

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

November 24, 2025

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, November 24, 2025, 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
Mrs. Reneta Harper
Mr. Lloyd Holcomb, Jr.

Staff

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

Guests

Dr. Ryan Watley

Call to Order:

Brown called the meeting to order at 5:18 PM.

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

Director's Report

Storie reported tax collections stating that total tax collections to date are 6% above budget.

Storie updated on the 2026 grant funding applications with a total of 22 applications received by the deadline and a total of \$918,447 was requested. Storie plans to address recommendations in early 2026 on enhancing the application process and for possibly setting amount limits for requests.

Storie remarked on the success of the Veterans Parade held on November 15. The steering committee met, and plans are underway for next year. Mayor Flowers would like this to become an annual event. The reception afterward honored veterans from several cities in the region.

Storie shared that work has begun on the 2026 Visitor Guide. She presented the editorial outline, scope of work and cost of the guide. A&P is a major contributor to the production of the guide representing the largest city in the four-county area that the guide represents. The guide is paid for through the AR Land of Legends, state funds and ad sales.

Storie provided an update on upcoming events in the city including Enchanted Land of Lights & Legends, Catfish Friday Blues & Soul Night, Downtown Hop Stop and Shop and the Christmas Parade.

Committee Reports

Finance Committee – Knott presented the financial summary report.

A do pass recommendation came from the Finance Committee for a line-item budget adjustment to move \$6,500 from Public Relations to Legal and Professional. Storie explained the need to renew the GovOS payment software and the costs of IT Support and Security for the remainder of 2025.

Holcomb made a motion to accept the budget adjustment as recommended. Knott seconded. The motion passed.

Storie then presented the EGP Engagement Letter for the 2025 Audit. This includes the 4% increase of fees for a total not to exceed \$14,900. She stated that once it is signed and sent to EGP the preliminaries for the audit can begin.

Harper made a motion that the Engagement Letter from EGP be accepted and approved. Holcomb seconded. The motion passed.

Old Business

Funding Request-Go Forward for King Cotton- Before Watley presented his request Storie asked the question about the \$50,000 that City Council transferred to the convention center. G. Brown stated it was for operations and assistance with King Cotton. Discussion was held regarding the costs of King Cotton and what the convention center was requesting for rental fees after receiving the \$50,000 from the city.

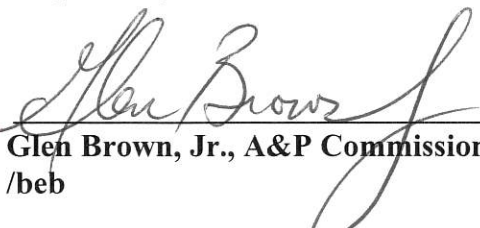
Watley was told previously that A&P will assist with \$10,000 funding for King Cotton from the PR line item. Storie informed the Commission an additional \$2,500 is available from event funding from events that did not take place in 2025.

After many questions and much discussion. Harper made a motion to add the additional \$2,500 to the previous \$10,000 totaling \$12,500 to assist with GFPB King Cotton 2025. Holcomb seconded. The motion passed.

With no further business to be discussed Holcomb moved to adjourn. Knott seconded. The meeting adjourned at 6:00 PM.

The next regular meeting will be on Monday, December 15, 2025, 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.*