

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Meeting Minutes
November 16, 2023

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, November 16, 2023 at 4:30 p.m. at the UAPB Incubator, 2nd floor conference room, 615 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. (via conference call)
Mr. Steven King
Mr. Jamie McAfee (via conference call)
Ms. Rosie Pettigrew
Mrs. Barbara Dunn

Staff

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

Guests

Mr. Kenneth Gray
Mrs. Brenda Gray
Dr. Ryan Watley
Mr. Will Jenkins

Call to Order:

Brown called the meeting to order at 4:33 PM.

Brown asked for consideration of the minutes for the regular meeting of October 24, 2023. Dunn moved to accept the minutes as presented. King seconded. The minutes were approved as presented.

Director's Report

Storie reported on tax collections.

Storie informed the Commission that the grant funding applications are coming in with a deadline of November 17th at 3 PM. The applications will then be compiled and sent to each commissioner. She requested they set a date for a special called meeting to have presentations of the applicants. The commissioners selected and agreed on November 30th at 4:00 PM for in-person presentations.

Storie provided a copy of the letter of engagement from EGP for the 2023 audit. There was an increase of \$600 as a standard increase in fees. King made a motion to approve and sign the letter of engagement. Eugene seconded. The motion passed.

Storie shared that she has been communicating with Go Forward for the King Cotton advertising. She has committed up to \$7,500 from her advertising budget. She was waiting on artwork for the posters to be printed, and program information for sending letters to restaurants and further promotion of the event.

Storie presented a replica of the mosaic mural collaboration with the UAPB Dept. of Art and Design for the official unveiling on December 9. The mural will depict narratives related to the Old Miller Theater and how individuals from the Delta Region impacted the Harlem Renaissance.

The mosaic mural will have a prior unveiling on Monday, December 4, at The ARTSpace for the regional planning workshop hosted by A&P. The mural will be permanently placed in the Cultural District near the Old Miller Theater.

Storie informed everyone that the Jabberwock talent show is scheduled to take place the Saturday after Thanksgiving and has received confirmation from Anthony Long that the planning is coming along nicely.

Storie also mentioned that the Enchanted Land of Lights and Legends is set to open on Tuesday, November 21.

Storie reviewed Tourism Development spending that was listed on the financial summary.

Storie brought attention to a copy of update from Attorney Kearney in their packet.


Committee Reports

Marketing Committee – Eugene distributed a list of additional King Cotton marketing requests. Discussion was held with Watley regarding the needs of advertising and promotion for the tournament. Watley will communicate with Storie by email regarding marketing details and costs.

Finance Committee – Brown presented the financial summary for month ending October 31, 2023.

With no further business to be discussed Pettigrew moved to adjourn. Dunn seconded. The meeting adjourned at 5:17 PM.

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.*