

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**January 22, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, January 22, 2020 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

### **PRESENT:**

#### **Advertising and Promotion Commission**

**Ms. Rosie Pettigrew, Chair & Vice Chair**  
**Mr. Glen Brown, Jr., Secretary-Treasurer**  
**Mr. William Moss**  
**Mr. Lelan Stice**  
**Mr. Lloyd Holcomb**  
**Mrs. Berinda Eugene**

#### **Staff**

**Mrs. Sheri Storie**  
**Mrs. Betty Brown**

#### **Guests**

**Mr. Jimmy Cunningham, Jr.**  
**Mr. William Fells, Mayor's Office**

#### **Call to Order:**

Pettigrew called the meeting to order at 4:03 PM.

Pettigrew asked for consideration of the minutes for the regular meeting of February 22, 2020. Brown moved to accept the minutes as presented. Moss seconded. The motion passed unanimously.

#### **Director's Report**

Storie reported on tax collections and the women's Golf Pro Tournament coming April 6-10, 2020. Storie then gave Cunningham the opportunity to share all of the implementation of the Tourism Development Plan.

Cunningham gave an overview of some future plans including the National Art Blues Museum, PB JC Library showcasing local writers inside and a mural on the new library to tie into the Delta Music Trail at the state level, and collaboration with UAPB for a documentary on the Fourth Street Freedom Corridor. He presented the plans for the Third Street walking trail including interpretive signs and murals, and the calling together of community supporters to be on the National Heritage Landmark trails.

#### **Committee Reports**

*Marketing Committee* – no meeting, however a meeting is scheduled for February 3, 2020.

*Finance Committee* – Brown presented the Financial Summary for December and year ending 2019.

He informed the Commission of Mr. Umesh Patel attending the Finance Committee meeting.

Old Business

**Auditing Services Engagement Letter-** Moss' private counsel advised him to suggest the Chair negotiate a contract to her liking and bring it back to the Commission for approval. Pettigrew agreed to take that as an Action Item and will speak with the person who wrote the letter of engagement.

**Aramark update-** Pettigrew agreed to speak with Attorney Harris to proceed with the clarification of wording in the ordinance for tax collections so it can be brought before City Council by Brown for approval.

**Finance Committee Time Change-** after election of new officers (which remained the same) it was determined that the time would change to 1:30 PM for all future Finance Committee meetings.

New Business

**Election of Officers-** Moss moved that the election of officers would remain the same, Holcomb seconded. Motion passed unanimously.

**New Office Space Lease-** Storie distributed copies of the proposed lease asking the Commissioners to review it and get back to her with any concerns in the lease. Some suggestions were made at the meeting and it will be up for approval at February's meeting.

With no further business to be discussed Brown moved to adjourn. Stice seconded. The meeting adjourned at 4:59 PM.

The next regular meeting will be on Wednesday, February 26, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,

  
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Rosie Pettigrew, A&P Commission Chair  
/beb

  
\_\_\_\_\_  
Sheri Storie, A&P Director

**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Meeting Minutes**  
**February 26, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, February 26, 2020 at 4:00 p.m. in the conference room at the offices of the A&P Commission. This meeting was audibly recorded.

**PRESENT:**

**Advertising and Promotion Commission**

Ms. Rosie Pettigrew, Chair & Vice Chair  
Mr. Glen Brown, Jr., Secretary-Treasurer  
Mr. William Moss  
Mr. Lelan Stice

**Staff**

Mrs. Sheri Storie  
Mrs. Betty Brown

**Guests**

Mr. William Fells, Mayor's Office  
Mr. Jackie Harris, Attorney  
Mr. George Stepps, Compliance Auditor

**Call to Order:**

Pettigrew called the meeting to order at 4:07 PM.

Pettigrew asked for consideration of the minutes for the regular meeting of January 22, 2020. Moss moved to accept the minutes as presented. Stice seconded. The motion passed unanimously.

**Director's Report**

Storie reported on the January tax collections and projected February possibly not making budget.

A&P is partnering in advertising with UAPB Athletics as official sponsor for first quarter of all home football games and broadcast games. This includes PA announcements, 30 second video and audio spots, logo placement with link on UAPB website and video board.

A&P is also sponsoring the touring exhibition of the Women of the Delta Photograph Exhibit beginning March 3, 2020 and goes through January of 2021.

Storie also updated on the new office lease agreement and ASC has forwarded the suggested changes to their lawyer for final draft.

Forward Fest Food Vendors information packet was discussed by Storie and Pettigrew.

Moss suggested possibly sponsoring a bus to travel from Pine Bluff to Fayetteville for the UAPB vs U. of A. game scheduled for 2021. Brown was in agreement with a plan for advertising during the game as well.

### Committee Reports

**Marketing Committee** – Pettigrew shared Jimmy Cunningham’s update on all the fantastic happenings at the recent meeting. Storie presented the information as it pertained to the three year Tourism Development Plan. Storie confirmed that the plan for 2020 will tell the treasure trove of stories for Pine Bluff. Some major US cities are in the beginning stages of hiring chief story tellers for their stories, which confirms we are on the right track by hiring our Interpretive Coordinator.

Pettigrew highly favored the sample podcast work Cunningham had provided and informed the Commission of Cunningham’s plan to meet with Judge Gerald Robinson regarding the county owned property for establishing the interpretive panels in the downtown area.

Pettigrew also mentioned the Pine Bluff National Trails Task Force being established eight of the twelve positions have been filled. Cunningham will ask Mayor Washington for recommendations.

Moss informed the Commission of accusations spoken on the Deltaplex radio station program hosted by Floyd Donald. Cunningham was accused of stealing information and Moss suggested the station owner should be requested to present these accusations to the Commission since Cunningham is an employee. Storie agreed to write a letter to the station owner and manager.

**Finance Committee** – Brown reported that the Finance Committee met at 1:30 PM on Monday, February 24, 2020. He stated that the meeting would work best to be moved back to 12 noon. Brown presented the Financial Statement for the month ending January 31, 2020.

### Old Business

Pettigrew changed the order to allow Attorney Harris to speak.

**Proposed Language Amending Sec. 13-47 of A&P Gross Receipt Tax Ordinance-** Harris completed the necessary changes and it was approved by the City Attorney. Once the ordinance is adopted by City Council he will notify Aramark stating due process, being 30 days past paying the assessment and their right to appeal without further assessment. Brown asked for the original copy since he would be sponsoring it. Harris would send it to Brown by the following day.

**Revised Auditing Services Engagement Letter-** Moss made a motion that the Chair sign the agreement and send it off to Craft, Veach & Co. for signature. Brown seconded. Motion passed unanimously. Pettigrew asked Storie to move forward with the RFQ process for the 2019 Audit.

**New Office Lease Agreement Update** was covered in the Directors Report.

### Action Item List

CACC joint reporting of accounts has been accomplished but still in need of full inclusion of numbers.

**A&P Commission Orientation Guide-** Pettigrew stated she still in the process.

**Legislative Audit- Brown will present at next meeting.**

**A&P Retirement Plan- the Commission previously decided on a bonus in lieu of a retirement plan for the staff. The amount and time of disbursement will be decided at the March meeting. Moss reiterated it will be up to the employee as to how they invest their bonus.**

**New Business**

**Resolution for Change of Authorized Signatory- Resolution to remove Wanda Bateman and add Rosie Pettigrew. Moss made a motion to approve the resolution. Stice seconded. The motion passed unanimously.**

**With no further business to be discussed Moss moved to adjourn. Stice seconded. The meeting adjourned at 4:48 PM.**

**The next regular meeting will be on Wednesday, March 26, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.**

**Respectfully submitted,**

  
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Rosie Pettigrew, A&P Commission Chair  
/beb

  
\_\_\_\_\_  
Sheri Storie, A&P Director

# PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

## Meeting Minutes

March 25, 2020

A Special Called meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, March 25, 2020 at 1:00 p.m. Due to the current restrictions with group gatherings, this meeting was conducted by a Conference call. This meeting was audibly recorded.

