

**Bella Vista Advertising & Promotion Commission**

**Meeting Minutes from Tuesday June 12, 2018**

**Bella Vista City Hall - 4:00 pm**

**Call to Order:**

Paula Sanders called the meeting to order at 4:00pm.

**Attendance:**

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

Not in Attendance: Richard Siker,

Media: Keith Bryant – Weekly Vista

City Staff: Travis Stephens & Cassi Lapp

**Meeting minutes:**

Approved as presented. Motion to approve by Tom Judson, second by Doug Fowler, 5-0

**Approval of Financials:**

Dan Lombard presented the A&P financials. Motion to approve by Doug Fowler, second by Ben Biesenthal, 5-0.

- ✓ The annual tax collection projection was increased to \$161K. This will continue to be a moving target until collections have been made for an entire year.
- ✓ The current fund balance thru March stands at \$56.7K. Expenses for March totaled (\$11.4K) for A&P management fees and website maintenance.
- ✓ Main Bite continues to be the only business in BV not submitting A&P tax revenue.

**Old Business:**

- ✓ A&P Website: Travis has contacted all vendors in BV to check and review their content on the site and to ask for pictures to post. Duffer's has submitted a few to date. Additional posting suggestions included adding A&P meeting information and committee updates and sections on fishing and tennis amenities.

**New Business:**

CGS Consulting: Jim Fram provided the Commission with a Grant Application and Grant Guidelines for the Commission to follow when determining if an organization/event meets the criteria for A&P funding.

**Grants:**

Kayak Bass Fishing: The Commission awarded a grant of \$2,500 to the Kayak Bass Fishing Tournament that will be an ongoing event from July until the end of the year. The money will go towards a variety of items including a kayak for a prize to the winner.

Patriots Day Parade: The Commission awarded a grant of \$1,000 to the Bella Vista Patriots to assist with the organization of the parade held at Sugar Creek on the 4<sup>th</sup> of July.

Bridge Tournament: The Commission awarded a grant of \$3,080 to the Bella Vista Bridge Club to assist with the promotion of their annual tournament August 23<sup>rd</sup> and 24<sup>th</sup>. The funds will be used to build an up to date website, promote the event on Facebook and few other items needed to make the event a success. Originally the Commission had awarded the Bridge Club \$1,450 however, before any funds were awarded the club revised their request and asked for additional funding for other promotional opportunities. The combined request = \$3,080 which is how much is being awarded at this meeting.

**Staff Report:**

Non-payments: A letter is being written by the attorney representing the A&P that will be the first action taken toward Main Bite for tax non-payment. A method for determining the amount owed was discussed. Since no revenue history is available comps from a comparable vendor may a possibility to use in the determination.

Replacement for Commissioner Bahr: Brian Bahr is no longer on city council and therefore is no longer on the A&P commission since he was serving on the commission as a city council representative. Travis discussed the protocol for the city appointing a new A&P commissioner and that will happen at the June city council meeting.

The next meeting had to be moved from the original date due to the 4<sup>th</sup> of July holiday and will take place on July 19<sup>th</sup> at 3:00pm.

Motion to adjourn by Doug Fowler, 2<sup>nd</sup> by Dan Lombard

Meeting adjourned at 6:00

## 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