

Bella Vista Advertising & Promotion Commission
Meeting Minutes from Thursday February 22nd, 2018
Bella Vista City Hall - 3:00 pm

Call to Order:

Paula Sanders called the meeting to order at 3:12pm.

Attendance:

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

Not in Attendance: Brian Bahr, Ben Biesenthal,

Media: None present

City Staff: Travis Stephens

Meeting minutes:

Approved as presented. Motion to approve by Tom Judson, second by Doug Fowler

Approval of Financials:

Travis Stephens presented the A&P financials for YTD January. Motion to approve by Doug Fowler, second by Dan Lombard. Motion passed unanimously.

- ✓ Current fund balance stands at \$36,742. Total expenses for January (\$2,791)
- ✓ Expense breakdown for January included \$1,400 to the NW Travel Assoc., \$192 for a dinner by Cassi Lapp and Teton Gravity Research, \$1,200 for the addition of a blog to the Discover Bella Vista website
- ✓ The annual projection of \$170K of collected tax is remaining on par
- ✓ Travis will research what the \$807.07 listed under accounts receivable is about.

Old Business:

Jesse McCombs with Tom Morris & Associates agreed to represent the Advertisement and Promotion Committee for all legal matters. The A&P has budgeted \$1,000 to cover any legal costs.

- ✓ Jesse McCombs is to draft a letter to Air B&B concerning collection of the A&P tax associated with lodging
- ✓ Jesse McCombs is to draft a letter to Main Bite concerning their lack of response in the collection of the A&P prepared food tax.

Discover Bella Vista website plan is to have it up and running prior to March A&P meeting and let commissioners review it and then announce it publicly at end of March or 1st of April.

- ✓ Dina will come in and train on the launch

Old Business – Con’t:

Travis Stephens presented the final draft of “Schedule of Services” contract between the City and the A&P. Motion to approve by Tom Judson, second by Doug Fowler. The motion passed unanimously.

- ✓ Jason edits covered and approved from the last draft presented during the December 21, 2017 meeting
 - Item 1: A&P to open and maintain a checking account from the city being responsible
 - Item 5: Removed the “after 45 days past due” requirement, Removed the “If the tax remains unpaid” requirement
 - Item 13: Removed completely the requirement that city staff is responsible for recording attendance and meeting notes for the commission.
 - Item 14: Removed completely as this portion is covered under Item 1

A bank account was established for the A&P to facilitate orderly payment of bills with the signers being designated as: 1) Paula 2) Dan 3) Brian

Changes to the commission bylaws were presented and accepted. Motion to approve by Tom Judson, second by Doug Fowler. The motion passed unanimously.

- ✓ Changes approved: Section (E) adding the Secretary Position, section (d) Duties of the secretary, Section (C) Special Rules of Procedure, (1.) rules for Quorum, and Article VII Financial Mgmt.
- ✓ The commission briefly discussed the possibility of commission members voting remotely by utilizing phone conferencing or web hosting vehicles. It was decided that this is a topic best not pursued due to feedback received from Lanny Richmond II, Staff Attorney, Arkansas Municipal League and also from the strict interpretation of FOIA laws in Arkansas.

New Business:

Jim Fram – Founder and Principal of Community Growth Strategies: Jim made a presentation that included his roots in Arkansas, his educational background and his extensive career in economic development and chamber of commerce involvement. He recently retired from public duties as President & CEO of the Greater Hot Springs Chamber of Commerce and the Hot Springs Metro Partnership in Arkansas. After retirement Jim launched Community Growth Strategies, LLC, a consulting firm that offers affordable assistance to communities with a desire to position themselves for growth.

Jim made a proposal for a cost of \$7,500 to assist our commission with:

- ✓ Criteria for Discover Bella Vista to use in distributing funds to outside organizations
- ✓ Reporting procedures for recipients of A&P funds to ensure maximum return
- ✓ Marketing plans for the A&P
- ✓ Measurable benchmarks
- ✓ Updates and detailed reports to the client
- ✓ Copies of the strategy and guidelines to the A&P

Following Jim’s presentation a discussion was held and all members felt that the cost vs. deliverables was well justified. A motion was made to accept the proposal by Tom Judson, second by Doug Fowler. The motion passed unanimously.

Adjourn:

Motion to adjourn by Dan Lombard, second Tom Judson. The motion passed unanimously.

Prepared by:

Doug Fowler, Vice Chair

Bella Visit Advertisement & Promotion Commission