### PRESENT:

#### Advertising and Promotion Commission

Ms. Rosie Pettigrew, Chair & Vice Chair  
Mr. Glen Brown, Jr., Secretary-Treasurer  
Mr. William Moss  
Mr. Lelan Stice  
Mr. Lloyd Holcomb  
Mrs. Berinda Eugene

#### Staff

Mrs. Sheri Storie  
Mrs. Betty Brown

#### Call to Order:

Pettigrew called the meeting to order at 1:15 PM.

Storie stated the purpose of the meeting was for Consideration of a Budget Adjustment. After a projected decrease in collections due to COVID-19, Storie suggested being proactive with the conservative reduction of 15% across the board to all funding recipients, including the Pine Bluff Convention Center. The Commission discussed a variety of possibilities.

Brown made a motion to cut the grant funding, across the board 15%. Moss seconded. The motion passed unanimously.

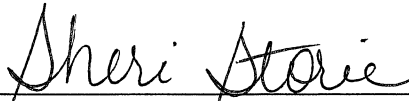
Storie will notify all recipients by mail of the decrease and re-evaluate the Commission's financial status in June.

Moss made a motion to adjourn. Stice seconded. Meeting adjourned at 1:32 PM.

Respectfully submitted,

  
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Rosie Pettigrew, A&P Commission Chair

/beb

  
\_\_\_\_\_  
Sheri Storie, A&P Director

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**April 22, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, April 22, 2020 at 4:00 p.m. by way of a conference call. This meeting was audibly recorded.

### **PRESENT:**

#### **Advertising and Promotion Commission**

**Ms. Rosie Pettigrew, Chair & Vice Chair**  
**Mr. Glen Brown, Jr., Secretary-Treasurer**  
**Mr. William Moss**  
**Mr. Lelan Stice**  
**Mrs. Berinda Eugene**  
**Mr. Lloyd Holcomb**

#### **Staff**

**Mrs. Sheri Storie**  
**Mrs. Betty Brown**  
**Mr. Jimmy Cunningham, Jr.**

#### **Guests**

**Mr. Umesh Patel**

#### **Call to Order:**

Pettigrew called the meeting to order at 4:00 PM.

Pettigrew asked for consideration of the minutes for the regular meeting of February 26, 2020. Moss moved to accept the minutes as presented. Holcomb seconded. Pettigrew asked for consideration of minutes for the Special Called meeting on March 25, 2020. Eugene moved to accept the minutes as presented. Holcomb seconded.

#### **Director's Report**

Storie reported on the tax collections, denoting that we have suspended mailing delinquent letters for now. She informed the Commission that the BPA Operation Skyhook has been cancelled for Memorial Day weekend. Moss had suggested these funds be allocated to the convention center.

Brown made a motion that the \$ 8,500 previously allocated to the BPA be reallocated to the Pine Bluff Convention Center. Moss seconded. The motion passed unanimously.

Storie shared information regarding the National Women's Air Race cancellation and hopes of Pine Bluff being a stop for the event in 2021.

National Travel & Tourism Week is scheduled for May 3-9<sup>th</sup> and due to the COVID -19 restrictions we will be working with the Arkansas Tourism office to continue to promote Pine Bluff and also utilizing our social media footprint.

## Committee Reports

**Marketing Committee** – Cunningham informed the Commission that due to COVID-19, the advertising and marketing approach is changing a bit and focusing more on online marketing and virtual experiences pertaining to three different areas – civil rights, music and cinema. Rather than printed brochures, people will be able to go to our website and listen to approximately 60 audio narratives, a podcast series and eventually a docu-series of 10-12 installments that would each run about 8-10 minutes in length. Cunningham and Storie are looking to utilize a marketing entity in order to help sell these products to not only locals, but worldwide.

Cunningham reported on the City Council's approval of several members for the Pine Bluff-Jefferson County National Trail Task Force which will help us put Pine Bluff on the map when it comes to cultural heritage trails, as well as help create a visitor experience around the trails.

Cunningham also reported on his efforts toward his grant work for the Art Loop and Delta Rhythm & Bayous District. This grant is for \$ 500,000 and he is working with Larry Reynolds, Larry Matthews, Lori Walker and Sheri Storie.

**Finance Committee** – Brown presented the financial summary for the month ending March 31, 2020. Brown presented the adjusted budget including the 15% decrease in grant funding and 20% decrease in A&P's operating budget Storie had provided. Moss informed the Commission it is presented from the Finance Committee as a recommendation to accept. Holcomb made a motion to accept the adjusted budget. Brown seconded. The motion passed unanimously.

Storie reminded the Commission that the budget would be reviewed again in June.

## Old Business

**Aramark Resolution-** After approval of the clarification in the manner of procedures the ordinance was read once before City Council and will be read again. Brown stated he sees no issues in passing. Holcomb declared his support as a councilman.

**New Office Lease Agreement-** a copy was provided for the commission. Moss made a motion to approve the lease agreement as written. Holcomb seconded. Motion passed unanimously.

**RFQ 2019 Audit Services-** Ads were published as requested. Craft, Veach and Company was the only company to submit an RFQ. Moss moved for the Chair to be authorized to enter into contract negotiations with Craft, Veach & Company for 2019 auditing services. Holcomb seconded. The motion passed unanimously.

## **Action Item List-**

**Pettigrew** still working on the Commissioner Guide.

**Legislative Audit-** Brown stated Steve Miller would request that A&P be included.

**Retirement Plan-** Brown and Moss agreed that this be placed on hold until finances are stabilized.



New Business

Storie informed the commission that she had been asked if the A&P would offer a deferment on A&P taxes similar to what the Little Rock A&P Commission is offering. She shared information on LR's deferment, as well as the Pine Bluff City Attorney's legal understanding and suggestion for the commission.

Patel requested that this commission defer tax payments and had questions regarding the use of tax collections for the operation of the hotel at the Convention Center. The Commission explained that not only is in not within regulations but that the budget would not allow for any dismissal or delay of tax payments.

With no further business to discuss Moss moved to adjourn. Brown seconded. The meeting adjourned at 4:48 PM.

The next regular meeting will be on Wednesday, May 27, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,

  
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Rosie Pettigrew, A&P Commission Chair  
/beb

  
\_\_\_\_\_  
Sheri Storie, A&P Director

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**May 27, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, May 27, 2020 at 4:00 p.m. through a conference call at the offices of the A&P Commission. This meeting was audibly recorded.

### **PRESENT:**

#### **Advertising and Promotion Commission**

**Ms. Rosie Pettigrew, Chair & Vice Chair**  
**Mr. Glen Brown, Jr., Secretary-Treasurer**  
**Mr. William Moss**  
**Mr. Lloyd Holcomb, Jr.**  
**Mrs. Berinda Eugene**

#### **Staff**

**Mrs. Sheri Storie**  
**Mrs. Betty Brown**  
**Mr. Jimmy Cunningham, Jr.**

### **Call to Order:**

**Pettigrew called the meeting to order at 4:08 PM.**

**Pettigrew asked for consideration of the minutes for the regular meeting of April 22, 2020. Moss moved to accept the minutes as presented. Eugene seconded. Motion passed unanimously.**

### **Director's Report**

**Storie reported on the tax collections, update on the UAPB incubator building and the plans for the Art Space completion. Storie also reported on certain events and communication with funding recipients, including ASC, Taylor Field, Gloves Not Guns and REFORM.**

**Storie asked the Commission for permission to dispense the remainder of \$8,600 funding allocated for REFORM. The Sister Friend Empowerment Expo will be a virtual global conference on June 12-13 due to COVID-19. After discussion and suggestions there were no objections.**

**Storie reported that the National Women's Air Race that was planned for this year at Grider Field is now on the schedule for a stop in Pine Bluff in 2021.**

### **Committee Reports**

***Marketing Committee* – Pettigrew mentioned for the record that the committee has not met during this time.**

**Cunningham presented the Transportation Alternative Grant, approved by City Council. This grant in particular deals with public art installation pertaining to the city's history and connects to the Art Loop Area and the State Street Park.**

Cunningham did speak with the Mayor about incorporating potential COVID funding in developing a cultural history with a fitness area in downtown. He is working on the narrative.

