

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Meeting Minutes
May 23, 2023

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Tuesday, May 23, 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. John Lawson, Chair (via conference call)
Ms. Berinda Eugene, Vice Chair
Mr. Glen Brown, Jr., Secretary-Treasurer (via conference call)
Ms. Rosie Pettigrew (via conference call)
Mr. Steven King
Mr. Jamie McAfee

Staff

Mrs. Sheri Storie, Executive Director

Guests

Mr. Ivan Whitfield
Mr. Jack Foster
Mr. Michael McCray
Mr. George Stepps

Call to Order:

Eugene called the meeting to order at 4:36 PM.

Eugene asked for consideration of the minutes for the regular meeting of February 28, 2023. Lawson moved to accept the minutes as presented. King seconded. The minutes were approved as presented.

Director's Report

Storie reported April 2023 tax collections.

Storie updated the commissioners on the A&P tax permit information she emailed regarding other A&P offices within the state. Storie asked the Commission to endorse this requirement. An A&P permit would provide access to new and changing business information and provide more leverage for the collection of delinquent taxes. She invited the commissioners to respond with any and all questions.

Storie reminded the Commission of the marketing links she provided the prior month in her report, including partnering with AR Land of Legends Regional Travel Association. She gave a brief overview of Carbon Media, Meredith Network, Pandora Radio and Television Broadcasters of Arkansas, Inc.

Storie reported on maintenance and facility improvements that were recently funded by A&P. Hestand Stadium has completed fence repair and roof repair along with painting the roof. Taylor Field has completed dirt work and field refurbishment, laser grading for water drainage, press box window repair, replaced A/C-Heat unit in field office, A/C in umpire rooms, prep work for possible score board and purchase of new maintenance equipment (trimmer & blower).

Storie informed the commissioners of the closing reception for The Cast of Blues Exhibit featuring a performance by Karen Wolfe, at The ARTSpace, Thursday evening, May 25th.

Storie shared information regarding Operation Skyhook and the Black Pilots of America schedule of events over the Memorial Day weekend. Operation Skyhook is open to the public Friday through Sunday, all commissioners are invited to attend. She will be working the information and promotional table for the event all three days.

Storie closed her report by reminding the commissioners that we are steadily working on the African American Cultural Trail with the Arkansas Dept. of Parks, Heritage and Tourism with Secretary Mark Mills and Travis Napper with Arkansas Tourism.

Committee Reports

Finance Committee – Brown asked Storie to present the financial summary report. Storie also informed the Commission that the 2022 Audit report was complete and EGP will be at the next regular meeting to present the report.

Marketing Committee – No meeting.

Old Business

Resolution to Add Authorized Signatories – Vote

Pettigrew made a motion to accept the resolution to add Lawson and Eugene to be signatories for the checking account. King seconded. The motion passed unanimously.

New Business

Change of Monthly Meeting Date – Vote

Pettigrew made a motion that the meeting date and time be changed to the fourth Tuesday of every month at 4:30. Lawson seconded. Discussion ensued. Motion passed by McAfee, Pettigrew, Lawson, King, Eugene voting for the motion. Brown voting against.

A&P Applications – Review and Vote

Brown made a motion to accept the current commissioner application renewal of terms. Pettigrew seconded. Eugene and King abstained. Lawson, Pettigrew, Brown and McAfee voted to extend the terms for Eugene and King.

Eugene gave the guests the opportunity to identify themselves and speak before the meeting adjourned.

Mr. Ivan Whitfield asked the Commission a question regarding if a vote made by Lawson for funding Go Forward Pine Bluff was a possible conflict of interest since Lawson is on the board of GFPB. Whitfield inquired if the proper procedure would have been for Lawson to abstain. Lawson responded. Discussion ensued.

Mr. Stepps asked a follow up question regarding Commissioner's knowledge that Lawson was a board member of GFPB prior to the vote in question. McAfee confirmed he did not know Lawson was on the GFPB board. Eugene noted that she knew Mrs. Lawson worked for GFPB but was not aware Mr. Lawson is on the board.

Eugene asked the guests, Whitfield in particular, if the Commission could have time to review all of the questions they received in the letter from NAACP and provide answers at a later date. Whitfield agreed.

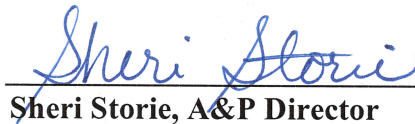
With no further business to be discussed McAfee moved to adjourn. King seconded. The meeting adjourned at 5:25 PM.

The next regular meeting will be on Tuesday, June 27, 2023 at 4:30 PM at the offices of the A&P Commission.

Respectfully submitted,



John Lawson, 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.