

Bella Vista Advertising & Promotion Commission

Meeting Minutes from Thursday May 3rd, 2018

Bella Vista City Hall - 3:00 pm

Call to Order:

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

Attendance:

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

Not in Attendance: Richard Siker, Brian Bahr

Media: None present

City Staff: Travis Stephens

Meeting minutes:

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

Approval of Financials:

Travis Stephens presented the A&P financials thru YTD March 31. Motion to approve by Doug Fowler, second by Dan Lombard, 5-0.

- ✓ The annual tax collection projection was increased to \$161K vs. 159K in February. 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. There was a net balance increase of \$16.9K vs February. 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 reported that he had completed the task of meeting with BV focus groups and he has also met with the Bentonville Chamber of Commerce to see if any joint promotional opportunities existed within the community. Lastly, a draft document of A&P grant/funding guidelines that is near completion.

Simple Pleasure's: Ken Minor presented an idea he has for an event called The Secret Cars of Bella Vista to be held on June 16th. He pitched an idea to promote the event with a vintage GM vehicle called the Future Liner. The cost to fund the transport and use of the Future Liner is \$10K. It was the A&P's feedback that the event was being held to near in the future in order to effectively promote the event and at a cost of \$10K the Future Liner was too expensive.

Kayak Bass Fishing: The committee viewed a video put together by the organizers of the Kayak Bass Fishing tournament that promotes Bella Vista within the promotion of the tournament. The organizers are requesting \$1,000 for the event, which will be on the agenda during the June A&P 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.

Social Media: The blogger utilized by Gusanos was contacted as a possibility for the A&P to employ for the same services for its website. The cost charged would \$400 a month. The A&P is also looking into the possibility of a freelancer. No final decision was made.

Cassi reported that the BV Garage Sale event was a big success for the community and next year there is a possibility of making it a two day event.

It was also mentioned by Travis that Jim Parson's, the organizer of the Patriots Day Parade, was seeking support for this year's parade and also for future dates. Discussion will take place during June's A&P meeting.

Motion to adjourn by Doug Fowler, 2nd by Dan Lombard

Meeting adjourned at 5:00

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