Cunningham updated on continued work with the Pine Bluff National Heritage Trail Task Force and the AETN Docuseries.

During Cunningham's update, the Explore Pine Bluff website summer products included Pine Bluff Moments-51 audio clips covering Civil Rights, Music and Cinema and the Livestream Summer Concert Performances. He informed the Commission of the historical blog, now in place and the Pod-Cast episodes to come in June.

The product list includes a Delta Rhythm & Bayous Cultural District connection for music enthusiasts who want to know more about the artists and music history. This will be marketed to the state and to music website links from all parts of the world connecting the world to Pine Bluff's wide variety of music history.

*Finance Committee* – Brown presented the Financial Summary for month ending April 30, 2020.

Brown reported that the Finance Committee accepted the 2018 Audit Report completed by Craft, Veach & Co. and bring it before the full Commission for approval. Moss motioned that the 2018 Audit Report be accepted. Brown seconded. Brown, Moss, Pettigrew and Eugene voted to accept.

Brown reported on letters from CACC requesting A&P report on tax collections and other information. Storie will respond to McCorvey's requests as some items regarding taxes are not legal to share. Pettigrew asked that Arkansas Code 25-19-105 be recorded in these minutes and stated that the A&P Commission would abide by the regulations stated in this ordinance.

### Old Business

Amended A&P Code of Ordinance No. 6669: Pettigrew stated that this amendment was approved by City Council and the ordinance was published May 9, 2020 in the Pine Bluff Commercial for any further reference.

Next Steps Aramark- Discussion confirmed that Pettigrew and Storie would contact Mr. Jackie Harris, Attorney on A&P's legal standing regarding this issue.

### Action Item List:

A&P Orientation Guide – Pettigrew should have information to share in July.

Legislative Audit – Brown will follow up with Steven Miller.

A&P Retirement - tabled until finances are stable.

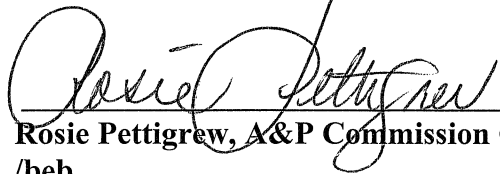
2019 Audit Services – Storie will call John Craft for contract details for 2019 audit services.

### New Business

With no further business to be discussed Moss moved to adjourn. Brown seconded. The meeting adjourned at 4:49 PM.

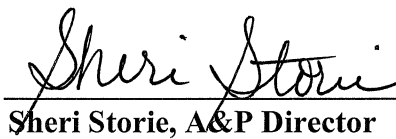
The next regular meeting will be on Wednesday, June 24, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair

/beb



Sheri Storie, A&P Director

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**June 24, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, June 24, 2020 at 4:00 p.m. through a conference call at the offices of the A&P Commission. This meeting was audibly recorded.

### **PRESENT:**

#### **Advertising and Promotion Commission**

**Ms. Rosie Pettigrew, Chair & Vice Chair**  
**Mr. Glen Brown, Jr., Secretary-Treasurer**  
**Mr. Lelan Stice**  
**Mr. William Moss**  
**Mrs. Berinda Eugene**

#### **Staff**

**Mrs. Sheri Storie, Director**  
**Mrs. Betty Brown**  
**Mr. Jimmy Cunningham, Jr.**

### **Call to Order:**

Pettigrew called the meeting to order at 4:03 PM.

Pettigrew asked for consideration of the minutes for the regular meeting of May 27, 2020. Moss moved to accept the minutes as presented. Eugene seconded. The motion passed unanimously.

### **Director's Report**

Storie reported on the tax collections and updated on funding recipients. ASC opened galleries to the public in June and is innovatively using social media platforms for virtual events, programs and exhibits.

She has been in communication with Rob Cheatwood, Taylor Field is tentatively planning a Memorial Tournament in September. Coach Albert Brewer, Gloves Not Guns is hopeful for an outdoor boxing tournament later in the year. The AR Railroad Museum will not open before August. The Merrill All-School Reunion has been rescheduled for July 17-19, 2021. REFORM Sister Friend Empowerment held a virtual event June 12-13. Storie emailed Commissioners a copy of the thank you letter from Melrita Johnson.

Storie and Cunningham have written a letter of support for a proposal by the Arts & Science Center for the Smithsonian Institute Museums on Main Street for the Stories: YES project. This project provides local youth the opportunity to engage with digital stories bringing a spotlight on Pine Bluff Civil Rights History and joins well with the cultural heritage tourism initiatives by Explore Pine Bluff and DRBA.

Storie updated on the current Blog Posts, Pine Bluff Virtual Blues & Soul Summer Sets launch and ongoing scheduled performances. With COVID-19 limiting comfortable travel, this has greatly

increased interest in our website. She also updated the commission on the user-friendly additions and ongoing modifications for the website.

Storie stated that she copied all A&P Commissioners on the response letter she sent to Joseph McCorvey and the CAC commission regarding their concerns and requests that were outlined in two letters she received from McCorvey. Since she has not had any reply from their director or chair, nor did they address her response during their June meeting, Storie is taking their silence as meaning they now have a better understanding of what their responsibility is, and is not. She is hoping they start to focus on how they plan to bring more business to the Pine Bluff Convention Center.

### Committee Reports

*Marketing Committee* – Cunningham described the PB Virtual Blues & Summer Sets as more than musical performances, but also includes stories told of the artists' Pine Bluff experience. Cunningham updated on the virtual additions to our website, including 25 audio vignettes based on Pine Bluff Civil Rights, coming soon are 25 more centered on music and 25 to follow on cinema. These all include superlative experiences of Pine Bluff.

The Design Group from Little Rock will market these audio materials including Blog and Podcast spots on radio stations around the state. This is all centered around the summer season and geared to creating website interest now that will draw physical interest when safe traveling resumes.

The PB National Heritage Trails Task Force, designed to help provide exposure to link our trails nationally is off to an enthusiastic start. Cunningham, Storie and the Chair of the NHTTF have met with an architect who will provide an outline for a walking trail to connect to the Art Loop.

Cunningham updated that his work on the Transportation Alternatives Program Grant has come to a halt due to the Traffic & Aviation Committee of the city's plan to change State Street from a one-way to a two-way street. Submission of the grant will be done once this change is determined.

Cunningham briefly mentioned the Civil Rights Snap Shots. Due to a lack of actual photographs from the era several visual artists will help tell the stories that need to be told. This will be built online through a YouTube channel to add to the totality of Pine Bluff Civil Rights stories.

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

Recommendation came from the Finance Committee to reallocate funding from the postponed Merrill All-School Reunion to CACC. Moss made a motion that a budget adjustment of \$ 10,875 be reallocated to CACC funding. Brown seconded. Motion passed unanimously. Pettigrew abstained.

