew was provided a letter from Stepps for signature to engage Mr. Jackie Harris as A&P attorney to proceed with the Aramark issue. It was decided to publish a Request for Qualifications for Professional Legal Services, with 10 days for responses. Moss and Storie will draft the RFQ and have it posted in the Pine Bluff Commercial.

New Business

Pettigrew read a written resignation from Commissioner Mike Wilson, effective immediately. An application on hand will be reviewed at a later meeting.

With no further business to be discussed Moss made a motion to adjourn. Stice seconded. Meeting adjourned at 5:12 PM.

The next regular meeting will be on Wednesday, June 26, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Special Called Meeting Minutes
June 13, 2019

A Special Called meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, June 13, 2019 at 4:15 PM in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair
Mr. Glen Brown, Jr.
Mr. William Moss
Mr. Lelan Stice
Mrs. Wanda Bateman
Mr. Lloyd Holcomb

Staff

Mrs. Sheri Storie, Director
Mrs. Betty Brown

Guests

Mrs. Berinda Eugene

Call to Order:

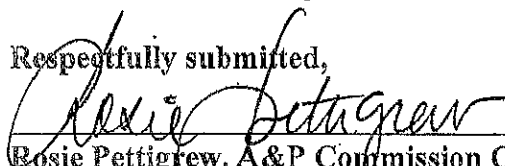
Pettigrew called the meeting to order at 4:17 PM.

Pettigrew stated the first item to discuss was to review the RFQ submissions for legal representation for the compliance of tax collections. Mr. Jackie Harris and Mr. Zachary Taylor submitted statements of qualifications. Copies were emailed to all Commissioners prior to the meeting for review. After discussion Moss moved that the A&P Commission engage Mr. Jackie Harris to assist with matters related to collections with Aramark and also with respect to consulting with City Council on revising City ordinances to streamline the process. Brown seconded. The motion passed unanimously.

Pettigrew stated the second item to discuss was the application of Mrs. Berinda Eugene for the vacant position on the Commission. The application was emailed for review. Moss moved that the Commission accept the application and forward it to City Council for approval. Brown seconded. The motion passed unanimously.

Moss motioned for adjournment. Brown seconded. The meeting was adjourned at 4:27 PM.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Meeting Minutes
June 26, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, June 26, 2019 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair
Mr. Glen Brown, Jr.
Mr. William Moss
Mr. Lloyd Holcomb
Mr. Lelan Stice

Staff

Mrs. Betty Brown

Guests

Mr. William Fells, Mayor's Office
Mr. George Stepps, Compliance Officer
Mr. Alan Minor, CPA (prior to adjournment)

Call to Order:

Pettigrew called the meeting to order at 4:01 PM, stating Mrs. Sheri Storie was attending the first meeting of the Southeast Arkansas Hospitality Networking Group.

Pettigrew asked for consideration of the minutes for the regular meeting of May 22, 2019. Moss moved to accept the minutes as presented. Holcomb seconded. The motion passed unanimously. The minutes were considered for the Special Called meeting on June 13, 2019. Moss moved to accept the minutes as presented. Stice seconded. The minutes were approved unanimously.

Director's Report

Pettigrew presented the report in Storie's absence. Pettigrew read the report on tax collections, visitor tracking, the successful hosting of the State Parks, Recreation and Travel Commission and presented the gifts from Black Pilots of America. She also reported on the upcoming Babe Ruth Tournament. Pettigrew also informed and invited the Commissioners to the unveiling of the Delta Rhythm & Bayous Alliance: Freedom & Blues Exhibition and launch of the Visitor Information Center.

Committee Reports

Marketing Committee – No Report

Finance Committee – Brown presented the Financial Report for the month ending May 31, 2019. Storie provided detailed information regarding the CJRW digital advertising expenses for the

month. Moss had no questions but shared his concern that the CACC had no financial report and had cancelled their scheduled meeting for the month.

