

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**February 19, 2026**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, February 19, 2026, at 5:00 p.m. at the offices of the A&P Commission, 623 S. Main Street. This meeting was audibly recorded. These minutes are a summarization.

### **PRESENT:**

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

Mr. Glen Brown, Jr., Chair  
Mr. David Knott, Secretary-Treasurer  
Ms. Carla Bryant, Vice-Chair  
Mrs. Reneta Harper

#### **Staff**

Mrs. Sheri Storie, Executive Director  
Mr. Jimmy Cunningham, Tourism Development Director  
Mrs. Betty Brown, Recorder  
Mr. Michael McCray, PR & Cultural Development Specialist

### **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 December 16, 2025. Bryant moved to accept the minutes as presented. Harper seconded. The minutes were approved as presented.

### **Director's Report**

Storie gratefully welcomed Micheal McCray to the staff. He officially started January 1, this is the first Commission meeting of 2026. Bryant asked if McCray could share his background, he did so along with his gratitude and excitement of current and future tourism plans for the city.

Storie reported that the tax collections deposited in January were 8.3% greater than the budget.

Storie was excited to announce the Grand Opening of the Blues & Wellness Plaza on Friday, February 27 and invited all the commissioners to the event. She shared the details of the event and reminded everyone that Catfish Friday Blues and Soul live music would be that evening. McCray mentioned and Storie shared, of the 19 artistic banners that have been installed at the Plaza depicting local artists with more banners to come.

Storie spoke of the collaboration with Garbo Hearne's vision of bringing an art exhibit, workshops, artist talks and children's book and art fair to Pine Bluff based on *The New Brownies' Book*. The touring exhibit will be hosted by HBCU's and their communities. Storie offered details on the places, dates and collaborators and included anticipation of A&P assisting with marketing and promotion of the event and will keep the commission informed with the project. She also shared a copy of the book and it's history.

Storie reminded the commissioners of her desire in recent years to increase public relations to strengthen the Pine Bluff story and own our own narrative. She related the great opportunity to attend the North American Travel Journalists Association annual conference in North Little Rock May 12-15. With upward of 75 writers, editors and content creators experiencing Arkansas this provides opportunity for Pine Bluff to share our own organic storytelling for future editorial coverage. Explore Pine Bluff will be a \$5,000 General Session sponsor that will allow opportunities to speak at the session, provide branded items for media conference attendees, monthly banner ad in NATJA newsletter (6 months) and a full-page ad in Travel World International Magazine.

Storie offered the update on Arkansas Tourism collaboration with Tiffany Maltezo, our ad rep with CJRW to promote Pine Bluff. The ad projects include a 30 second TV spot with the Television Broadcasters Association (TBA), Search Engine Marketing (SEM), YouTube Video ads, Influencer Co-op, and Meta (Facebook and Instagram) Co-op.

Cunningham updated the commissioners on grant funding progress. Cunningham, Storie and McCray met with a major funding foundation recently and was asked to submit budget summary program narrative. The two pots of funding areas that money will be requested for are arts and programming and, hopefully, monuments.

Storie informed the Commission that she, Cunningham and McCray will be attending the Arkansas Governor's Conference on Tourism in Little Rock beginning February 22-24. During the conference Storie will meet with the AR Hospitality Association, AR Association of A&P's, and AR Tourism's sales team. G. Brown asked questions and Storie assured him it is networking that freely shares industry information. Brown responded that the Commission desires to support Storie's efforts to take tourism to the next level.

### Committee Reports

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

Storie informed the Commission that the 2025 audit has begun and all the requested information has been sent. An on-site visit is scheduled for March 11, 2026.

G. Brown asked Storie to inquire about investing in a short-term Certificate of Deposit.

*Marketing Committee* – Bryant shared her desire to establish individual grass roots community involvement groups focused on being fit-financially, mentally and physically. A Microsoft teams meeting will be scheduled for February 26, 2026.

### New Business

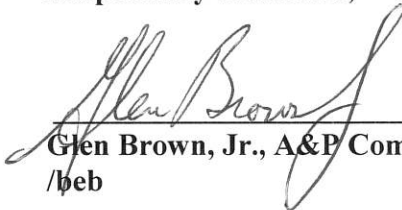
The election of officers for 2026 was brought before the Commission. Brown asked if there might be any new nominations. The two vacant seats were also discussed. All officers agreed to continue serving in their positions. Bryant made a motion for all current officers to retain those positions for 2026. Harper seconded. The motion passed.

The 2026 meeting calendar was reviewed and approved by everyone present. The finance committee meeting will be held on Wednesday prior to the full commission meeting at 12:30 PM, and the regular commission meeting will be held on the fourth Monday of the month at 5:00 PM.

With no further business to be discussed, Knott moved to adjourn. Bryant seconded. The meeting adjourned at 6:15 PM.

The next regular meeting will be on Monday, March 23, 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

*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.*