### Old Business

Legal Update- Pettigrew and Storie met with Attorney Harris, who agreed A&P could move forward with delinquent tax collection from Aramark. Storie informed the commission that the McKissic Law Firm is representing a client in a wrongful death law suit against the City. Harris himself is not involved with the case. The commission did not see any conflict of interest and agreed to move forward.

2019 Audit Engagement Letter- Moss made a motion for Pettigrew to sign the letter so that Craft, Veach & Company could begin with the 2019 audit. Eugene seconded. Motion passed unanimously.

Action Item List- Brown stated no further progress on the Legislative Audit. Pettigrew asked that 2019 Audit and Legal recommendation from Attorney Harris be updated to reflect current status.

New Business

Tracking Referrals to City- Pettigrew shared that the commission will keep track of referrals of all probable food businesses and report them to the Collector's office. Follow up with the Collector's office will be done by the A&P Office. A list was sent to the Collector's office prior to the meeting that included 16 names, no feedback has been received as of yet.

With no further business to be discussed Moss moved to adjourn. Brown seconded. The meeting adjourned at 4:47 PM.

The next regular meeting will be on Wednesday, July 22, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,

  
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Rosie Pettigrew, A&P Commission Chair  
/beb

  
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Sheri Storie, A&P Director

**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Meeting Minutes**  
**July 22, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, July 22, 2020 at 4:00 p.m. through a conference call from the offices of the A&P Commission. This meeting was audibly recorded.

**PRESENT:**

**Advertising and Promotion Commission**

Ms. Rosie Pettigrew, Chair & Vice Chair  
Mr. Glen Brown, Jr., Secretary-Treasurer  
Mr. Lelan Stice  
Mr. William Moss  
Mrs. Berinda Eugene

**Staff**

Mrs. Sheri Storie, Director  
Mrs. Betty Brown  
Mr. Jimmy Cunningham, Jr.

**Guests**

Mr. Dale Ellis, Arkansas Democrat Gazette

**Call to Order:**

Pettigrew called the meeting to order at 4:01 PM. Pettigrew asked approval for adjustment of the agenda. Added to the agenda under Old Business was the word Collector to referral update and the item Legal Letter Update.

Pettigrew asked for consideration of the minutes for the regular meeting of June 24, 2020. Brown moved to accept the minutes as presented. Stice seconded. The motion passed unanimously.

**Director's Report**

Storie reported on the tax collections. June's deposits were higher than expected. To date, collections are \$30,000 less than this time last month, so she does not expect July's collections to be as high. Delinquent letters resumed being sent this month, however, Storie adapted the letter to reflect our understanding of the difficulties businesses are facing during this time. So far, 50% of the delinquent businesses that received a letter have paid or communicated with the office.

Regarding funding recipients, Storie presented the follow up report for REFORM. She confirmed that Go Forward Pine Bluff has rescheduled all the Delta Celebration Series events to 2021. A&P had approved advertising funding for these events.

Storie announced the official launch of the introduction to the Explore Pine Bluff enhanced website and overview of the featured digital products. These include the WA&P Radio Show, the Delta Civil Rights Legacy Trail, and our History & Culture Blog. More products are scheduled to be



released soon, offering new products regularly into early 2021. Storie hopes by sparking interest during this COVID non travel period, we will see increased travelers coming to Pine Bluff as restrictions ease. She reported on the analytic results showing a marked increase of visitors to our website and social media pages.

### Committee Reports

*Marketing Committee* – Pettigrew noted no official committee meeting has been held, but asked Cunningham to share. He briefed the Commission on the Docuseries portraying seven different Pine Bluff stories. Cunningham is working with the Pine Bluff National Heritage Trails Task Force and with the Mayor’s office in developing plans of a fitness park with a cultural theme using COVID funding. Recording is underway for the cinema element of the website products, as well as the virtual museum.

*Finance Committee* – Brown presented the financial summary report. Brown expressed the suggestion from the committee to reallocate funding from Gloves Not Guns and Go Forward Pine Bluff to the CACC funding.

Storie stated that the above suggestion was included in the proposed adjusted budget that she had emailed to the commissioners. Storie then explained that she had increased the revenue by 5% in accordance with the collections. She increased A&P expenses by 3% and adjusted all other funding.

Moss made a motion to approve the second adjustment to the budget. Brown seconded. The motion was approved unanimously.

### Old Business

**City Collector Referral Update-** Storie updated that a list was sent to the Collector’s Office of 16 businesses. The information received from the office indicated that 6 of those were operating without a license, 4 with expired licenses and none of these were paying the A&P tax. We mailed letters to 14 of those that had a mailing address. Names of an additional 5 businesses were sent to the Collector’s office on July 7<sup>th</sup> and no response has yet been received. This office will continue to follow up.

**Legal Letter Update -** June 25<sup>th</sup> a certified letter was sent to Aramark. The certified letter was not picked up. Mr. Harris’ recommendation was to mail a regular letter on July 8<sup>th</sup> and if no response, he advised us to file a lien within 30 days of their receiving the regular letter.

#### **Action Item List-**

**Orientation Guide-** Pettigrew said it would be distributed in the next week

**Legislative Audit-** Brown -No Updates

**A&P Retirement Plan-** Brown reminded this item is tabled until financial stability.

### New Business

With no further business to discuss Brown moved to adjourn. Eugene seconded. The meeting adjourned at 4:29 PM.

The next regular meeting will be on Wednesday, August 26, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,

  
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Rosie Pettigrew, A&P Commission Chair

/beb

  
\_\_\_\_\_  
/Sheri Storie, A&P Director

**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Meeting Minutes**  
**August 26, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, August 26, 2020 at 4:00 p.m. through a conference call, due to COVID-19, from the offices of the A&P Commission. This meeting was audibly recorded.

**PRESENT:**

**Advertising and Promotion Commission**

Mr. Glen Brown, Jr., Secretary-Treasurer  
Mr. Lelan Stice  
Mr. William Moss  
Mr. Lloyd Holcomb, Jr.

**Staff**

Mrs. Sheri Storie, Director  
Mrs. Betty Brown  
Mr. Jimmy Cunningham, Jr.

**Guests**

Mr. Jackie Harris, Attorney  
Mr. Bill Bowden, Arkansas Democrat Gazette

**Call to Order:**

Brown called the meeting to order at 4:02 PM.

Brown asked for consideration of the minutes for the regular meeting of July 22, 2020. Moss moved to accept the minutes as presented. Stice seconded. The motion passed unanimously.

Brown asked Attorney Harris to present an update of Aramark's response to the assessment. Aramark has submitted an objection, stated their position to appeal and requested a hearing. A formal letter will be sent to Aramark acknowledging the receipt of their letter and establishing the requirements of a hearing, i.e., documentation and/or witness subpoenas.

Harris informed the Commission that a Hearing Officer will need to be elected by the Commission, and needs to be a Commissioner. A date and type of hearing (in person, videoconference, teleconference) also needs to be established. Then a second letter will be sent to Aramark stating the information regarding the hearing.

**Director's Report**

Storie reported on the tax collections and letters sent to delinquent businesses. She stated that overall Pine Bluff has been fortunate during this time compared to other cities across the state. Hotels are taking a harder hit than restaurants statewide. Our July deposits were 20.31% less than July of 2019, however, several cities across the state lost 70% or more in their July hotel collections. Revenue generated from event centers has also decreased across the state. The Pine Bluff Convention Center has lost \$56,000 from event cancellations from March-July, however, from the

data Storie has received so far indicates that the next lowest amount of lost revenue was \$528,000 lost from an event center in Fayetteville.

Storie has joined forces with A&P and DMO directors to help lobby for the Arkansas tourism industry as a whole. The tourism industry in Arkansas is the state's number two economic driver. The pandemic has greatly reduced hotel demand and it is not expected to return to pre-pandemic levels until 2023.