Discussion was held regarding the Convention Center's lack of financial transparency, accountability and sharing information dealing with the uses of taxpayer monies. The Convention Center has failed to inform the A&P Commission on plans for the SWAC and GAC basketball tournaments, although money has been allocated in the budget for the tournaments.

Pettigrew asked Brown to take this reporting matter as an action item to the Convention Center. Brown agreed to do so. Pettigrew reminded Brown to include as an action item the request that the two financial reports be combined.

The topic of the Forward Fest vendors was introduced to the Commission and ensued with Stice, Pettigrew and Stepps, who were involved through direct participation.

Pettigrew brought the discussion to a close by returning to the Agenda.

Old Business

RFQ for Legal Services- Copies of the Letter of Engagement from Attorney Jackie Harris was provided. Moss moved to accept the letter for Pettigrew's signature. Brown seconded. After discussion the motion passed unanimously.

Auditing Services Update- Moss received a report from Craft & Veach for North Little Rock A&P and is now in the process of preparing a bid request. Moss will have it ready by next month.

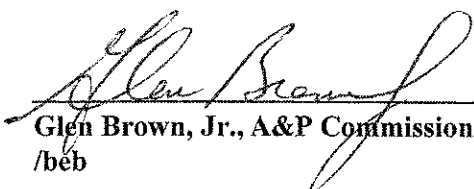
New Business

Arkansas Entertainers Hall of Fame- Pettigrew reported that she has found a home for the AR Entertainers Hall of Fame. Moss moved that Advertising and Promotion transfer all rights and ownership of the Hall of Fame, including the \$ 38,000 to the Convention Center. Brown seconded. Discussion included preparation of a contract between A&P and CACC to accept ownership. Moss suggested that documents be prepared similar to when the Arkansas Dept. of Parks and Tourism transferred all rights and ownership to the Pine Bluff Advertising & Promotion Commission. This document would be reviewed prior to submitting it to the CACC Commission. Motion passed unanimously.

With no further business to be discussed Brown moved to adjourn. Moss seconded. The meeting adjourned at 4:53 PM.

The next regular meeting will be on Wednesday, July 24, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,


Glen Brown, Jr., A&P Commission Secretary-Treasurer
/beb


Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

July 24, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, July 24, 2019 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. Glen Brown, Jr., Secretary-Treasurer

Mr. William Moss

Mrs. Wanda Bateman

Mr. Lelan Stice

Mrs. Berinda Eugene

Staff

Mrs. Betty Brown

Guests

Mr. William Fells, Mayor's Office

Mr. Will Jenkins, CACC Commissioner

Dr. Ryan Watley, Go Forward Pine Bluff

Call to Order:

Brown called the meeting to order at 4:12 PM.

Brown entertained a motion to accept of the minutes for the regular meeting of June 26, 2019. Moss so moved. Bateman seconded. The minutes were accepted as presented.

Director's Report

Storie was absent due to illness.

Committee Reports

Marketing Committee - Pettigrew was out of town.

Finance Committee - Brown presented the Financial Report for the month ending June 30, 2019. Brown presented the request from Watley that \$ 25,000 be reallocated to GFPB. The money was surrendered by GFPB for the acquisition of the SWAC & GAC basketball tournaments. Brown entertained a motion for such. Stice made a motion to reallocate the \$ 25,000 to GFPB for the purpose of advertising. The motion failed for lack of a second.

Old Business

Action Item: Legal Counsel Update- Pettigrew

Action Item: Auditing Services Update- Moss is in the process, half way through the footnotes.

Action Item: GAC & SWAC Basketball Tournaments- Brown confirmed the Convention Center and GFPB were unsuccessful in obtaining those tournaments. Moss reminded the Commission that

Storie had informed GFPB and the Convention Center that advertising funds were available and requests could be submitted for future events.

Action Item: Combined Financial Statements for PBCC "Regular" and "Special" Accounts- Brown confirmed that a request to combine the two was made to Mr. McCorvey at the Finance Meeting on Monday, July 22, 2019.

