

Bella Vista Advertising & Promotion Commission

Meeting Minutes from Tuesday July 19th, 2018

Bella Vista City Hall - 3:00 pm

Call to Order:

Doug Fowler called the meeting to order at 3:00pm.

Attendance:

Commissioners present: Doug Fowler, Tom Judson, Dan Lombard, Ben Biesenthal, John Flynn, Richard Siker

Not in Attendance: Paula Sanders

Media: Keith Bryant – Weekly Vista

City Staff: Travis Stephens & Cassi Lapp

Meeting minutes:

Approved as presented. Motion to approve by Tom Judson, second by Ben Biensenthal, Approved 6-0

Approval of Financials:

There was no motion to approve the financials due to not being prepared in time for the July meeting.

- ✓ Through eight months of A&P tax collections ending June, 2018 the annual projection was increased to \$171K from \$166K ending May, 2018. The initial projection of \$187,000 is in sight due to what should be the strongest months of the year – July & August.
- ✓ May to-date \$128,292 in tax has been collected: \$111,374 attributed to food and \$16,918 attributed to lodging, which is a 87/13 split. Current fund balances thru June were not prepared in time for the July meeting and will be reported during the August meeting.
- ✓ Main Bite continues to be the only business in BV not submitting A&P tax revenue.

Old Business:

- ✓ Grant Application and Grant Guidelines: Held over from the June meeting, a motion was made by Richard Skyler with a 2nd by Dan Lombard to approve the document created by CGS Consulting for the Commission to follow when determining if an organization/event should supported with funding by the A&P commission. The documents include the mission of the A&P, specific criteria, procedures and timelines. Approved 6-0 with the agreed recommendation by John Flynn that the grant process timeline verbiage be condensed.
- ✓ Hotel Feasibility/Market Study: As a follow-up to the June discussion of possibly hiring a consulting firm to research and recommend the type of hotel and amenities Bella Vista would require Travis informed the commission that something else with Cooper Communities may be in the works. Further conversation at this time was tabled.
- ✓ Airbnb Tax Collection Update: The commission received a contract from Airbnb where they will agree to collect the Bella Vista A&P tax from their contract lodgings and remit to the A&P beginning in September 1, 2018. The contract is not retroactive.

New Business:

- ✓ CGS Consulting: Jim Fram presented an overarching Strategic Plan for the A&P that included a SWOT analysis and strategy's built from the SWOT. The strategy's focused on Financial Accountability, Business Development, Promotion, and Partnerships. Several focus items were listed under each strategy; however, rising to the top were: Create a realistic budget, Establish guidelines for collections, Incentivize hotel development, Conduct an annual hospitality training event, Market the "Back 40 Trails", Market golf and golf events, Market to the wedding industry, Explore and Engage in Partnerships with neighbors. Motion to Approve – Tom Judson, 2nd Dan Biesenthal, Approved 6 - 0

Grants:

Farmers Market(Samantha Moser): A presentation was made requesting \$1,500 to promote the Bella Vista Farmers Market by placing on a billboard their logo as a sponsor of the Benton County Home show. The billboard ad was to run for four weeks, four times during market season with the ad showing 20 seconds every 10 minutes. Advertising for the Home Show would also occur through social media, Bella Vista TV and the Weekly Vista. After discussion, the commission decided that the mention of the Farmers Market as a sponsor of the Home Show event was not sufficient to effectively draw additional people to the Farmers Market. Commission members made comment that the Farmers Market was worthy of consideration for grant dollars, but an idea to promote the event needed to be more robust. There was no motion to approve.

Staff Report:

- ✓ Social Media Update: Travis and Cassi are researching a provider to post content to Facebook and Instagram for the commission. There has been no decision yet; however, the cost to hire someone will probably be around \$350 - \$500 per month.
- ✓ Update Bank Signers: Need to remove Brian Bahr and add Doug Fowler.
- ✓ Cassi Lapp: Cassi gave an update on a Bella Vista exclusive event, the Bella Vista Enduro mountain biking event, that will take place July 22nd. The event sold out at 160 riders. Should be exciting!

Sidenotes:

- ✓ It came up that the welcome center in Bella Vista is called, or named, the Bentonville welcome center. Is this worth pursuing to change?

Next meeting is August 2nd at 3:00pm in the City Hall conference room.

Motion to adjourn - Richard Skyler, 2nd - Dan Lombard, Motion approved 4-0 (Ben and Tom had to exit the meeting early).

Meeting adjourned at 4:50pm

Prepared by:

Doug Fowler, Vice Chair

Bella Visit Advertisement & Promotion Commission