Storie stated one of the reasons Pine Bluff has not suffered as severely as other cities is the lack of tourism here over the last twenty years. This confirms that the Tourism Development Plan that A&P has implemented is a vital foundation to Pine Bluff's future in the tourism industry generating increased restaurant and hotel revenue.

Storie updated on communication with Dale Dixon regarding the annual fair and rodeo. The fair and carnival have been cancelled, however, the livestock show will take place Sept 28-30 at Hestand Stadium.

Storie shared that our office began receiving leads from Arkansas Tourism at the beginning of the month and the response for people requesting Pine Bluff information has been much greater than Storie anticipated. She shared that to date over 580 requests for Pine Bluff visitor information has been received.

Craft & Veach has started the 2019 audit process.

Storie also shared that there is a minor delay in the A&P offices moving to The ArtSpace. The move is expected to now take place late October/early November. The staff recently toured the future A&P office space, and is very pleased with what they saw.

### Committee Reports

*Marketing Committee* – Cunningham updated on the series of products that have been in progress during COVID expanding our digital footprint, radio and printed publication. This is designed to inform the public of historical and cultural assets and build the interest now to draw tourists once things reopen. Physical projects are also in stages of development, the DocuSeries with AETN on Civil Rights history, and the PB/JC Heritage Trail Taskforce.

Cunningham updated all the products that are obtainable through ExplorePineBluff.com pertaining to civil rights, music and cinema to engage people. Coming soon will be the online museum. The Virtual Blues and Soul Summer Set Series has been very successful. He shared some of the WIX analytics numbers for overall traffic which increased by 153% and new visitors to the website are up 130%. He explained that digging deeper into the numbers shows remarkable results with the overall success of “branding” using Explore Pine Bluff. The statistical information reflects a number of visitors from some major cities in the US.

*Finance Committee* – Brown asked Storie to present the financial report for month ending July 31, 2020. Brown informed the Commission of the convention center request that McCorvey had for the Finance Committee and the committee's recommendation that he use PBCC existing funds.

**Old Business**

**City Collector Referral Update -** Storie said she asked the City Collector's Office for their procedures for contacting businesses who are operating without a business license, or operating with an expired license. Storie also asked the Commissioners that when they are sending information to the A&P office regarding an individual or business selling food on Facebook, or a food truck that may not be paying A&P taxes, to get all the contact information prior to submitting to the office. Storie explained that many hours have been spent trying to track down contact information for these individuals/businesses.

**Proposed Assessment Legal Update -** Mr. Harris updated the Commission at the beginning of the meeting. Brown stated a Special Called Meeting would be needed so that the hearing officer could be nominated and selected.

**Action Item List- Commission Orientation Guide** has not been distributed.

**Legislative Audit- No update.**

**A&P Retirement Plan- Tabled.**

**New Business**

With no further business to be discussed Stice moved to adjourn. Moss seconded. The meeting adjourned at 4:40 PM.

The next regular meeting will be on Wednesday, September 23, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,

  
\_\_\_\_\_  
Rosie Pettigrew, A&P Commission Chair

/beb

  
\_\_\_\_\_  
Sheri Storie, A&P Director

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**September 23, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, September 23, 2020 at 4:00 p.m. through a conference call, due to COVID-19, from the offices of the A&P Commission. This meeting was audibly recorded.

### **PRESENT:**

#### **Advertising and Promotion Commission**

**Ms. Rosie Pettigrew, Chair & Vice Chair**  
**Mr. Glen Brown, Jr., Secretary-Treasurer**  
**Mr. William Moss**  
**Mr. Lelan Stice**  
**Mrs. Berinda Eugene**

#### **Staff**

**Mrs. Sheri Storie, Director**  
**Mrs. Betty Brown**  
**Mr. Jimmy Cunningham, Jr.**

#### **Guests**

**Mr. Dale Ellis, Arkansas Democrat Gazette**  
**Dr. Ryan Watley, Go Forward Pine Bluff**  
**Mr. Joseph McCorvey, PBCC Executive Director**  
**Mr. Marty Huddleston, PBCC Director of Operations**  
**Mr. Byron Connor**

#### **Call to Order:**

**Pettigrew called the meeting to order at 4:02 PM.**

**Pettigrew asked for consideration of the minutes for the regular meeting of August 26, 2020. Pettigrew asked for a section of the Director's report to be separated according to topic. Moss moved to accept the minutes as changed. Stice seconded. The motion passed unanimously.**

**Pettigrew asked for consideration of the minutes for the special called meeting of September 3, 2020. Moss moved to accept the minutes as presented. Stice seconded. The motion passed unanimously.**

#### **Director's Report**

**Storie reported on the tax collections stating Pine Bluff collections are down, and following the trend with hotel revenues taking a harder hit than restaurants. Pine Bluff hotel tax collections are down 9.5% and restaurant collections are down 3.5% compared to 2019. We currently collect from 13 hotels and approximately 81 brick & mortar restaurants, 25 food truck/caterers, 27 gas station/grocery stores and 9 other establishments that sell prepared food. Eight food and beverage establishments remain closed due to COVID, and she is unsure if they will re-open or not. In August we sent 7 delinquent letters, 15 amount letters, filed 2 liens and 5 had lien releases.**

Storie updated on the Arkansas tourism leads, informing the commission that our office has fulfilled a total of 750 requests for Pine Bluff visitor information through the Arkansas tourism lead program. She shared that a digital fulfillment option is being worked on in order to decrease the cost of postage before we renew our subscription to receive more leads.

Plans are underway for October distribution of Explore Pine Bluff logo masks to restaurants and hotels, while collecting updated business information. We have already begun this with the restaurants who have paid taxes at our office. Having updated information, especially for the services restaurants are offering at this time, will help with promoting these businesses.

Storie is currently working on the 2021 budget and has received a 2021 draft budget from the Convention Center. She will present a proposed 2021 budget in October. Storie reminded the Commission the 2022 budget will need to include a line item for tourism development since those funds that are currently separate, will only remain separate until 12/31/21. Storie shared that at that time we cannot close the door on tourism development and say our job is done. This is something that needs to continue to be developed and improved in order to keep visitors interested in coming to Pine Bluff.

Eugene asked that the director's report be forwarded prior to the meeting. Storie agreed to send it prior to the meetings in the future.

### Committee Reports

*Marketing Committee* – Advertising/Marketing Pine Bluff Hotels & Restaurants- Pettigrew recognized Ryan Watley's request to present an appeal for Pine Bluff advertising, specifically citing ads that White Hall has purchased on Deltaplex Radio. Storie and Brown confirmed that advertising is widely done on other forms of media as well as radio, focusing primarily on attracting visitors from outside the area. Pettigrew commented on the digital divide within the city.

It was determined that a joint meeting would be scheduled for Storie and Watley to discuss current and future ideas for advertising. Stice requested to be there and Storie said she would inform all the Commissioner's of the meeting date and time.

Cunningham gave a brief report on the progress of the branding of the city within the cultural tourism industry, which is the driving force in tourism. Focusing on digital tourism now due to the COVID restrictions will establish interest connecting our music, cinema and civil rights history with existing and ongoing development of physical components.

*Finance Committee* – Brown presented the financial summary for the month ending August 31, 2020. Storie addressed the questions that Stice had requested be answered at the commission meeting. The questions pertained to line item variances and was satisfied with the explanation. Stice was commended for the questions and Storie encouraged all Commissioner's to ask questions.

Brown informed the Commission of McCorvey's funding request from the Finance Committee meeting and gave him the opportunity to present it. McCorvey requested \$30,000 for COVID appliance/fixture update, boiler room inspection and AC repairs.

