

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

December 9, 2024

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Monday, December 9, 2024 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, Secretary-Treasurer

Mr. David Knott

Mrs. Reneta Harper

Ms. Carla Bryant

Staff

Mrs. Sheri Storie, Executive Director

Mrs. Betty Brown, Recorder

Guests

Mr. Michael McCray

Mr. J.P. Dunger

Mr. Tommy Fowler

Mr. Rob Cheatwood

Ms. Jaimie Wright

Mrs. Trudy Redus

Mr. Ken Johnson

Mr. Samuel Glover

Dr. Tyrone Jackson

Dr. Ryan Watley

Call to Order:

Brown called the meeting to order at 4:37 PM. Brown adjusted the order of the agenda so the 2025 grant funding decisions could be made first.

The Commission discussed and decided funding in the following order:

Bryant made a motion to approve \$42,500 for Taylor Field. Harper seconded. The motion passed.

Knott made a motion to approve \$32,500 for Hestand Stadium. Bryant seconded. The motion passed.

Bryant made a motion to approve \$47,500 for the Arts & Science Center. Harper seconded. The motion passed.

Knott made a motion to approve \$22,500 for the Arkansas Railroad Museum. Bryant seconded. The motion passed.

Bryant made a motion to approve \$17,500 for the Black Pilots of America-Operation Skyhook event. Knott seconded. The motion passed.

Bryant made a motion to approve \$20,000 for UAPB Foundation- Juneteenth Event and for \$20,000 from Tourism Development to be earmarked for this event. Knott seconded. The motion passed.

Bryant made a motion to approve \$11,275 for the Jefferson County Homemakers Extension/Southeast Arkansas Fair. Harper seconded. The motion passed.

Bryant made a motion to approve \$25,000 for the Martha Mitchell Foundation Whistle Blower Documentary from the funds that are reserved in for matching grants. Knott seconded. The motion passed.

Knott made a motion to approve Parks and Recreation's requests for \$12,000 toward the Jazz on the Lake series and \$1,000 toward the Golf Tournament. Bryant seconded. The motion passed.

Bryant made a motion to approve \$22,500 for the Sahara Shrine Circus. Knott seconded. The motion passed.

Bryant made a motion to approve funding for the Festival Association events, which include \$7,000 toward the 4th of July Fireworks and \$9,625 for the Enchanted Land of Lights & Legends. Harper seconded. The motion passed.

Bryant made a motion to approve \$1,500 for the DRNC Wetlands and Wildlife Festival. Knott seconded. The motion passed.

The Pine Bluff Military and Veterans Museum was discussed and Bryant made a motion to table for further review. Knott seconded. A motion to table was approved.

Brown then moved on to the King Cotton Funding request. Storie stated that there was funding in the Tourism Development budget to cover a \$25,000 sponsorship. Bryant made a motion to give King Cotton Holiday Classic \$25,000 for sponsorship. Harper seconded. The motion passed.

Brown asked for consideration of the minutes for the regular meeting of October 28, 2024. Bryant moved to accept the minutes as presented. Harper seconded. The minutes were approved.

Director's Report

Storie referred to the Director's report for review and briefly spoke on the attachments:

Since the legislation passed for the A&P Tax Permit, letters and applications were sent to businesses by mail and email by December 5th.

Storie spoke on GovOS the new tax collecting agency that was presented during 2025 budget discussions that will be implemented early in 2025. Storie asked for a budget adjustment so she could contract with them to get started with the onboarding, streamlining and issue the permits.

Bryant made a motion for a budget adjustment of \$4,000 from Tourism Development to Legal and Professional budget to get started with GovOS. Harper seconded. The motion passed.

Storie also attached the recent publication of the RFP for the Public Relations Services. She has received two requests so far and expecting proposals from both of them in December.

Storie spoke on the attachment for the RFQ pertaining to the Saenger Theater restoration including the project overview and qualifications for this individual.

Storie also included in the attachments a recent article done on the Regional Tourism Summit on the Delta Rhythm and Bayous Highway including representatives from Gould, Mitchellville, Dumas Arkansas and Greenville and Indianola, Mississippi.

There was discussion regarding a recent request presented at the November finance committee meeting from the Convention Center that pertained to the cost of the chiller repair. The request was to use \$11,304.61 of the funding provided in September in the amount of \$32,338.64 to replace 2 purge units and an oil pump relay on the other chiller. Bryant made a motion to approve the \$11,304.61 to be used as long as the total cost for the chiller does not exceed \$32,338.64. Knott seconded. The motion passed.

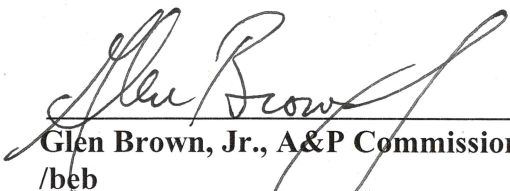
Committee Reports

Finance Committee – Brown presented the financial summary report for the month ending November 30, 2024.

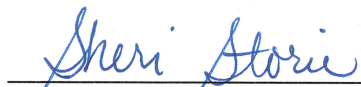
With no further business to be discussed Bryant moved to adjourn. Harper seconded. The meeting adjourned at 6:13 PM.

The next regular meeting will be on Monday, January 27, 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.*