

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

September 28, 2023

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, September 28, 2023 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

Ms. Berinda Eugene, Vice Chair

Mr. Lloyd Holcomb, Jr.

Mr. Steven King

Staff

Mrs. Sheri Storie, Executive Director

Mrs. Betty Brown, Recorder

CACC

Mr. Joseph McCorvey, Executive Director

Mrs. Barbara Davis, Controller

Guests

Mayor Shirley Washington

Mr. Byron Tate, Pine Bluff Commercial

Mr. Scott Solomon, Deltaplex News

Mrs. Barbara Dunn

Dr. Tamara Glover

Mr. Kenneth Gray

Mrs. Brenda Gray

Ms. Arlene Dolls

Ms. Angela White Smith

Call to Order:

Brown called the meeting to order at 4:30 PM.

Brown asked for consideration of the minutes for the regular meeting of August 22, 2023. King moved to accept the minutes as presented. Eugene seconded. The minutes were approved as presented.

Director's Report

Storie reported tax collections for the month of August. Storie indicated that our YTD collections are approximately 11% greater than this time last year (not including the Aramark payments).

Storie recapped Tour de Bluff and how A&P sponsored a live music event Friday evening with a food truck and provided a caricature artist for Saturday.

Storie led a site visit with two women from the Women's Foundation of Arkansas event planned for October 26-27, 2023. The workshop event is for about 40 people. They chose The ARTSpace and the UAPB Incubator for the two-day event and will utilize 40 rooms at the Hampton Inn.

Storie is working on a proposal for the Arkansas Press Association 2028 convention that currently attracts 100 or so attendees. The conference is composed of publishers, managers, reporters and editors and would possibly utilize 60 hotel room nights.

Storie has been working with Anthony Long of the Corvette Brothers of Pine Bluff for the return of Jabberwock, a high school talent show scheduled for November 25, 2023 at the convention center. Storie has been assisting with advertising and marketing for the event through social media, radio, posters, flyers and push cards.

Storie shared information about the first day of the Delta Food Expo & Cultural Summit which was full of information relating to Heritage and Culinary tourism and how to bring the two together, food insecurities and community gardens in Pine Bluff as well as other topics and networking opportunities. Cultural tourism is a growing trend and plans to build on this summit every year are underway.

Storie has been communicating with Mr. Kearney on the Aramark case, who has filed the Record of Appeal and has been directed to file a brief by November 1. Aramark should file a brief by December 1. King asked Storie to verify the filing dates of the appeal and brief with Kearney.

Committee Reports

Marketing Committee – No meetings to report. Eugene stated she has asked B. Brown to schedule future marketing meetings.

Finance Committee – Storie presented the financial summary report for the month ending August 31, 2023. Eugene requested a separate on Tourism Development report in the future.

New Business

Eugene asked if the commissioner applicants could be considered prior to discussion on the proposed 2024 budget. Brown agreed for Mrs. Barbara Dunn and Dr. Tamara Glover to address the Commission. Both applicants answered all questions asked of them.

Brown preferred to consider the applicants and vote when all six members of the Commission were present. The Commissioners agreed with Brown to table the vote.

Brown then opened up discussion for the proposed budget for 2024. Storie answered all questions that were asked. Brown decided to table voting on the proposed budget for full commissioner input.

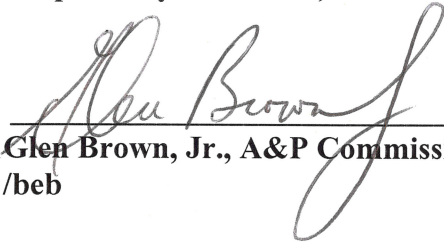
Brown asked McCorvey to present information pertaining to the immediate funding requests of CACC that is in addition to their 2023 funding. McCorvey mentioned the urgent need of the chiller repair and eventual replacement, the door lock and security system for the convention center and the replacement of the floor scrubber and polisher. Much discussion was held.

Brown asked B. Brown to poll the Commissioners to find a suitable date and time to schedule a special called meeting to address: approval of the applicant for the of the Public at Large position, the proposed 2024 budget and the consideration of the chiller request made by McCorvey.

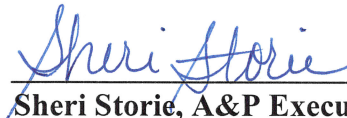
With no further business to be discussed Holcomb moved to adjourn. King seconded. The meeting adjourned at 5:39 PM.

The next regular meeting will be on Tuesday, October 24, 2023 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

*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.*