

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Meeting Minutes
January 25, 2023

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, January 25, 2023 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
Ms. Berinda Eugene, Vice Chair
Mr. Lloyd Holcomb, Jr.
Ms. Rosie Pettigrew
Mr. John Lawson
Mr. Steven King
Mr. James McAfee (via conference call)

Staff

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

Guests

Mr. Rob Cheatwood, Taylor Field
Mr. Bob Abbott

Call to Order:

Brown called the meeting to order at 4:05 PM.

Brown asked for consideration of the minutes for the regular meeting of December 13, 2022. Holcomb moved to accept the minutes as presented. Lawson seconded. The minutes were approved as presented.

Brown asked for consideration of the minutes for the Special called meeting of January 20, 2023. Holcomb moved to accept the minutes as presented. Lawson seconded. The minutes were approved as presented.

Director's Report

Storie updated on House Bills HB 1027 and HB 1114 that relate directly with the A&P Tax.

Storie reminded everyone about the 2024 Eclipse impact on the city of Pine Bluff in tourism and infrastructure. Kim Williams, 2024 Eclipse Project Manager for the AR Dept of Parks, Heritage and Tourism held an informational meeting that was attended by Mayor Washington, several city department heads and leaders from the community. There are meetings planned with hotels, restaurants and attractions in preparation for the event. Storie included a handout and

informed the commissioners that she would present the recorded information at the February meeting. A&P will be acquiring eclipse viewing glasses to sell and to distribute. More details will be provided at the next meeting as well.

Storie reminded the commissioners that we are hosting the Cast of Blues exhibit in The ARTSpace from April 6 through May 25, 2023. The exhibit has been traveling since 2014. She has scheduled a press conference for February 8. The exhibit is organized and toured by ExhibitsUSA, a part of the Mid-America Arts Alliance, and is a collaborative effort between A&P, the Arts & Science Center and The Music Education Initiative.

Storie and Cunningham have attended the first planning meeting with Economic & Community Development regarding the Delta Blues Memorial & Fitness Park. EC&D are working on land acquisition. Storie & Cunningham are helping to develop and finalize the job description for the new position that will be presented to the Administration Committee. The position will be a cultural district coordinator and a museum liaison to work with A&P and all the attractions to ensure a positive experience for all tourists.

Storie attended a demonstration with a company that provides location analytics that could provide data to assist with marketing efforts and our overall tourism strategy. The company provides visitor information pertaining to where they are from, where they stay, what sites they visit and more. Storie is researching other companies that provide demos as well as possibly utilizing district funding to assist with the cost.

Storie presented the 2023 A&P Annual Report that was distributed to the commissioners. The following points were made regarding the report:

- Total collections in 2022 - \$2,426,448
- A&P's actual operating expenses were 3% less than budgeted; grant funding was 16% more than budgeting due primarily to the funding for the courtesy vehicle at Grider Field; convention center funding was 54% of A&P's total budget.
- "Discover Our Delta" branding and new messaging architecture has been very well received. A sampling of 2022 ads was provided in the report.
- There was a 90% increase in our website visits; 65% increase in page views; 74% increase in unique visitors: and the average session duration was up 57%.
- The top 25 blog views from our weekly blog distribution is provided in the report.

Committee Reports

Marketing Committee – Eugene updated the Commission on the January 23rd marketing meeting which included the collaboration with the King Cotton Classic.

Plans were discussed for the Class 5A Basketball tournament scheduled for February 28 through March 4 as well as the advertising and distribution of posters to area businesses in Jefferson County.

Customer service training was discussed and plans for front line training is with the Arkansas Hospitality Association to train the trainers at some point. Eugene will provide Storie with a list of people who serve as trainers. McAfee commented that SEARK and UAPB hospitality can help with that training.

Finance Committee – Storie presented the financial summary report.

New Business

With no old business to discuss Brown suggested that having heard from all the applicants prior to this meeting and having had time to review the applications that the Commission is prepared to proceed with the grant funding.

Pettigrew made a motion to approve the \$2,000 request from the Delta Rivers Nature Center. Eugene seconded. Motion passed unanimously.

Lawson made a motion to approve the \$45,000 request for year-round funding for the Arts and Science Center. Pettigrew seconded. Motion passed unanimously.

Lawson made a motion to approve the \$10,000 request for the Black Pilots Association. Pettigrew seconded. Motion passed unanimously.

Pettigrew made a motion to approve the \$20,000 request from the Arkansas Railroad Museum. King seconded. Motion passed unanimously.

Pettigrew made a motion to approve the \$35,000 request from Southeast Arkansas Livestock Show Association, year-round funding, Taylor Field \$45,000 year-round funding and the additional maintenance funding requests of both entities would come from A&P reserves. The Hestand Stadium maintenance request for \$27,500 fence repair and \$7,500 for the roof. Taylor Field requested \$55,000 to accommodate State 5A Baseball tournaments. Lawson seconded. Motion passed unanimously.

Pettigrew made a motion to approve the \$2,500 request from the UAPB Homecoming Golf Tournament. Eugene seconded. Motion passed unanimously.

Lawson made a motion to approve the \$20,000 request from the Sahara Shrine Center. Pettigrew seconded. Motion passed unanimously.

Lawson made a motion to approve the \$10,000 request from the Pine Bluff Festival Association for The Enchanted Land of Lights and Legends. Pettigrew seconded. Motion passed unanimously.

Eugene made a motion to approve the \$10,000 request from the Pine Bluff Festival Association for Fourth of July Fireworks Celebration. Lawson seconded. Motion passed unanimously.

Lawson made a motion to approve the \$12,000 request for the UAPB Homecoming Marketing. The remaining funding would be divided between ASC's Augmented Reality Installation and GFPB at \$19,250 each. King seconded. Motion passed unanimously.

Election of Officers:

Holcomb nominated Brown for Chair. Pettigrew nominated Lawson. Upon vote Pettigrew, Eugene, and McAfee voted for Lawson. Brown and Lawson abstained as well as King abstained.

Lawson nominated Eugene as Vice Chair. There were no other nominations.

Holcomb nominated Brown as Secretary Treasurer. Pettigrew seconded. There were no other nominations.

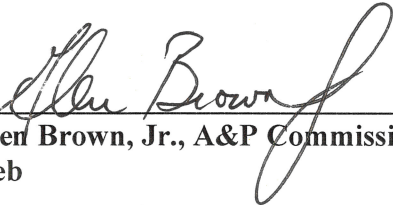
Lawson made a motion for a discussion to be held in Executive Session. He stated the purpose was to discuss public image and personnel. Pettigrew seconded.

Brown made a motion to adjourn. Lawson seconded. The meeting adjourned at 5:25 PM. There was an Executive Session following the meeting.

A report coming out of executive session was not made.

The next regular meeting will be on Wednesday, February 22, 2023 at 4:00 PM at the offices of the A&P Commission.

Respectfully submitted,



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



Sheri Storie, A&P 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.