

Meeting Minutes
Bella Vista Advertising & Promotion Commission

Friday November 3, 2017

Bella Vista City Hall

2:00pm

Call to order:

The meeting was called to order by Paula Sanders at 2:01pm

Attendance:

Commissioners present: Richard Siker, Tom Judson, Dan Lombard, Paula Sanders & Doug Fowler

Not in attendance: Brian Bahr & Ben Biesenthal

Media: Keith Bryant, Bella Vista Weekly

Also in attendance were city representatives/liaisons Travis Stephens and Cassi Lapp

Previous meeting minutes (Aug 2017) were approved. Motion Richard Siker, 2nd Dan Lombard

Financials were presented by Travis Stephens:

Prepared Food Revenue = \$12,525 with 23 of 28 businesses remitting

Lodging Revenue = \$2,424 with 5 of 7 businesses remitting

No expenses to date

Financials were approved. Motion Doug Fowler, 2nd Tom Judson

Travis is reaching out to businesses that did not submit the first month to find out why they did not submit their taxes.

Old Business

The commission approved the name "Discover Bella Vista" as the official name of the A&P

The commission reviewed possible mission statements and asked Cassi Lapp to put together a statement based on the discussion. Cassi will present for approval at the next meeting.

The commission reviewed the draft of the bylaws, amended some sections and approved the bylaws as amended. Motion Tom Judson, 2nd Doug Fowler

The commission approved the creation of a website through Dina Pruitt and Glowfly Marketing. The cost is \$16,060. Expected completion date is 12 weeks. The vendor will provide the web development, SEO, content writing and annual hosting. The commission elected not to add a blog & custom email feature at this time.

Legal Representation - Travis is still looking for possible attorneys to represent Discover Bella Vista.

The commission agreed to contract with the city of Bella Vista to provide financial record keeping, reporting and funds collection and supervision in exchange for 3% of all collected A&P tax revenues. 3% is the same amount the state of Arkansas retains for the collection. The commission also agreed to contract with city of Bella Vista employees Travis Stephens and Cassi Lapp to provide professional services and representation on behalf of Discover Bella Vista in exchange for an additional 10% of all collected A&P tax revenues. This agreement is from present to the end of the 2018 calendar year and will be reviewed before 2019.

New Business

The commission has asked Cassi to explore using 99 Designs to produce a logo for Discover Bella Vista.

A budget meeting was scheduled for Wednesday Nov 27th at 2pm. Commission Treasurer Dan Lombard, Commission Chair Paula Sanders and City Representative Travis Stephens will attend.

The next Discover Bella Vista commissioners meeting was scheduled for Thursday December 14 at 2pm.

Motion to adjourn by Doug Fowler, 2nd by Tom Judson. **The meeting was adjourned at 4:03pm.**