

# **Meeting Minutes**

## **Bella Vista Advertising & Promotion Commission**

Thursday December 21, 2017

Bella Vista City Hall

2:00pm

### **Call to order:**

The meeting was called to order by Paula Sanders at 2:03pm

### **Attendance:**

Commissioners present: Tom Judson, Dan Lombard, Paula Sanders, Doug Fowler, Ben Biesenthal and Brian Bahr

Not in attendance: Richard Siker

Media: Keith Bryant, Bella Vista Weekly

Also in attendance were city representatives Travis Stephens, Cassi Lapp and Cary Elsten

Previous meeting minutes (Nov 2017) were approved. Motion Tom Judson, 2<sup>nd</sup> Dan Lombard, motion passed without dissent.

Financials were presented by Travis Stephens and were approved as presented. Motion Doug Fowler, 2<sup>nd</sup> Brian Bahr, motion passed without dissent.

### **Old Business**

The commission approved the following mission statement:

**“The Bella Vista A&P Commission works to increase the city’s visibility as a destination to stay and play by promoting its recreation and business opportunities, while maintaining a revenue source via tourism to help sustain and grow the city into the future”.**

Motion Tom Judson, 2<sup>nd</sup> Doug Fowler, motion passed without dissent.

The commission approved the logo from 99designs.com.

Commissioner Tom Judson left the meeting

### **New Business**

The commission approved a new officer position; Secretary. Brian Bahr was selected. The primary role of the Secretary will be to record the minutes of commission meetings and maintain records. If the Secretary is absent during a meeting then the minutes will be recorded by the Vice Chair. Motion Dan Lombard, 2<sup>nd</sup> Doug Fowler, motion passed without dissent.

The commission approved the 2018 financial budget as presented. Motion Brian Bahr, 2<sup>nd</sup> Doug Fowler, motion passed without dissent.

The commission approved adding the Blog and Newsletter features to the website from Glow Fly Marketing for an additional \$2,400 for the first year.

The commission approved the 2018 Meeting Calendar. The commission will meet every 4<sup>th</sup> Thursday of the month at 3pm at City Hall beginning in January of 2018. After the first quarter the commission will determine if meeting each and every month will be needed.

The next Discover Bella Vista commissioners meeting was scheduled for Thursday January 25th at 3pm.

Motion to adjourn by Dan Fowler, 2<sup>nd</sup> Ben Biesenthal. The meeting was adjourned at 4:11pm.

Minutes prepared by Travis Stephens