Storie presented the factual progression of the request as well as the funding transferred to the convention center during recent months. She reminded the full commission of McCorvey's agreement in August to utilize convention center funds for this request, then come back to the commission in the fourth quarter to see if funding for reimbursement is available at that time. She also presented the fact that the \$150M CARES Act Appropriation Request for cities and counties was passed during the September 18 ALC meeting, with much discussion about CVB's and convention centers. Additionally, \$50M was approved earlier in September for the Hospitality Grant Program. While the rules, requirements, disbursement ratios, etc. will probably be voted on at the next ALC meeting on October 16, things are moving very quickly as the deadline to spend all the CARES Act funds remains December 31 of this year. Storie stated that the convention center can get reimbursement for COVID-related costs, while the A&P Commission cannot.

Brown reinforced the decision that was made in August and that A&P has no absolutes either when it comes to predicting tax collections. Brown stated again that the fourth quarter would allow for a better revelation of how much funding would be available and until then it would be unwise to commit money that is not yet available.

Moss and Brown answered Stice's question regarding fourth quarter. Reminding Stice it would be late November before taxes that were collected in October would be available for funding adjustments.

After much discussion Eugene made a motion to fund the convention center the \$30,000. Stice seconded. Eugene, Stice and Pettigrew voted yes. Brown and Moss voted no. Motion failed to pass without a majority of four.

### Old Business

Hearing Update- A hearing is set for Monday, December 7, 2020, via zoom. Once Moss and Steps meet with Atty. Harris a letter will be drafted to inform Aramark of the hearing. Pettigrew will also meet with Harris prior to the hearing. Pettigrew chose 2:00 PM to have the zoom meeting. Storie will inform everyone involved in the process.

### New Business

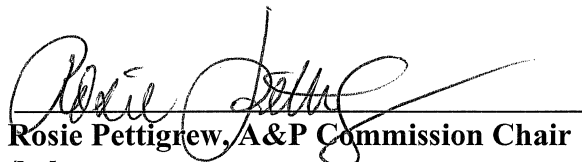
2021 Grant Funding- Storie recommended opening the 2021 grant funding process by accepting applications October 1- 23. After October 23, our office will email all the applications to the commissioners for review by October 26-27. The Commission could call a special meeting the first week of November for any applicants who may want to present via zoom. The decisions could be made at the regular meeting scheduled for November 18, 2020. Storie reminded the Commission that \$66,000 has to be allocated for the 2020 approved event funding that was cancelled this year, providing they are planning their events for 2021. The Commission did not object to this timeline.



With no further business to be discussed Brown moved to adjourn. Moss seconded. The meeting adjourned at 5:40 PM.

The next regular meeting will be on Wednesday, October 28, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.

Respectfully submitted,

  
\_\_\_\_\_  
Rosie Pettigrew, A&P Commission Chair  
/beb

  
\_\_\_\_\_  
Sheri Storie, A&P Director

**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Special Called Meeting Minutes**  
**September 3, 2020**

A Special Called meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, September 3, 2020 at 12:00 p.m. through a conference call from the offices of the A&P Commission. This meeting was audibly recorded.

**PRESENT:**

**Advertising and Promotion Commission**

Ms. Rosie Pettigrew, Chair & Vice Chair  
Mr. Lelan Stice  
Mr. William Moss  
Mrs. Berinda Eugene  
Mr. Lloyd Holcomb, Jr.

**Staff**

Mrs. Sheri Storie, Director  
Mrs. Betty Brown

**Guests**

Mr. Dale Ellis, Arkansas Democrat Gazette

**Call to Order:**

Pettigrew called the meeting to order at 12:08 PM by welcoming everyone and stating that the purpose of the meeting was for the election of a Hearing Officer for the Aramark hearing.


After discussion, Pettigrew agreed to accept the nomination.

Moss made a motion to select Pettigrew as the Hearing Officer, the nomination be closed and she be appointed by affirmation. Holcomb seconded. The motion passed unanimously.

It was determined that the Hearing Officer would schedule the date and type of hearing.

Moss moved to adjourn. Holcomb seconded. The meeting adjourned at 12:17 PM.

Respectfully submitted,

  
\_\_\_\_\_  
Rosie Pettigrew, A&P Commission Chair  
/beb

  
\_\_\_\_\_  
Sheri Storie, A&P Director

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**October 28, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, October 28, 2020 at 4:00 p.m. through a conference call, due to COVID-19, from the offices of the A&P Commission. This meeting was audibly recorded.

### **PRESENT:**

#### **Advertising and Promotion Commission**

**Ms. Rosie Pettigrew, Chair & Vice Chair**  
**Mr. Glen Brown, Jr., Secretary-Treasurer**  
**Mr. William Moss**  
**Mr. Lelan Stice**  
**Mrs. Berinda Eugene**

#### **Staff**

**Mrs. Sheri Storie, Director**  
**Mrs. Betty Brown**  
**Mr. Jimmy Cunningham, Jr.**

#### **Guests**

**Mr. Dale Ellis, Arkansas Democrat Gazette**

#### **Call to Order:**

**Pettigrew called the meeting to order at 4:01 PM.**

**Pettigrew asked for consideration of the minutes for the regular meeting of September 23, 2020. Moss moved to accept the minutes as presented. Brown seconded.**

#### **Director's Report**

**Storie reported on the tax collections, and the impact COVID-19 seems to be having on the businesses, with one restaurant closing.**

**Storie outlined the tourism articles that she had provided to all of the Commissioners and asked them to please review the data. The reports included the 2019 Arkansas Tourism Economic Report identifying the Arkansas, Land of Legends data, which is our regional tourism association. She noted Jefferson County shows an increase in tourism impact numbers from 2018, however our region has the lowest numbers in the state of Arkansas. These reports indicate that leisure travel brings more visitors than business travel. Storie confirmed the vital importance of tourism development to actually provide an "experience" for Pine Bluff visitors. Storie also provided additional links.**

**Storie reviewed the article "Benefits of A&P Commissions," noting that Pine Bluff has lost tourism dollars over decades to other cities in Arkansas. It is imperative that A&P keep the current momentum with the recent additions and attractions in the city to promote tourism instead of reverting back to what has not worked in the past. Storie shared her research into how other A&P Commissions utilize their funds, comparing five categories: Administration/Operations, Marketing,**

**Community Commitments, Public Facilities and Reserve/Additional Funding.** She reiterated that other cities understand the importance of developing tourism by not funding parks and public facilities more than 34%, of their total budget. Storie states that currently 67.4% of the total A&P budget is used to fund the Pine Bluff Convention Center. She asked the Commissioners to take an honest look at the budget disbursement to allow for promoting Pine Bluff's unique and positive experiences outside of the casino, and to better compete with other Arkansas cities for tourism dollars.

Moss commented on the hard work of the dedicated staff. Eugene had questions and stated her desire to review and understand how other A&P commissions compare to Pine Bluff. Storie answered the questions and stated that this is a conversation that needs to be continued with the commission. Moss gave a brief history of how the A&P Commission came to be, the separate functions of the CACC, and the comparison of this dynamic to other Arkansas cities.

### **Committee Reports**

***Marketing Committee*** – Storie updated on the GFPB marketing meeting with Ryan Watley, Mayor Shirley Washington and several others. The meeting was not as productive as Storie had hoped and she is scheduled to meet with Ryan Watley to discuss further marketing ideas for the city. After much consideration Storie believes working with a marketing agency would best benefit to promote the branding for the city and combat the negative perception that exists. Storie is looking forward to establishing a plan so that it may be incorporated into A&P's 2021 marketing budget.

Before Storie turned it over to Cunningham she congratulated him as the recent recipient of the 2020 John H. Johnson Business and Entrepreneur Award in recognition of his work as director of the Delta Rhythm & Bayou Alliance in establishing the National Travel corridor between Pine Bluff and Greenville, MS.

