

Discover Bella Vista

Bella Vista Advertisement and Promotion Committee Meeting Minutes

April 5, 2018

Board Members Present: Paula Sanders, Tom Judson, Dan Lombard, Richard Sicker, Ben Biesenthal and Brian Bahr. Absent: Doug Fowler

Staff Present: Travis Stephens and Cassi Lapp

Press Present: Keith Bryant

Paula Sanders called the meeting to order at 3:00.

Minutes approved as written: 1st Tom Judson, 2nd Dan Lombard, 7-0

Financials approved as presented: 1st Dan Lombard, 2nd Tom Judson, 7-0

A financial discussion was held over the projection of future revenues. The original budget was based on the first two months of data collection and was projected to be \$187,000 per year for collections. After six months' worth of data, the estimated revenue collection is expected to be \$159,150 per year.

Main Bite is the only business in Bella Vista that has not submitted A&P tax collections.

Old Business

The new website is up and operational at discoverbellavista.com, staff and the A&P should review for operational aspects.

Jim Fram gave the board an update on his progress so far with the Strategic Plan. He spoke about the list of assets and liabilities that Bella Vista has and will have actionable items for the committee to address to change the liabilities to assets. He is planning to have several focus group meetings to include surveys and small to large group meetings to gain citizen input in the planning process. He will review the cities current ordinance and the state law for A&Ps. He will provide written guidance for the use of funds and events. Jim should have the draft completed by the end of May, to include a application form for submissions.

New Business

Discussion was held on the two packets submitted for funds requests.

1. Bella Vista NLM Gold Rush Regional and Sectional Bridge Tournament, discussion was held on what should be funded and what could not. Ben Biesenthal made the motion to fund the Facebook and Bulletin advertisements requests for **\$1430.00**, with the applicate returning to the board in September after the event with copies of their promotional materials and a report as to

the financial impact to Bella Vista. **2nd by Dan Lombard, In Favor:** Paula Sanders, Dan Lombard, Richard Sicker, Ben Biesenthal, and Brian Bahr with 1 abstention: Tom Judson, and 1 absence: Doug Fowler.

2. Bella Vista Foundation / Bella Vista Arts Council, Discussion was held on the Blues Festival for the 4th of July prior to the fireworks event. **Richard made the motion** to approve the request for \$3500.00 to rent a stage, lighting and sound equipment. The applicant will be required to report in September after the event with advertisement samples, food report from sales on locations by food vendors, and the assessed overall impact to the Bella Vista economy. **2nd by Brian Bahr, In Favor** Paula Sanders, Tom Judson, Dan Lombard, Richard Sicker, Ben Biesenthal, and Brian Bahr with 1 absence: Doug Fowler.

The scheduled for meeting is changed to the first Thursday of the month at 3:00 pm with the next meeting on May 3, 2018.

Staff Report

City staff attended the Governor's Conference in West Memphis, which was a good networking event for tourism.

Motion to adjourn Dan Lombard
2nd Brian Bahr

Meeting adjourned at 4:30