Action Item: Transfer of Arkansas Entertainers Hall of Fame to CACC- Pettigrew


New Business

On-line Tax Payments- Moss made a motion that Storie be authorized to enter into the agreement for online tax payments with convenience fees established according to her recommendations. Bateman seconded. Motion passed unanimously.

With no further business to be discussed Moss moved to adjourn. Stice seconded. The meeting adjourned at 4:36 PM.

The next regular meeting will be on Wednesday, August 28, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

August 28, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, August 28, 2019 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair, Vice Chair
Mr. Glen Brown, Jr., Secretary-Treasurer
Mr. William Moss
Mrs. Wanda Bateman
Mr. Lelan Stice

Staff

Mrs. Sheri Storie
Mrs. Betty Brown

Guests

Mr. Jackie Harris, Attorney
Mr. George Stepps, Compliance Auditor
Mr. Joseph McCorvey, CACC Executive Director
Dr. Ryan Watley, Go Forward Pine Bluff
Mr. William Fells, Mayor's Office

Call to Order:

Pettigrew called the meeting to order at 4:03 PM. She shared the nature of the Commission as each member is a volunteer professional leader and the key expectations of the public. She asked everyone to be courteous, kind, mutually respectful, and positive as they work together as a team to celebrate their successes.

Pettigrew asked for consideration of the minutes for the regular meeting of July 24, 2019. Moss moved to accept the minutes as presented. Bateman seconded. The minutes were approved unanimously.

Director's Report

Storie reported on the tax collections and visitor tracking. Follow up reports from Gloves not Guns and the Black Pilots of America and Operation Skyhook funding with record number of attendance for both events. Storie updated on the continued progress of the office social media platforms and assistance with monitoring marketing.

Storie plans to attend the Dept. of Parks and Tourism A-Team Fall Summit in Bentonville, AR, September 12-13, 2019. She informed the Commission with details of the 2nd Annual RuralRise

Summit being held here in Pine Bluff. Storie is working with Mildred Franco of GFPB and has designed a brochure map of a guided walking tour, specifically for the conference.

Storie requested that the 2020 Funding cycle application process be opened up early this year as she as Director of A&P and many of the recipients are preparing their 2020 budget. An agreement was made that the application process would begin September 1 with a deadline of October 15, 2019.

Storie then addressed a comment made by McCorvey during a recent video recorded with Watley, posted on Facebook on August 4. She clarified the responsibility of the Advertising and Promotion Commission by reading from Section 13-49 b of the Code of Ordinances of the City of Pine Bluff. Storie's full response is attached and part of these minutes.

Committee Reports

Marketing Committee – No report.

Finance Committee – Brown presented the financial report and it was accepted with no questions.

Old Business

Pettigrew asked Attorney Harris to present to the Commission his plan of legal representation. Harris has prepared a letter to Aramark responding to their appeal rights for a 2018 assessment of reporting information for the food services of UAPB. This letter could set off a chain of events requiring Aramark to address the request for assessment and ultimately lead to a certificate of indebtedness. Harris is in consultation with the City Attorney's office defining collection procedures in the city ordinances pertaining to A&P taxes. Brown as Councilman, agreed to sponsor changes Harris recommends to the city ordinance relating to this matter.

RFQ Audit Services - Moss has been busy collecting data to protect his professional reputation against recent accusations of his falsifying documents. Moss agreed it will be finished by the next commission meeting in September. Moss would discuss with Mr. Veach.

Combined Financial statement for PBCC regular and special accounts – Brown has made this request to McCorvey, but as of August 26 it had not been done.

Transfer of AR Entertainers Hall of Fame to CACC – All files have been forwarded to CACC Chair Kosmitis and McCorvey and awaiting review from the CAC Commission for acceptance.

New Business

City of Pine Bluff Website Update – Commissioners names and terms are now listed. Brown made a motion that photos be displayed with the names. Stice seconded. Motion unanimously approved.

Pettigrew suggested guidelines for festivals and events. However, instead it was determined that Storie will meet with the City Collector to establish consistent distribution of information to all vendors.

