

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION
Meeting Minutes
March 23, 2026

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, March 23, 2026, 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
Mr. Michael McCray,
Mrs. Betty Brown, Recorder

Guests

Call to Order:

Brown called the meeting to order at 5:15 PM.

Brown asked for consideration of the minutes for the regular meeting of February 19, 2026. Knott moved to accept the minutes as presented. Harper seconded. The minutes were approved.

Director's Report

Storie reported on tax collections. Storie stated that although collections are 2.6% less than budgeted, total YTD. Collections are greater than this time last year. The margin has improved from 13% below budget in February 2026.

Storie remarked on the success of the Grand Opening of the DRB Blues & Wellness Plaza. She played a video produced by K & C Media.

McCray presented media coverage regarding the grand opening including Power 92 live coverage, KARK Channel 4, Fox News Channel 16, Pine Bluff Commercial front page and THV 11 interview. There was a national newswire press release that went out 30 days prior to the grand opening. He shared how those news and magazine outlets are strategic in getting good PR out there circulating. He commented that Jus Blues and Travel & Tour World have tagged on to our story and there is a possibility that Pine Bluff will be covered in an upcoming issue of Living Blues Magazine.

Storie spoke of the benefits of networking at the Governor's Conference on Tourism that Storie, Cunningham and McCray attended in Little Rock. One meeting was with John Gaudin who is instrumental in the comeback of the Argenta Arts District in North Little Rock. Gaudin is also spearheading the development of the Arkansas Music Trails, an initiative that connects artist's

hometowns, historic music sites, and local attractions into one coordinated statewide tourism network. The flagship pavilion will be built in NLR's Argenta neighborhood, displaying bronze busts of the artists and a second bust will be displayed in each of their hometowns to spread music tourism across the state. Pine Bluff will receive the second bust of Big Bill Broonzy to be displayed here in the district.

Storie mentioned that they met with the North Little Rock Tourism team to talk about the North America Travel Journalist Association (NATJA) conference and it resulted in a conversation that increased our allotted time from a 5-minute time slot to a 20-minute presentation. Storie, Cunningham and McCray are developing the message.

Storie added that she also met with the Arkansas Association of Convention and Visitor's Bureau (AACVB) One topic discussed was Meltwater, the global media intelligence and monitoring platform. She explained the benefits of tracking stories about Pine Bluff in all media outlets. The contract is grouped with other A&P Commissions for a reduced cost and greater specific benefits than the PR outlet currently used for reaching media and journalists.

Cunningham spoke on the National Heritage Area "Community Conversation" that was held on March 10, also a result of sidebar meetings at the Governor's Conference. The project is coordinated by Arkansas State University. The proposed heritage area would encompass 17 counties across the Arkansas Delta, highlighting nationally significant landscapes and stories deeply rooted in place. He explained that we are in a great position with congressional representation on the board who are supportive of the Arkansas Delta National Heritage Area.

Storie mentioned that planning is underway for Juneteenth in the Bluff and the Catfish Friday Blues & Soul Night special announcement planned for 6:00 PM on Friday, March 27.

Storie also met with Beachwood Pinnacle CEO and management regarding the new Courtyard by Marriott opening and expressed his concerns with the convention center upgrades. G. Brown had questions and comments as the discussion ensued and would like to see plans for future improvements and management.

Committee Reports

***Finance Committee* – Knott presented the financial summary report.**

G. Brown updated his request for Storie to inquire about the investment of funds into a short-term CD and presented those options that were emailed by Storie earlier in the week.

Brown entertained a motion to consider investing \$250,000 in a 5-month CD with Relyance Bank with a 3.95% APY, estimated interest earned of \$4,068 with a liquidity date of August 2026. Knott made the motion. Holcomb seconded. The motion was approved. Storie provided the resolution for signatures.

Brown presented a funding request and quotes from the convention center for AC chiller repairs that are needed for immediate restoration of AC and a repair quote for both the small and large chiller parts and labor. Both repair quotes total \$11,784. Brown stated that Dunn brought this request to the Finance Committee and it was determined that the funds would have to come from reserves. Discussion was held and concern expressed regarding CACC's plan for meeting future

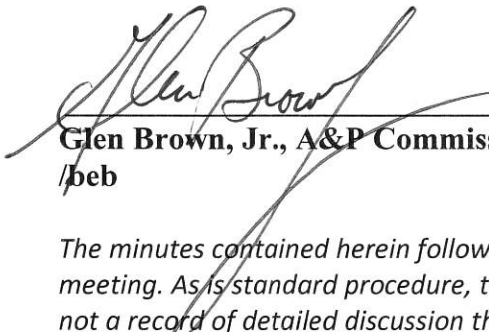
repair needs. It was determined that a request for the CACC 2025 detailed general ledger and 2026 approved budget be made by Storie prior to the funding for chiller repairs.

Holcomb moved to approve funding from reserves for \$11,784 with the conditions that a check would be written upon receipt of the requested information outlined above. Knott seconded. The motion was approved.

With no further business to be discussed Brown asked for a motion to adjourn. Holcomb moved to adjourn. Harper seconded. The meeting adjourned at 6:24 PM.

The next regular meeting will be on Monday, April 27, 2026, at 5:00 PM at the offices of the A&P Commission.

Respectfully submitted,



Glen Brown, Jr., A&P Commission Chair
/eb



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.*