Cunningham provided perspective on the variety of products including Civil Rights, cinema, music and the ongoing documentary plans. These products are the inside of a bigger structure tied to the National Heritage Trail Task Force and other entities so that when this paradigm is erected it will bring tourism interest to this area, raising the profile of A&P with a projected revenue impact.

Cunningham and Storie are working with the new library and the Arts & Science Center on plans of developing a Literary Trail and a Visual Arts Trail to tie in with the Art Loop project.

***Finance Committee*** – Brown presented the financial summary report for month ending September 30, 2020. Brown informed the Commission that the Finance Committee reviewed and approved the proposed 2021 budget and recommends it for approval.

Pettigrew made a motion to approve the 2021 budget. Stice seconded. The motion passed unanimously.

Brown informed the Commission of the Finance Committee's recommendation to fund the CACC COVID-19 upgrade request. Moss added that upon review of the tax collections it is now possible to

fund the request. Stice moved to approve the request in the amount of \$29,208.50 to provide the funding for the Convention Center upgrades. Eugene seconded. Motion passed unanimously.

**Old Business**

**Hearing Update – Storie updated that the hearing letter has been signed and sent to Aramark for the Zoom conference meeting scheduled for December 7, 2020 at 1:30 PM. The hearing file will be sent as soon as it is received from Attorney Harris.**

**2021 Grant Funding - Storie emailed copies of the 16 applications to all the Commissioners. Pettigrew asked for a Special Called Meeting for an opportunity of applicants to present their request and ask questions. Pettigrew agreed and confirmed with others that a Special Called meeting via Zoom, would be scheduled for November 11, 2020 at 5:00 PM.**

**With no further business to be discuss Pettigrew adjourned the meeting at 4:50 PM.**

**The next regular meeting will be on Wednesday, November 18, 2020 at 4:00 PM in the conference room at the offices of the A&P Commission.**

**Respectfully submitted,**

  
\_\_\_\_\_  
**Rosie Pettigrew, A&P Commission Chair**  
/beb

  
\_\_\_\_\_  
**Sheri Storie, A&P Director**

**PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**  
**Special Called Meeting Minutes**  
November 11, 2020

A special called meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, November 11, 2020 at 5:00 p.m. through Zoom video, due to COVID-19, from the offices of the A&P Commission. The purpose of the meeting was to permit 2021 Funding application presentations. This meeting was audibly recorded.

**PRESENT:**

**Advertising and Promotion Commission**

Ms. Rosie Pettigrew, Chair & Vice Chair  
Mr. Glen Brown, Jr., Secretary-Treasurer  
Mr. William Moss  
Mr. Lelan Stice  
Mrs. Berinda Eugene  
Mr. Lloyd Holcomb, Jr.

**Staff**

Mrs. Sheri Storie, Director  
Mrs. Betty Brown

**Guests**

Mr. Dale Ellis, Arkansas Democrat Gazette  
Mr. Lloyd Franklin, Sr.  
Mr. Maurice Taggart

**Presenters**

Dr. Rachel Miller - Arts & Science Center for Southeast Arkansas  
Mr. Les Morris, Ken Johnson & Rick Astillero - Black Pilots of America  
Mr. Joey Gieringer - Committee Against Spouse Abuse  
Mr. Jimmy Cunningham - Jr., Delta Rhythm & Bayous Alliance  
Mr. Albert Brewer - Gloves Not Guns  
Mr. Kenneth Fisher - Novel T's/Tour De Bluff  
Ms. Maryanne Lee - PB Historic District Commission  
Ms. Melrita Johnson - REFORM  
Mr. Scott Kutenkuler - Southeast Arkansas College  
Mr. Rob Cheatwood - Taylor Field

**Call to Order:**

Pettigrew called the meeting to order at 5:03 PM. Reminding the presenters of the time limit of five minutes. Pettigrew turned the meeting over to Storie.

Storie briefed the presenters, reminding them that no decisions would be made today and once their presentation was completed, they were free to leave the Zoom meeting.

The presenters were called in alphabetic order. All funding applicants in attendance presented with the exception of Gieringer, who had left the meeting due to his faulty internet connection.

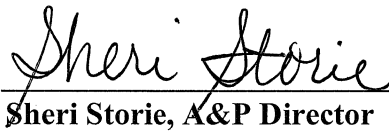
Following the presentations, Moss, along with the Commissioners, thanked Lelan Stice for his service to our country, in observation of Veteran's Day.

With no further business to discuss, Moss moved for adjournment. Stice seconded. Meeting adjourned at 5:53 PM.

Respectfully submitted,



Rosie Pettigrew, A&P Commission Chair  
/beb



Sheri Storie, A&P Director

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**November 18, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, November 18, 2020 at 4:00 p.m. through a conference call, due to COVID-19, from the offices of the A&P Commission. This meeting was audibly recorded.

### **PRESENT:**

#### **Advertising and Promotion Commission**

**Ms. Rosie Pettigrew, Chair & Vice Chair**  
**Mr. Glen Brown, Jr., Secretary-Treasurer**  
**Mr. William Moss**  
**Mr. Lelan Stice**

#### **Staff**

**Mrs. Sheri Storie, Director**  
**Mrs. Betty Brown**

#### **Guests**

**Ms. Melrita Johnson, REFORM**  
**Mr. Rob Cheatwood, Ms. Summer Hale, Taylor Field**  
**Mr. Rick Astillero, Black Pilots of America**  
**Mr. Scott Kutenkuler, SEARK, Seabrook**  
**Mr. Kenneth Fisher, Novel T's**  
**Mr. William Fells, Mayors Office**

### **Call to Order:**

Pettigrew called the meeting to order at 4:06 PM. She asked that the agenda be changed to allow for the 2021 grant funding to be addressed first.

Brown made a motion that the minutes be considered first. Stice seconded.

Pettigrew asked for consideration of the minutes for the regular meeting of October 28, 2020. Moss recommended a typographical error be corrected and moved that the minutes be approved as presented. Stice seconded.

Pettigrew asked for the consideration of the Special Called meeting of November 11, 2020. Moss moved to accept the minutes as presented. Stice seconded. The motion passed.

### **2021 Grant Funding:**

Moss clarified that \$35,000 was approved for carry over for Black Pilots of America, Gloves Not Guns, Merrill All- School Reunion and UAPB Homecoming Golf Tournament and therefore did not need to be discussed. Pettigrew and Storie confirmed this.

Arkansas Hospitality Association- \$2,000 request for keeping Harbor Oaks on the Natural State Golf Trail. Moss moved to approve. Brown seconded. Motion passed.