Pettigrew gave Watley the floor to state his business. Watley commented on future GFPB festival vendor charges and GFPB involvement in the RuralRise Summit. Watley stated the reason he was placed on the agenda was to appeal for the reallocation of \$ 25,000 for GFPB that was previously surrendered for the two prospective basketball tournaments. Brown made a motion to reallocate

the funds to GFPB. Stice seconded. Discussion was held, vote was taken. Motion failed for lack of four votes. Yea's were Brown, Stice and Pettigrew. Nay's were Moss and Bateman.

A&P Promotional Shirts- It was determined that shirts could be ordered and Storie would send the information to those interested in ordering.

Storie explained the change in terminology of tourism agencies for Destination Marketing Organization as an updated term and replacing Convention and Visitors Bureau. The responsibilities remain the same.

Pettigrew suggested adding the audio recording to the website. It was resolved that the audio files are too large to add to the website. However, Storie reminded the Commission that it is public information to anyone who supplies their own USB device. A statement reflecting this option will be added to the website.

Pettigrew shared information she had obtained from Steve Miller, City Finance who had contacted Assistant City Attorney Mr. Joe Childers regarding a retirement plan for the two A&P employees. Brown agreed to take this as an action item for further cost and time in service inquiries. Pettigrew will forward the email from Miller, containing Childers' advisement to Brown, Storie and Brown.

Pettigrew will start putting together an orientation guide and information packet for all new commissioners to include bylaws, swearing in, role and responsibilities , city ordinance, state statutes, etc.

With no further business to be discussed Brown moved to adjourn. Moss seconded. The meeting adjourned at 5:33 PM.

The next regular meeting will be on Wednesday, September 25, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

September 25, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, September 25, 2019 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair & Vice Chair
Mr. Glen Brown, Jr., Secretary-Treasurer
Mr. William Moss
Mr. Lelan Stice
Mr. Lloyd Holcomb
Mrs. Berinda Eugene

Staff

Mrs. Sheri Storie
Mrs. Betty Brown

Guests

Mr. William Fells, Mayor's Office
Dr. Ryan Watley, Go Forward Pine Bluff

Call to Order:

Pettigrew called the meeting to order at 3:59 PM.

Pettigrew asked for consideration of the minutes for the regular meeting of August 28, 2019. Moss moved to accept the minutes as presented. Eugene seconded. The motion passed unanimously.

Pettigrew recognized Watley. He presented a certificate of appreciation to Storie and staff for joint work on the Rural Rise Conference.

Director's Report

Storie reported on tax collections. The Visitor tracking Report was not presented due to several entities not providing their information by meeting date. She reported that the Delta Rivers Nature Center will not reopen until February 2020.

The 2020 Grant Funding Cycle has opened with ads running twice, social media and emails informing all previous applicants that the application cycle is now open. The ad will run two more times in the Pine Bluff Commercial.

Online Tax payments are ready to begin in October. Taxpayers have been informed. A 2% convenience fee will be assessed for payments made by credit and debit cards. We are now awaiting completion of paperwork authorization by Secretary-Treasurer.

Storie has a site visit with Ms. Annie Nelson, owner of Odyssey Travel Club from Kansas City, MO, the week of UAPB Homecoming. Nelson is interested in bringing a tour group to the city in 2020.

Storie invited the Commissioners to the "Bobby Rush Way" street naming ceremony and the Catfish & Blues event that will immediately follow on Friday, September 27th at 5:30 PM.

Storie reminded the Commissioners that UAPB Homecoming, Southeast Arkansas Fair at Hestand Stadium and the opening of the Saracen Casino Annex are all happening the following week.

Committee Reports

Marketing Committee – No Meeting

Finance Committee – Brown presented the financial report for the month ending August 31, 2019. It was decided to have a Special Called Meeting for approval of the proposed 2020 budget. The meeting will include the Commission to make adjustments if necessary before reconvening to recommend the budget to the full Commission.

