

North Little Rock Advertising & Promotion Commission

MINUTES

January 19, 2016

ATTENDEES

COMMISSION MEMBERS

Manoj Patel, Chairman
Tom Roy, Vice Chairman
Melanie Hoggard, Secretary/Treasurer
Rob Best, Commissioner

Alderman Charlie Hight, Commissioner
Alderman Maurice Taylor, Commissioner
Bob Major, Executive Director
Summer Toyne, Creative Services Manager

GUEST

Paula Jones, NLR City Attorney Office
Diane Whitbey, NLR City Clerk's Office

Jake Sandlin, Arkansas Democrat-Gazette
Karen Trevino, Administrative Manager

The North Little Rock Advertising and Promotion Commission met at 3:02 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Manoj Patel called the meeting to order, role was taken and a quorum was present. A motion was made to accept the minutes as presented by Mr. Roy. Ms. Hoggard seconded the motion and it passed unanimously.

The Balance Sheet and Income Statement were presented next. Mr. Major noted that the 2015 Profit and Loss figures showed income was at 105% of the budget and that expenses were under budget. Lastly, Mr. Major mentioned that the auditor had been by that day and all records were in good standing without any issues. Mr. Best made a motion to accept the financial reports as presented. Ms. Hoggard seconded the motion and it passed unanimously.

Next on the Agenda was the 2015 Hotel Tax Report and the 2015 Restaurant Tax. Mr. Major stated that the restaurant numbers were slightly higher than 2014 totals and the hotel numbers should be on schedule once the December numbers were in. Then Mr. Major noted that 31 late letters were sent out to companies who had not yet sent in their tax collections. Mr. Roy made a motion to accept the Tax Report as presented. Ms. Hoggard seconded the motion and it passed unanimously.

The next Commission item was to discuss the 2016 budget. Mr. Major mentioned that the 2016 Proposed Budget included all money associated with the A & P tax collections, which were to begin being handled solely by the CVB beginning February 2016. This meant that the majority of the 2016 budget would be sent to the North Little Rock Parks Department and the City of North Little Rock for their share of the A & P tax. During budget talks the change in procedure for the A & P tax collections was discussed. Karen Trevino gave a synopsis of the changes: She stated that the City Clerk had sent out a press release on the 20th of January letting the public know of the change. The CVB was sending out a letter along with new forms to all restaurant and hotel owners informing them again of how the process was changing. She said that soon businesses will be able to make payments online via the CVB's website, but that feature was not yet set up due to an issue with the software company. Diane Whitbey added that she was already advising those businesses who were coming in to pay about the changes in procedure and that she will link the City's website with the CVB site so people searching on the City's site will still be able to locate the needed forms and information. Alderman Hight made a motion to accept the 2016 Budget as presented. Mr. Roy seconded the motion and it passed unanimously.

The next order of business was about adding new business categories to the A & P tax. Mr. Major made the Commission aware that North Little Rock was the only city in Arkansas to not collect A & P taxes from hotels with fewer than 40 rooms, RV Parks or from Bed & Breakfast businesses. The fourth type of business Mr. Major discussed was from vacation rentals offered by private individuals. He said you can find them with a quick search on Google. Alderman Taylor asked if those vacation rentals would be in violation of city business laws such as holding a current business license and zoning ordinances. Ms. Jones said she would be looking into that immediately. Mr. Best made a motion to move forward with changes so the current A & P laws would include these other businesses. Mr. Roy seconded the motion and it passed unanimously. It would now move onto the North Little Rock City Council to make the necessary changes to the NLR A & P Ordinances.

Following the discussion of NLR A & P Ordinance changes was making a change to the NLR A & P Commission Bylaws to 2 year terms for the officers instead of the current 1 year terms. Mr. Roy made a motion to make the change to 2 year officer terms. Mr. Best seconded the motion and it passed unanimously.

The Commission went into executive session for the discussion of the Executive Director's annual appraisal. Once reconvened, Mr. Best made a motion to increase the salary of the Executive Director by 4% and to keep the mileage reimbursement at the same level of \$.54 a mile. Mr. Roy seconded the motion and it passed unanimously. The Commission stated they felt that Mr. Major had done a great job with the CVB and they were very impressed with his ability to not only stay within budget but to have income above and expenses below budget.

The next A & P Commission meeting will be held on Tuesday, April 19, 2016 at 3:30p.m. at the Visitor Information Center in Burns Park. With no other business to discuss, the meeting was adjourned at 4:05 p.m.

Respectfully submitted by:
Summer Toyne

A handwritten signature in black ink, appearing to read 'N. Patel', is written over a horizontal line.

Manoj Patel, Chairman