

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

May 27, 2025

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Tuesday, May 27, 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
Ms. Carla Bryant, Vice-Chair
Mrs. Reneta Harper

Staff

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

CACC

Mrs. Barbara Dunn, Executive Director
Mr. Eric Hobbs, Sales Team, Assistant

Guests

Mr. Micheal McCray, Economic & Community Development

Call to Order:

Brown called the meeting to order at 4:40 PM.

Brown asked for consideration of the minutes for the regular meeting of April 28, 2025. Bryant moved to accept the minutes as presented. Knott seconded. The minutes were approved as presented.

Brown asked for consideration of the minutes for the special called meeting of May 15, 2025. Bryant moved to accept the minutes as presented. Harper seconded. The minutes were approved as presented.

Brown asked for consideration of the minutes for the special called meeting of May 19, 2025. Bryant moved to accept the minutes as presented. Knott seconded. The minutes were approved as presented.

Director's Report

Storie reported on April's tax deposits, commenting that for the first time in 2025 our total collections are 2.4% greater than our budgeted amount.

Storie informed the Commission that we are on track with GovOs, our new online tax payment software. The onboarding is complete and training will continue to take place throughout June. GovOs has a comprehensive support team for the users and Storie assured them that we will still be available to assist all taxpayers as needed.

Storie has started the onboarding process with ITI Digital for the development of our events calendar module which will be integrated into our website to feature local events. This will create opportunities for greater community engagement and event promotion.

Storie invited the Commission to view the 2025-2026 Land of Legends Visitor Guide in their promotion bag. The regional guide represents four counties and is distributed to the 13 Arkansas Welcome Centers, alongside our local hotels, attractions, and advertisers. She also reminded them that our office distributes these guides in welcome bags we prepare for meetings, family reunions, class reunions and visitor requests.

Storie gave an update on Operation Skyhook, although the weather was limiting, Friday's weather was great for the opening ceremony and the Flour Bomb Drop. The pilots were only able to provide the "Young Eagles" airplane rides on Friday and were able to compete in the Ballon Burst on Sunday. BPA once again utilized the Holiday Inn for their host hotel. Storie stated that in two years it will be their 30th year to be in Pine Bluff and would like to do a family festival event on Saturday to draw in more families as the pilots are competing. G. Brown suggested planning now.

Storie shared her excitement on the Juneteenth in the Bluff: An Arts & Culture Festival to take place on Friday, June 20. The event organizers have begun an extensive social media campaign and she encouraged everyone to share any posts they see to help promote the event.

Storie reminded the commissioners of the renewal for Placer.ai Location Analytics. These analytics provide information on the numbers of people making visits to attractions and events, but also provides zip codes, household incomes, where they stop before and after events, etc. This helps with decision making and strategic planning. The Economic & Community Development Office also uses Placer.ai.

Committee Reports

Finance Committee – Knott presented the financial summary report for the month ending April 30.

Storie assured the Commission that the Aramark refund will not affect the 2025 budget but certainly will affect the 2026 budget and she is currently working on a preliminary draft of the 2026 budget and hopes to share that as early as the June meeting.

Due to the ruling to refund Aramark Knott informed the Commission it was decided by the finance committee to table addressing the security camera request from the convention center until the third quarter.

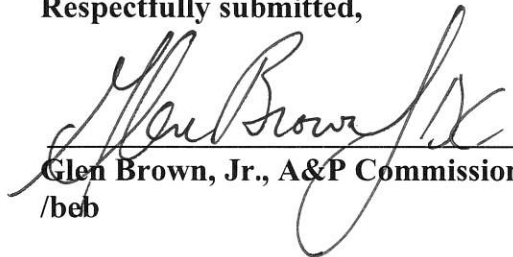
Some favorable discussion was held regarding the recent softball tournament and the opportunity for future tournaments.

Marketing Committee – Bryant commented that she will have marketing information to share at the next commission meeting.

With no further business to be discussed Brown entertained a motion to dismiss. Harper moved to adjourn the meeting. Knott seconded. The meeting adjourned at 5:05 PM.

The next regular meeting will be on Monday, June 23, 2025 at 4:30 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.*