Mrs. Brown asked for clarification of Finance Committee members who are; Glen Brown, Jr., Wanda Bateman, and William Moss. It is a public meeting and all Commissioners are welcome.

Old Business

RFQ Audit Services- Moss will submit the information for bid to Craft, Veach and Associates within a week.

Combined Financial Statements for PBCC – Brown has asked McCorvey to correct the reporting to combine the "Regular" and "Special" into one report. Pettigrew asked for this Action Item to be settled before the October meeting.

Transfer of the Arkansas Entertainers Hall of Fame – Pettigrew reported the CAC Commission has agreed to accept the transfer of the AEHOF. The paperwork has been signed. Storie clarified that there are no deeds of ownership for the memorabilia. This Action Item is closed.

Commissioner Photos – Two have been submitted, awaiting others. This is to add to the A&P and city websites.

A&P Promotional Shirts – A deadline of Friday, September 27, was set before the order is placed and this Action Item can be closed.

Retirement Plan – Brown agreed to talk to Steve Miller with specific questions regarding overall cost and years of service in joining the city retirement plan.

A&P Commissioners Orientation Guide – Pettigrew stated it is still a work in progress.

Food Vendor Guidelines – Storie and Mrs. Brown met with Ms. Sharon Johnson, City Collector. The Collectors office would need the approval of City Council to charge Food Vendors any fee for special events. The misunderstanding that George Stepps was checking for unlicensed food vendors was resolved. Johnson does not currently have the manpower to check businesses for license. Holcomb agreed to address the issue with the Johnson.

New Business

Watley was present to once again request the reallocation of the \$25,000 that was previously surrendered by Go Forward Pine Bluff for the failed basketball tournament bids. Brown made a motion for the reallocation of the money to GFPB. Holcomb seconded. Watley said that the money would be used strictly for marketing and advertising and would be minus the money Storie has already given toward the events for advertising. Watley also said that one third of advertising would be matched by Arkansas Land of Legends. Pettigrew called for a vote. There were 4 yea votes and 1 no vote. The motion passed.

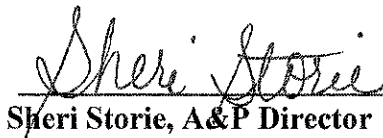
With no further business to be discussed Brown moved to adjourn. Holcomb seconded. The meeting adjourned at 4:53 PM.

The next regular meeting will be on Wednesday, October 23, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Special Called Meeting Minutes
October 17, 2019

A special called meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, October 17, 2019 at 4:30 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Mr. Glen Brown, Jr., Secretary-Treasurer
Mr. William Moss
Mr. Lelan Stice
Mr. Lloyd Holcomb
Mrs. Berinda Eugene

Staff

Mrs. Sheri Storie
Mrs. Betty Brown

Guests

Mr. George Stepps, Compliance Officer
Mr. William Fells, Mayor's Office

Call to Order:

Brown called the meeting to order at 4:32 PM, stating the two Agenda Items: Consideration of the proposed 2020 Budget and the Audit Proposal.

Moss made a motion to put the 2020 Budget proposal on the floor for discussion. Stice seconded. All were in favor.

Storie presented the budget, identifying the changes from the 2019. Discussion was held regarding the increase in rental and the lack of having a proposed budget from the Convention Center.

Moss made a motion to approve the proposed 2020 Budget with the condition of negotiation of a 5 year contract and the rental increase reduced from \$7,200 to \$6,000. Holcomb seconded. Motion failed without 4 votes.

It was determined that Storie would negotiate with Dr. Miller to meet the condition of a rental contract and present the budget at the Finance Committee Meeting on Monday, October 21, 2019.

Moss presented the Audit Proposal negotiated with Craft, Veach & Associates and moved that we accept the contract for the Chair's signature. Holcomb seconded. Motion passed unanimously.

With no further business to be discussed Moss moved to adjourn. Holcomb seconded. The meeting adjourned at 5:17 PM.

