

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

July 27, 2026

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, July 27, 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
Mrs. Betty Brown, Recorder

Guests

Mr. Kenneth Lipsmeyer

Call to Order:

Brown called the meeting to order at 5:10 PM.

Brown asked for consideration of the minutes for the regular meeting of June 22, 2026. Knott moved to accept the minutes as presented. Holcomb seconded. The minutes were approved as presented.

Director's Report

Storie presented her report using a PowerPoint presentation and provided a printed copy. She began with tax collections, noting that overall A&P collections are .1% greater than the budget. Thirty-two new permits have been issued since January, most of which were out-of-town food trucks participating in Juneteenth in the Bluff and a food truck festival planned for the following weekend.

Storie shared the process of a last-minute challenge to fund the 4th of July fireworks show. She has requested to speak with the Festival Association regarding 2027 plans. Storie requested that \$15,000 in reserve funds be used to replenish the line item of Tourism Development, from which she utilized to pay for the 2026 fireworks.

Holcomb made a motion to replenish the \$15,000 from tourism development using commission reserves. Knott seconded. The motion passed.

Storie informed the Commission that AR Extreme Outdoors is planned for October 3, at Hestand Stadium. A&P approved \$14,500 for advertising for this event. The event organizers have begun

advertising on KSSN 96 and all Deltaplex radio stations, expanding to social media platforms and considering billboard campaigns. The expo will feature vendors, food trucks, an outrageous UTV showdown, live entertainment and a rodeo with a variety from bull riding to mutton busting.

Storie updated the commission on the self-service kayak rental program. The company Rent.Fun has updated their operational model and pricing since 2022. The smallest available rental model is now an 8-kayak unit which requires a one-time \$35,000 activation fee. The agreement covers a 5-year term with no renewal costs and includes full-service maintenance and equipment replacement, free delivery and installation. They provide insurance and their support team is on call 7 days a week. A&P would receive a 30% share of the rental revenue. The commissioners asked questions and were ready to move ahead with the opportunity. Storie attended a presentation by Bill Jones on the Bayou Bartholomew project. Jones informed her that the Bayou cleaning is not complete and asked to delay installing the kayak rental at this time. Storie suggested it could be included in the 2027 budget and to consider Lake Saracen for the concrete pad. Storie is also interested in the Game Kiosk/Lockers that can be utilized for rental of pickle/ping pong balls and paddles at the DRB Plaza. Storie will share the presentation and information with the Mayor and Parks & Recreation.

She presented the State's RFP for a bid for the upcoming Governor's Conference. Pine Bluff has not hosted the Governor's Conference on Tourism since 1997. She has been working with Tim Adams at Saracen Resort to put together a bid for 2029 or 2030 utilizing Saracen hotel as the primary conference site and three other hotels utilizing 750 room nights. Off-site events would leverage community assets such as the convention center and ARTx3 Campus. As host, we would fund prior year's closing break and the current year Monday night reception, which will be budgeted well in advance. Questions were asked and discussion was held by all. She added that securing this event offers exceptional opportunity to boost the local economy, showcase our cultural and ecological assets and position Pine Bluff for long-term tourism growth.

Storie noted that due to the excellent reception of our visitor guide, we already need to print an additional 10,000 copies. These were distributed at all AR Welcome Centers and our new partnership with Certified Display expanded the reach to 986 additional locations throughout Arkansas, Shreveport, the Dallas area, and the OKC and Tulsa area. This will incur zero cost to A&P as the expense is fully absorbed by the Arkansas Land of Legends Travel Association.

Storie has continued working on the Meeting Planners Guide and it should be ready in early October. The cost decreased from \$15,000 to \$5,200 by going through the Arkansas Land of Legends Travel Association. The guide will be 7" x 10" which will make a great mailing companion with the visitor guide.

Storie informed the commission that she is waiting on a quote for the cost of updating the Explore Pine Bluff website by CJRW. As this will also utilize the ARLOL Travel Association the update will be included in the 2027 budget at 35% of the total cost to A&P.

Storie showed two reels that were posted from the Arkie Travels influencer visit of Sara Heer. One was viewed 326,000 times to date. This adds to our momentum promoting tourism for the city.

Storie highlighted key findings from the Arkansas Tourism Impact Report.

Cunningham updated the commissioners on recent grant funding. Pine Bluff is posed to receive \$100,000 from the Mellon Foundation. This is one aspect of Mellon that focused on our partnership with other cities in the Delta region. With Pine Bluff being an anchor and Indianola the other anchor and are also set to receive \$100,000.

Committee Reports

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

Storie presented a mid-year budget performance report noting that expenditures are at 48% of the 2026 budget.

G. Brown asked Storie about the cost of purchasing as opposed to renting risers for Grider Field. Storie stated that Doug Hale mentioned that they only use risers for Operation Skyhook but she will check into what a set of risers cost.

Storie shared current information on the CD investment. Discussion was held. The commissioners will review the information as a decision will need to be made at the August meeting.

Storie also shared a printed copy of a newly created information sheet that answers the question “What do I need to do before I open a prepared food business in Pine Bluff?” this information was shared with the City Collectors office and will be on their website and ours.

New Business

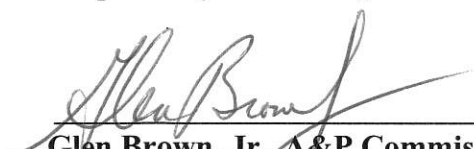
Kenneth Lipsmeyer was present to answer any questions regarding his application for a position on the A&P Commission. He spoke about his 20-year professional experience in hospitality and his excitement about the progress that is happening in Pine Bluff.

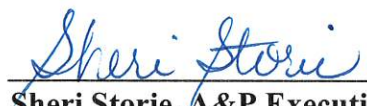
Harper made a motion to approve Kenneth Lipsmeyer as a member of the A&P Commission. Holcomb seconded. The motion was approved

With no further business to be discussed Knott moved to adjourn. Holcomb seconded. The meeting adjourned at 6:26 PM.

The next regular meeting will be on Monday, August 24, 2026, 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.