

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**June 23, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, June 23, 2025 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

Mr. David Knott, Secretary-Treasurer

Mrs. Reneta Harper

Mr. Lloyd Holcomb, Jr.

#### **Staff**

Mrs. Sheri Storie, Executive Director

Mr. Jimmy Cunningham, Tourism Development Director

Mrs. Betty Brown, Recorder

### **Call to Order:**

Brown called the meeting to order at 4:38 PM.

Brown asked for consideration of the minutes for the regular meeting of May 27, 2025. Knott moved to accept the minutes as presented. Holcomb seconded. The minutes were approved as presented.

### **Director's Report**

Storie reported tax collections stating that we are still slightly under year to date compared to 2024.

Storie reported that we have officially gone "live" with GovOS the new online tax payment portal. Businesses will be registering in July and making payments in August. The PaySimple portal will remain active through the first two months of transition.

Storie presented the analytics reports and gave a recap on Operation Skyhook and Juneteenth in the Bluff. Storie broke down the statistics of both events along with the terminology and the ability to get specific details. She pointed out the marketing benefits of knowing the locations of travelers. There was much conversation about the visitor's information provided along with future suggestions for next year's Juneteenth.

Storie has been conversing with Kerry Battle regarding the planning of the 4th of July fireworks. He is currently speaking with Simmons regarding sponsorship. Brown stated he would like to see the Festival Association develop the fireworks into a bigger family friendly event in the future.

Storie has been asked by Mayor Flowers for assistance with funding for the Pine Bluff Takeover Rodeo to be held at Hestand Stadium. Storie agreed to assist with \$10,000 from the advertising budget to be directed at advertising for the event.

### Committee Reports

**Finance Committee** – Knott presented the financial summary report for the month ending May 31, 2025.

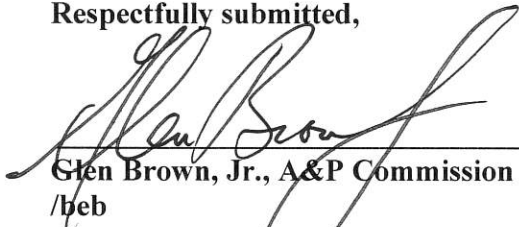
Knott informed the Commission that Barbara Dunn agreed at the Finance Committee meeting to fund the new security system for the convention center from their own funds.

Cunningham mentioned the amount of positive feedback he had received during the Juneteenth event on the district and moving forward with the interpretive aspect. The art displays are causing people to notice and he thanked the Commission and City Council for their decisions and action in bringing it into fruition and not remaining in the planning phase.

With no further business to be discussed Holcomb moved to adjourn. Knott seconded. The meeting adjourned at 5:19 PM.

The next regular meeting will be on Monday, July 28, 2025 at 4:30 PM at the Merrill Historical Museum, 1201 W. Pullen Avenue.

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.*