Respectfully submitted,



Glen Brown, Jr., A&P Commission Secretary/Treasurer



Sheri Storie, A&P Director
/beb

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

October 23, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, October 23, 2019 at 4:00 p.m. in the multipurpose room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair & Vice Chair
Mr. Glen Brown, Jr., Secretary-Treasurer
Mr. William Moss
Mr. Lelan Stice
Mr. Lloyd Holcomb
Mrs. Berinda Eugene

Staff

Mrs. Sheri Storie
Mrs. Betty Brown

CACC

Mrs. Barbara Davis, Comptroller
Mr. Joseph McCorvey, Executive Director
Mr. Will Jenkins, Commissioner
Mrs. Lisa Kosmitis, Chair

Guests

Mr. Dale Ellis, Arkansas Democrat Gazette
Mayor Shirley Washington
Mr. Floyd Donald
Mr. George Stepps, Compliance Auditor
Mr. Travis Mosler, Pine Bluff Ultimate
Mr. Albert Brewer, Gloves Not Guns
Mrs. Melrita Johnson, REFORM
Mr. Kenneth Fisher, Novel T's, Tour De Bluff
Mr. Dale Dixon, SE AR Livestock & Rodeo
Mr. Michael McCray, The Film Project

Mr. Sam Whitfield
Mr. William Fells, Mayor's Office
Mr. Maurice Taggert, Urban Renewal
Ms. Leigh Cockrum, GFPB
Dr. Ryan Watley, GFPB
Mr. Jimmy Cunningham, DRBA
Ms. Sandra Johnson, REFORM
Dr. Rachel Miller, ASC
Mr. Rob Cheatwood, Taylor Field
Ms. Niesha Aldridge, Boys & Girls Club

Call to Order:

Pettigrew called the meeting to order at 16:07 PM with a request to deviate from the agenda to hear from the 2020 Grant Funding Applicants under New Business. The Commissioners agreed.

Storie reminded the applicants that no decisions would be made today, presentations should be 3 to 5 minutes and would be called in alphabetical order.

Pettigrew asked for consideration of the minutes for the regular meeting of September 25, 2019. The minutes for the Special Called Meeting of October 17, 2019 were then considered. Stice moved to accept both minutes as presented. Holcomb seconded. Minutes accepted as presented.

Director's Report

Storie reported on tax collections and online payment progress.

Committee Reports

Marketing Committee – No meeting.

Finance Committee – Brown presented the Financial Summary.

Proposed 2020 A&P Budget –

Proposed 2020 CACC Budget - The CACC proposed budget required \$ 1,187,000. The A&P 2020 proposed allotted \$ 1,015,000. Brown made a motion to table the approval of the A&P 2020 budget until after Storie and McCorvey meet to adjust proposals accordingly. Moss seconded. Motion passed unanimously.

During discussion on CACC proposed budget, McCorvey mentioned the request for \$ 50,000 for new LED lighting for the Convention Center. Brown made a motion to approve the request for the new lighting and ceiling tiles. Moss seconded. Entergy would assist with \$ 75,000 toward the upgrade of lighting. Motion passed unanimously.

Old Business

Auditing Services Update- The contract with Craft, Veach and Associates was approved during the Special Called Meeting on October 17th and is ready to be signed by Pettigrew.

Combined Financial Statements for PBCC "Regular" and Special Accounts- Brown confirmed that McCorvey has spoken with Davis and agrees to combine the reports beginning in 2020.

Food Vender Guidelines- Holcomb clarified that an ordinance is already in place. It allows the City Collector to deputize two full time employees to enforce the inquiries to businesses operating without a license.

Retirement Plan - Brown updated that it is now to be determined by the Commission whether to do bonus or enrollment in the City's plan.

New Business

Hotel and Convention Center Complex Resolution- Brown made a motion to consider and accept the resolution for support of the Pine Bluff Civic Auditorium Commission accepting the transfer of the Plaza Hotel and Suites to establish a hotel and convention center complex and to evaluate a cost of renovation. Holcomb seconded. After discussion, motion passed. Pettigrew, Brown, Stice, Holcomb and Eugene voted for and Moss voted against.

