

# **PINE BLUFF ADVERTISING AND PROMOTION COMMISSION**

## **Meeting Minutes**

**October 27, 2025**

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, October 27, 2025 at 5:00 p.m. at the offices of the A&P Commission, 623 S. Main Street. This meeting was audibly recorded. These minutes are a summarization.

### **PRESENT:**

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

Mr. Glen Brown, Jr., Chair  
Mr. David Knott, Secretary-Treasurer  
Ms. Carla Bryant, Vice-Chair  
Mrs. Reneta Harper  
Mr. Lloyd Holcomb, Jr.

#### **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, Operations Security Coordinator  
Ms. Regina Jones, Comptroller

#### **Guests**

Dr. Ryan Watley, Mr. Albert King, Mr. Michael McCray, Mr. Robert Treadwell

### **Call to Order:**

Brown called the meeting to order at 5:03 PM.

Brown asked for consideration of the minutes for the regular meeting of August 25, 2025. Holcomb moved to accept the minutes. Knott seconded. The minutes were approved as presented.

### **Director's Report**

Storie reported the tax collections. Year to date total collections are 6.4% greater than our budget.

Storie updated the recent events that went back through September since there was no meeting in September. She gave details of Tour de Bluff held September 19-20, A&P provided entertainment at the Magnolia with Detroit Johnny the 19<sup>th</sup>. There were 189 registered bicyclists and Storie remarked that with the interest in bicycling events increasing that Tour de Bluff could grow into a signature event for Pine Bluff.

The Arkansas Gospel Music Heritage Month event also was held in September and Dedric Jones, the state coordinator for the event was extremely pleased and plans are underway to hold the event again in Pine Bluff in 2026.

The Battle of Pine Bluff Kiosk has been installed in partnership with the city at the intersection of Pine and Barraque Streets. It serves as an important gateway to our city's rich history.

Enchanted Land of Lights & Legends is scheduled to be open on Tuesday, November 25 and will continue to be open nightly from 6-9 PM through December 31. Storie informed everyone that their Memorial/Honor Star Campaign is underway for a donation of \$25 for a lighted star display. Storie has been working with Kerry Battle to market and promote this event.

Storie presented UAPB Homecoming data from Placer.ai and the total number of people in the city reflected a total of 14,000. She can filter more specific information if requested. The numbers reflected where the visitors came from and where they visited in the city and the game in detail.

Storie shared the plans for the Pine Bluff Regional Veterans Parade that she has been planning with the mayor's office. UAPB, Jefferson Co. Veterans Center and others to plan the parade. Thirteen cities are scheduled to participate including White Hall, Wrightsville, Redfield, Wabbaseka, Rison, Sheridan, Altheimer, Sherill, Star City, Kingsland, Humphrey and Stuttgart. A reception for the veterans and their families will be held at the convention center and plans are to make this an annual event.

Storie announced that the DRBCD Pedestrian Trail Project was awarded \$500,000 from the Arkansas Dept. of Transportation TAP grant.

Cunningham expounded on the TAP grant providing sidewalks and landscaping to accommodate the pedestrians in the four-square area.

Cunningham is in discussion with the Mellon Foundation regarding grant funding and has scheduled a meeting for February.

Cunningham informed the commissioners that the scope of the DRB Cultural District has expanded and requested they schedule a walk through with him to see and understand the changes prior to the February meeting with Mellon. Storie suggested B. Brown would contact them via email soon with several dates that may accommodate their schedules.

Cunningham has been planning a Grand Opening date for the Blues and Wellness Plaza with the Mayor and to include some other entities.

Cunningham reminded everyone that with the selection to be on the National Trail of Tears, the Arkansas Trail of Tears Association has provided signage. Cunningham is working with the PB Street Dept. to have them installed, representing both Seminole and Cherokee Indians. In addition, there will be signs regarding Indian Removal near Saracen Landing that involved the Quapaw and Creek Indians.

### **Committee Reports**

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

### **Old Business**

The proposed budget for 2026 was presented again and Storie informed everyone that it was approved during the Finance Committee with a do pass recommendation.



G. Brown allowed Dunn to share CACC's 2026 proposed budget, along with convention center upgrades and event updates.

There were no further questions and Brown asked for a motion to approve the A&P 2026 budget. Bryant made a motion to approve the 2026 budget as presented. Holcomb seconded. The budget was approved.

### New Business

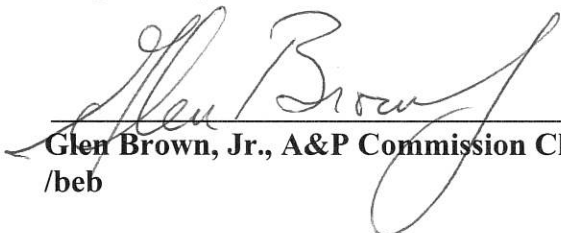
Ryan Watley presented a Go Forward Pine Bluff request to A&P for the 2025 King Cotton Tournament in the amount of \$25,000. Storie identified \$10,000 from her public relations line item and anything beyond that would have to come from reserves. Storie stated the funding will be for advertising. Once the ads are approved, Storie will write checks to vendors directly upon receiving invoices from GFPB. Bryant and Brown asked for more information from Watley.

Storie confirmed the meetings dates for November. Finance Committee is scheduled for November 19 and the A&P Commission meeting on November 24.

With no further business to be discussed Brown asked for a motion to adjourn. Holcomb moved to adjourn. Harper seconded. The meeting adjourned at 5:48 PM.

The next regular meeting will be on Monday, November 24, 2025, at 5:00 PM at the offices of the A&P Commission.

Respectfully submitted,

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

  
Sheri Storie, A&P Executive Director

*The minutes contained herein follow the best practices of **Robert's Rules of Order** and is not a transcription of the meeting. As is standard procedure, these minutes serve as a record of the action(s) taken by the Commission and is not a record of detailed discussion that took place during the meeting.*