**Arkansas Railroad Museum- \$10,000 for year-round funding. Moss made a motion to approve. Brown seconded. Motion passed.**

**Arts & Science Center for Southeast Arkansas- \$30,000 for year-round funding. Brown made a motion to approve. Moss seconded. Motion passed.**

**Committee Against Spousal Abuse- \$5,000 request for their half marathon. This was tabled to the final vote. Subsequently Brown made a motion to approve. Moss seconded. Motion passed.**

**Delta Rhythm & Bayous Alliance- \$25,000 for Exhibition Concert and Album Release. Moss made a motion to approve. Brown seconded. Motion passed.**

**Novel T's Tour De Bluff- following discussion, due to Stice abstaining, there was not a quorum.**

**Pine Bluff Festival Association- \$20,000 for annual 4<sup>th</sup> of July Event. Failed for lack of a motion.**

**REFORM- \$25,000 request for a Youth/Teen/Young Adult National Empowerment Summit Event. Brown moved to approve \$15,000. Moss seconded. Motion passed.**

**SEARK @ Seabrook- \$25,053.45 request for youth programming. Failed for lack of a motion.**

**South Arkansas Livestock Association/Hestand Stadium- \$20,000. Moss moved to approve. Brown seconded. Motion passed.**

**Taylor Field- \$30,000 for year-round funding. Brown moved to approve. Moss seconded. Motion passed.**

**Pine Bluff Historical District Commission- request. Moss made a motion to table until next meeting due to Pettigrew recusing. Brown seconded. Motion passed.**

**Brown mentioned that the Commission may open another grant funding cycle later in 2021 if revenue allows.**

#### **Director's Report**

**Storie reported on the tax collections remarking that overall tax collections have been better than expected. Storie remarked on the Tourism Ticker report confirming this from across the state and included a link to the report.**

**Storie remarked on how a destination website is the most valuable marketing asset for successfully promoting a city. She informed the Commission of the current plans for updating our website, reminding them of her intentions to work with a marketing agency in 2021 in order to scale up our marketing efforts. She will send the RFQ to the Chair/Marketing Chair for review. Storie hopes to have an agency in place by January 1, to start the year off running.**

**She updated on partnering with Arkansas's Land of Legends for the Arkansas Tourism leads.**

Storie shared the opportunity to highlight three sports facilities in the city, at no charge, in the Arkansas Sports Planning Guide, put together by Arkansas Tourism. She will provide the link when it is available. She also stated the Delta Family Adventure Trail brochure is being updated and provided the link.

Storie said the projected move date to the new office is set for January 1<sup>st</sup>. Moving will begin in the middle of December. The new office space will allow enough space for A&P Commissioners and staff to social distance for future meetings. As long as COVID restrictions permit she hopes to hold meetings in person starting January.

#### Committee Reports

*Marketing Committee* – no report.

*Finance Committee* – Brown presented the financial summary report. He shared the two recommendations coming out of the Committee regarding the 2019 audit report & the staff retirement.

The amount of \$6,200 was approved and allocated in the 2020 budget for staff retirement/bonus. Stice made a motion to accept the recommendation to transfer the funds. Moss seconded. Motion passed.

The 2019 audit report was completed by Craft, Veach & Company and approved by the Finance Committee. Moss made a motion to approve the audit. Stice seconded. Motion passed

#### Old Business

On November 4, a conference call was held between Attorney Harris, Pettigrew, Storie, Melissa Krebs, Attorney Scott Riley. Aramark filed for a continuance due to prior commitment of their lawyer and asked for a new hearing date. A new hearing date was set for February 8, 2021 at 1:30 P.M.

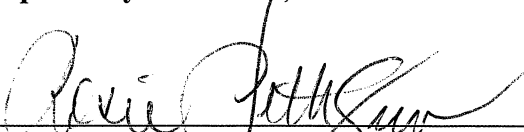
#### New Business

Auditing Services RFQ – Storie requested to advertise for a three-year term. Moss made the motion to advertise to establish a three-year term for auditing services. Brown seconded. Motion passed.

With no further business to be discussed Moss moved to adjourn. Brown seconded. The meeting adjourned at 5:40 PM.

The next regular meeting will be on Wednesday, December 16, 2020 at 4:00 PM in by conference call from the offices of the A&P Commission.

Respectfully submitted,

  
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Rosie Pettigrew, A&P Commission Chair  
/beb

  
\_\_\_\_\_  
Sheri Storie, A&P Director

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**December 16, 2020**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Wednesday, December 16, 2020 at 4:00 p.m. through a conference call, due to COVID-19, from the offices of the A&P Commission. This meeting was audibly recorded.

### **PRESENT:**

#### **Advertising and Promotion Commission**

**Ms. Rosie Pettigrew, Chair & Vice Chair**  
**Mr. Glen Brown, Jr., Secretary-Treasurer**  
**Mr. William Moss**  
**Mr. Lloyd Holcomb, Jr.**  
**Mrs. Berinda Eugene**

#### **Staff**

**Mrs. Sheri Storie, Director**  
**Mrs. Betty Brown**  
**Mr. Jimmy Cunningham**

#### **Guests**

**Mr. William Fells, Mayor's Office**

#### **Call to Order:**

**Pettigrew called the meeting to order at 4:06 PM.**

**Pettigrew asked for consideration of the minutes for the regular meeting of November 18, 2020. Moss moved to accept the minutes as presented. Eugene seconded. The motion passed unanimously.**

#### **Director's Report**

**Storie reported on the tax collections, communication to Facebook and online food vendors as well as several businesses who rely on the Compliance Auditor for delinquent payment collection.**

**Storie shared the CARES Act money available for A&P Commissions to apply for funding related to COVID expense reimbursement. She will apply online for initial approval. The final application will be submitted before December 23, 2020.**

**Storie reviewed the attachment she sent on the Regional Park Component Contraband Camp Memorial site as only one segment of the Cultural Heritage Tourism Concept that is being developed with the Pine Bluff Jefferson County National Trails Task Force. This concept will be presented in full to the Commission in the first quarter of 2021.**

#### **Old Business**

**2021 Grant Funding- Pine Bluff Historic Commission- This was moved forward to allow for Holcomb to vote since Pettigrew would have to recuse herself from voting. A quorum was needed to approve the funding request tabled from the November 18, 2020 meeting.**

Moss made the motion to approve the application and grant 2021 funding for the Pine Bluff Historic Commission. Brown seconded. The motion passed unanimously.

The meeting returned to the Director's Report where Storie asked Cunningham to provide additional details on the Contraband Camp component.

Cunningham further explained the plans for the Pine Bluff corridor that would connect the history of Regional Park to the Delta and the National Park Service' Underground Railroad History. Pine Bluff's Contraband Camp and recent research gives vision and passionate collaboration to the memorial site replication of cabins to express the WPA Slave Narratives, landscaping to connect the site to the Saracen Trail, archeological excavation and the Delta Rivers Nature Center's waterways. Cunningham reminded the commissioners that the stories are here, so get their seatbelt on for this brand-new adventure as this emerges in early 2021.

Moss asked Cunningham if he was requesting action of the Commission. Cunningham stated this is informational only at this time. Cunningham confirmed a meeting that was held with Storie and Mayor Washington and that he was aware a proposal would have to go before City Council for approval since it is at Regional Park.

#### Committee Reports

*Marketing Committee* – RFQ for Marketing Services- Storie stated although there were several inquiries, only one company submitted a request. Moss moved that the Director move into an agreement of services with The Design Group for marketing services. Brown seconded. Motion passed unanimously.

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

Brown asked Storie to share information on the health care cost increase included within the 2021 budget. The Committee recommended that the Commission agree to absorb the increase in health care coverage of the staff.

Moss made a motion to approve the increase in costs be absorbed by the Commission. Pettigrew seconded. Motion passed unanimously.

Brown informed the Commission that Committee was recommending engagement with Craft, Veach & Company for a three-year term for auditing services. Brown asked for a motion.

Moss made the motion to enter into agreement for a three-year contract with Craft, Veach & Company. Pettigrew seconded. The motion carried.

#### New Business

Storie presented the revised resolution to amend the by-laws due to the change of address and holiday schedule date change. Brown made a motion to accept the change. Eugene seconded. Motion is accepted.

Storie reminded the Commission of the 2021 meeting schedule.

Storie also reminded the Commission of the Taylor Field event on Facebook live.

Moss moved to adjourn. Brown seconded. The meeting adjourned at 4:49 PM.

The next regular meeting will be on Wednesday, January 27, 2021 at 4:00 PM in the conference room at the offices of the A&P Commission at 623 South Main Street at the ARTSpace.

Respectfully submitted,

  
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Rosie Pettigrew, A&P Commission Chair  
/beb

  
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Sheri Storie, A&P Director