It was determined to move the November regular meeting from the 4th Wednesday due to the Thanksgiving holiday.

With no further business to be discussed Moss moved to adjourn. Brown seconded. The meeting adjourned at 6:21 PM.

The next regular meeting will be on Wednesday, November 20, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

These minutes were amended November 20, 2019.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Meeting Minutes
November 20, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, November 20, 2019 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair & Vice Chair
Mr. Glen Brown, Jr., Secretary-Treasurer
Mr. William Moss
Mr. Lloyd Holcomb

Staff

Mrs. Sheri Storie
Mrs. Betty Brown

Guests

Mr. Joseph McCorvey, Executive Director, Pine Bluff Convention Center
Mrs. Barbara Davis, Comptroller, Pine Bluff Convention Center

Call to Order:

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

Pettigrew asked for consideration of the minutes for the regular meeting of October 23, 2019. Moss asked for a change on page 2 to reflect the respective names of the split voting. Moss moved to accept the minutes with amendment as presented. Holcomb seconded. Motion passed unanimously.

Director's Report

Storie reported on tax collections that now includes online payment ability.

Storie presented the opportunity to partner with the Clinton Presidential Center's Annual Fusion Exhibit and Programing from December 14, 2019 to March 29, 2020. Fusion 2020 will focus on the history and culture of the Southern Delta. Some other partners are UAPB, ASC, AR Arts Center, AR State University Delta Study Center, DRBA, DSU, and ASU Heritage Sites. Expected visitors should reach 65,000, providing representation for Pine Bluff in multiple and significant ways.

Storie informed the Commission that one of the projects she and Jimmy Cunningham are working on regarding the African American Delta Heritage Freedom Trail is the "4th Street Freedom Corridor." They met with some faculty and staff of the UAPB Mass Communications Department. Plans are to work with students to begin a documentary on the historical importance of this corridor.

Storie reminded those present of the free Catfish Blues fourth Friday Night event that is held in the UAPB Incubator. The next one is scheduled for November 22.

Committee Reports

Marketing Committee – Storie explained the November 4, 2019 meeting as an introduction for those new members of the committee, Joy Blankenship and Joseph McCorvey. An overview was offered of the three year Tourism Development Plan.

Brown asked about the grant request that was mentioned by Lori Walker in the Finance Committee meeting. Storie reported that since the A&P Commission was not already in the NPS SAM system, we could not apply. However, Storie understands that Walker will apply on behalf of the city. Moss clarified he had found no prohibition for A&P to apply for grants, only a separate bank account would be necessary for any grant money received.

Finance Committee – Brown presented the Financial Summary for the month ending October 31, 2019. AEHOF account has been closed with the check written to the Convention Center for the full amount of \$38,242.40.

Brown stated the Finance Committee reviewed the proposed budget for 2020 and voted to recommend it to the Commission as a whole. Moss made a motion to accept the budget plan for 2020. Holcomb seconded. Motion passed unanimously.

Old Business

Audit Service Engagement Letter- Pettigrew presented a letter from Mr. Joseph Childers, Assistant City Attorney stating the length of years in the contract was not what was stated in the public solicitation for services. Brown agreed to table Pettigrew signing the contract until those who voted to approve it (Brown, Moss, Eugene, Stice, and Holcomb) could be advised of the discretion.

Aramark Update- Attorney Jackie Harris was not present for the update.

2020 Funding Applications-The Commission went into a committee as a whole to consider the funding requests according to the available grant funding for 2020.

