

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

May 21, 2026

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, May 21, 2026, at 5:00 p.m. at the offices of the A&P Commission, 623 S. Main Street. This meeting was audibly recorded. These minutes are a summarization.

PRESENT:

Advertising and Promotion Commission

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

Staff

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

Guests

Mr. Robert Treadwell

Call to Order:

Brown called the meeting to order at 5:14 PM.

Brown asked for consideration of the minutes for the regular meeting of April 27, 2026. Harper moved to accept the minutes as presented. Bryant seconded. The minutes were approved as presented.

Director's Report

Storie reported tax collection information for the month of April.

Storie thanked the Commission for their support for the ATG Pavilion by recognizing Pine Bluff's potential as a travel destination for music tourism. Storie, McCray and Cunningham attended the groundbreaking ceremony on May 11, in North Little Rock, marking an exciting milestone for Pine Bluff's role on the Arkansas Music Trail. McCray added information regarding the interactive trail map linking the sculptures in their 21 different cities.

Storie shared the impact that was made to the North American Travel Journalists Association (NATJA) conference held in Little Rock. Before Cunningham's presentation, Storie showed our recent video that was shown at the conference generating a strong interest among journalists, many of whom expressed a desire to visit Pine Bluff. McCray highlighted the value of networking, building relationships, and better understanding of journalists' needs. Cunningham shared his concern of the urgency of curating the experiences now to accommodate those visitors who are anxious to come and see Pine Bluff.

Storie updated everyone on the preparation for the Black Pilots of America-Operation Skyhook fly-in and invited all the commissioners to attend the opening ceremony the following morning. Operation Skyhook is scheduled for Friday through Sunday, Memorial Day weekend. Storie mentioned the added expense of bleacher rentals for Grider Field that they will see in the financial report.

Storie reminded everyone of the upcoming events; Catfish Friday Blues and Soul with performer Dolla Bill and the Pine Bluff Takeover Rodeo at the convention center on May 30.

Storie shared all the work being done for Juneteenth in the Bluff to be held in the Delta Rhythm & Bayous Cultural District on June 19. Storie has been involved with the ongoing planning of this event. The event will be from 5:00-11:00 pm. Performers are Nellie Tiger Travis, CitiLimitz, Urban Mystic and Lakeside. Our office has been overseeing the food vendors; she and B. Brown will be on site that day to assign food truck parking and ensure all permits are visible. McCray mentioned one of the NATJA journalists will be on site at the event doing a podcast interview with Cunningham.

Cunningham mentioned receiving a \$3,500 grant from the Black History Commission that will be used to purchase 19 more banners for the DRB Cultural District.

G. Brown had questions regarding the NATJA journalist and how to curate tours showcasing the City of Pine Bluff. Storie explained the history of FAM (familiarization) tours for journalists to visit, what expenses the city would absorb and specific sites and routes to focus on current assets.

Committee Reports

Finance Committee – Knott presented the financial summary report for the month ending April 30. Brown asked for a Saenger update, Storie stated she would present an update at the next meeting. Storie also mentioned the \$250,000 noted on the Balance Sheet for the invested CD.

Knott presented the funding requests from the convention center that was requested at the Finance Committee meeting. Chairman Brown gave details from the committee meeting and there was much discussion related to the requests, history, A&P tourism mission, 2026 budget approval, transparency and the utilization of reserves for external funding. Holcomb asked if this was a suggestion from Mayor Flowers, Chairman Brown confirmed with a yes. Knott confirmed acknowledgement of the email he had sent regarding the correct procedure for funding requests from the convention center with all the Commissioners.

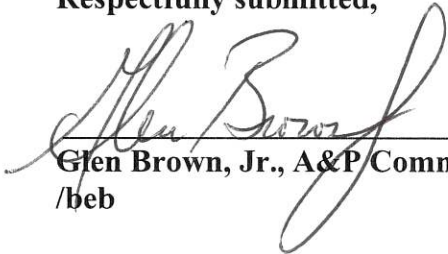
Chairman Brown brought the preliminary discussion of the requests to an end with Holcomb suggesting Storie and G. Brown arrange a meeting with Mayor Flowers to inform her of the consensus of the questions and concerns that were expressed by the A&P Commission.

Marketing Committee – Bryant informed everyone that due to the change of administration at UAPB her schedule has not allowed her to chair the committee as she is required. Storie stated the 2027 budget will have line items for a professional ad agency and a marketing person to oversee social media and promotion of events. Chairman Brown suggested we would drop the Marketing Committee reports until 2027.

With no further business to be discussed Holcomb moved to adjourn the meeting. Bryant seconded. The meeting adjourned at 6:48 PM.

The next regular meeting will be on Monday, June 22, 2026, at 5:00 PM at the offices of the A&P Commission.

Respectfully submitted,


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


Sheri Storie, A&P Executive Director

*The minutes contained herein follow the best practices of **Robert's Rules of Order** and is not a transcription of the meeting. As is standard procedure, these minutes serve as a record of the action(s) taken by the Commission and is not a record of detailed discussion that took place during the meeting.*