Once the Commission reconvened Moss made a motion for recommendation of allocation of grant funding as discussed. Brown seconded. Motion passed unanimously. Allocation is as follows:

Organization	Amount Requested	Amount Approved
Arkansas Railroad Museum	\$10,000	\$10,000
Arts & Science Center for Southeast Arkansas - Year Round Funding	\$30,000	\$30,000

ASC- Seed Money	\$1,000	\$1,000
Black Pilots of America/Operation Skyhook	\$10,000	\$10,000
Delta Rhythm & Bayous Alliance	\$27,500	\$25,000
Gloves Not Guns	\$28,000	\$12,000/\$3,000 per event
GFPB, Inc.	\$35,000	\$25,000
Merrill High – All School Reunion	\$17,500	\$17,500 designated in 2019
REFORM, Inc.	\$25,000	\$15,000
South Arkansas Livestock Association	\$20,000	\$20,000
Taylor Field – Year Round Funding	\$35,000	\$35,000
UAPB – Alumni Homecoming Golf Tournament	\$1,500	\$1,500

New Business

With no further business to be discussed Holcomb moved to adjourn. Moss seconded. The meeting adjourned at 5:05 PM.

The next regular meeting will be on Wednesday, December 18, 2019 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

December 18, 2019

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, December 18, 2019 at 4:00 p.m. in the conference room at the offices of the A&P Commission. Due to technical difficulty this meeting was not audibly recorded.

PRESENT:

Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair & Vice Chair
Mr. Glen Brown, Jr., Secretary-Treasurer
Mr. William Moss
Mr. Lelan Stice

Staff

Mrs. Betty Brown

Guests

Mr. William Fells, Mayor's Office
Attorney Jackie Harris, via conference call

Call to Order:

Pettigrew called the meeting to order at 4:14 PM. She asked that Attorney Harris be moved from Old Business to first item on the Agenda so he could give an Aramark update and explain his recommended amendment to the A&P Gross Tax Receipt Ordinance. Attorney Harris will meet with City Attorney Hadden Scott. Pettigrew will ask Harris to have the final draft by the January A&P meeting. Brown agreed to bring the recommendation before City Council.

Pettigrew asked for consideration of the minutes for the regular meeting of November 20, 2019. Brown motioned to accept the minutes as presented. Moss seconded. The motion passed unanimously.

Director's Report

Pettigrew read the report prepared by Storie on tax collections, Gloves not Guns funding follow-up report, the request to consider supporting a bass tournament, and the Pine Bluff Jefferson County National Heritage Trails Taskforce, consisting of 11 individuals appointed by City Council. Moss made note of Gloves not Guns having a recent 501c 3 classification.

Those commissioners present decided that the 2020 funding cycle was determined prior to the bass tournament request and that Storie would notify the Arkansas Bass Team Trail of such and invite them to apply for the next funding cycle.

Committee Reports

Marketing Committee – no report

Finance Committee – Brown presented the financial summary for the month ending November 30, 2019.

Moss reported on the Clinton Foundation Fusion Exhibition that he had recently attended. Pine Bluff was deliberately highlighted. The exhibition is expected to draw upwards of sixty thousand visitors. The PB A&P Commission was recognized for their support as well as ASC, DRBA, UAPB and Dr. Linton. Moss encouraged the Commissioners to visit the exhibition.

Old Business

Auditing Services Engagement Letter- This item remains tabled while Moss plans to meet with the City Attorney to discuss and clarify the ramifications of the concerns of Pettigrew and the Assistant City Attorney.

Action Items

Request for combined financial reports for CACC - To be in place starting in January 2020.

A&P Commission Orientation Guide - no update.

Legislative Audit - Pettigrew requested Brown schedule a meeting with Mr. Steve Miller, City Finance Department.

A&P Retirement Plan - Commission plans to vote on lump retirement bonus amount at next meeting. It was suggested that having a legislative audit would permit for examination of accounts and city financial statements for further insight for recommended amount.

New Business

2020 Meeting Dates- The meeting dates were accepted for now however, a discussion on the times of future meetings will be discussed as an Action Item at the January meeting.

With no further business to be discussed Brown moved to adjourn. Stice seconded. The meeting adjourned at 5:14 PM.

The next regular meeting will be on Wednesday, January 22, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair
/beb



Sheri Storie, A&P Director