

North Little Rock Advertising & Promotion Commission

MINUTES

April 15, 2014

ATTENDEES

Melanie Hoggard, Chairman  
 Rob Best, Vice Chairman  
 Manoj Patel, Secretary/Treasurer  
 Mayor Joe Smith, Commissioner  
 Alderman Linda Robinson, Commissioner  
 Alderman Charlie Hight, Commissioner  
 Tom Roy, Commissioner  
 Bob Major, Executive Director  
 Terry Hartwick, NLR Chamber of Commerce

Sandra Taylor Smith, NLR History Commission  
 Todd Larson, NLR Economic Development Corp.  
 Diane Whitbey, NLR City Clerk & Collector  
 Mark Rogers, NLR City Clerk's Office  
 Katelyn Thomas, NLR City Clerk's Office  
 Debra Guyot, Hilton Garden Inn  
 Paula Jones, NLR City Attorney Office  
 Jake Sandlin, AR Democrat Gazette  
 Amanda Wallace, VIC Coordinator

The North Little Rock Advertising and Promotion Commission met at 3:30 p.m. at the North Little Rock History Commission Building. Vice Chairman Rob Best called the meeting to order. Terry Hartwick, Sandra Taylor Smith, Todd Larson, Diane Whitbey, Mark Rogers, Katelyn Thomas, Debra Guyot, Paula Jones and Jake Sandlin attended as guests. Alderman Hight made a motion to approve the minutes as presented. Mayor Smith seconded the motion and it passed unanimously.

Next was a special presentation by Mr. Terry Hartwick, President of the North Little Rock Chamber of Commerce. He proposed what a great idea a Convention Center would be for the City of North Little Rock. Having a facility to accommodate the needs that are presented in the City would bring in more business to the downtown area. He mentioned after meeting with the Benton Convention and Visitors Bureau that their profits made during the first year were large and that he believed that North Little Rock could accomplish a great gain. Mr. Todd Larson added that one cent penny tax added to hotel wouldn't be any more than other competing cities.

Ms. Sandra Taylor Smith of the North Little Rock History Commission then gave a brief introduction to the City's history and about the History Commission's duties. She mentioned that the Commission keeps all of the City's archives, memorabilia and interviews among other items. Ms. Sandra Taylor Smith discussed another District Commission that reviews changes in construction and demolitions to buildings in the downtown area improving the architecture in recent years. She mentioned that the History Commission Building was built in 1895 when the area was part of the City of Little Rock. The building was then the first City Hall and the upstairs held the very first City Council meeting.

The Balance Sheet and Income Statement were presented next. Alderman Robinson made a motion to accept the reports as presented. Mr. Patel seconded the motion and it passed unanimously. Mr. Major then presented the 2014 Hotel Tax Report in descending order by collections which show the top five hotels as being the Wyndham Riverfront, Hilton Garden Inn, Residence Inn, Holiday Inn Express and The Courtyard Marriott. He explained that the figures were up by 4.09% total for the year thus far. Next the 2014 Restaurant Tax report was presented. The numbers to date were up showing a -3.98% decrease compared to last year. He noted that the bad weather the first couple of months of the year had a role in the decline from the previous year. The 2014 Restaurant Tax Report showed the top 5 restaurants in descending order to be Golden Corral, Wyndham Hotel/Benihana's, Riverfront Steakhouse and Rocket 21, Red Lobster, Olive Garden and Chick-fil-A at McCain Blvd. Alderman Hight made a motion to accept the financial reports as presented. Mr. Patel seconded the motion and it passed unanimously.

Next on the Agenda was the Ongoing Delinquent Tax Report. The recommendations for actions are listed below:

NAME	OWNER/ MANAGER	PHYSICAL ADDRESS	MONTH(S) OWED	ACTIONS TAKEN
ARRES MI BURRITO	Jose Villegas	11608 Maumelle Blvd. 72113	JAN & FEB	INTENT LETTER \$270.00
BELLWOOD DINER	Vada Shelton	3815 MacArthur 72118	FEBRUARY	LATE LETTER \$382.00
BURNS PARK GOLF	Steve Ralston	30 Championship Dr. 72118	FEBRUARY	LATE LETTER \$13.00
786 FOOD MART	Sulaiman Hadda	300 Lake Lane 72117	JAN & FEB	INTENT LETTER \$75.00
CASA MEXICANA	Van L. Stack	7111 JFK 72116	FEBRUARY	LATE LETTER \$1,800.00
CATFISH HOLE	Brenda McKinnon	603 Spriggs Road 72118	FEBRUARY	LATE LETTER \$670.00

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CHICKEN KING	Mrs. Jamie King	2704 MacArthur 72118	FEBRUARY	LATE LETTER \$2,045.00
CHUNGKING	Show Shen Chung	4707 E. Broadway 72117	JAN & FEB	INTENT LETTER \$880.00
CRYSTAL FOOD MART	Mr. Sal Hudda	6116 Crystal Hill Road	JAN & FEB	INTENT LETTER \$280.00
EMERALD PARK GOLF COURSE	Mr. Joe Ralston	6116 Crystal Hill Road 72118	FEBRUARY	LATE LETTER \$2.00
FAIRFAX FISH	Yong S. Kim	2200 Ft. Roots, 72114	FEBRUARY	LATE LETTER \$80.00
KING BLVD	Willie Flowers, Jr.	5524 A Fairfax	DEC-FEB.	REVOKE LETTER \$0
L&M CONCESSIONS	Larry Lester	2511 S. Summit LR 72206	JAN & FEB	INTENT LETTER \$0
MEXICAN RESTAURANT BAR LOS NOGALES	Rosa Flores	22000 Lawson 72210	FEBRUARY	LATE LETTER \$90.00
SMOKING SHACK	Mr. Eddie Chestnut	11522 Maybelline	JAN & FEB	INTENT LETTER \$120.00
STEVIE'S FISH AND CHICKEN	Mr. Kimberly Young	1719 Highway 161 72117	JAN & FEB	INTENT LETTER \$400.00
TORTAS MEXICO	Mr. Gasper Vazquez	1000 37 <sup>th</sup> Street	FEBRUARY	LATE LETTER \$1,600
WHOLE HOG CAFÉ	Nancy Green	5107 Warden 72116	FEBRUARY	LATE LETTER \$4,200.00
ON-GOING COLLECTIONS				
*JUNEBUGZ CLOSED	Mr. WILLIE WATSON, JR.	4506 Lynch Drive	JUNE-AUGUST	C. OF I FILED 4/1/14 (\$1,090.18)
*ROCKY'S PUB CLOSED	PAT DUNLAP	6929 JFK BLVD.	JULY-NOV.	REVOKE LETTER(Pay By April 9 per judge) (\$2,165.49)

Alderman Linda Robinson made a motion to accept the Ongoing Delinquent Tax Report as presented. Mayor Smith seconded the motion and it passed unanimously.

The next item of business was to add 1 day of Discretionary Leave to the staff's accumulation after one year of service. The current regulation is to start accumulating after 2 years of service. The approval of the Executive Directors modifications to the Employee Handbook was motioned to pass by Mayor Smith. Mr. Best seconded the motion and it passed unanimously.

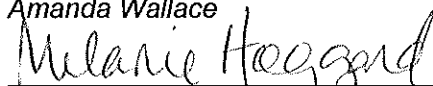
In addition to the Commission Items, the discussion of a remodel project for the Visitors Bureau was discussed next. Needed improvements to the office and additions to the building were quoted for the growing needs of the Bureau. The cost was quoted at \$12,000 to \$15,000 was within the budget for 2014. Mr. Roy made a motion to approve the remodel of the Visitors Bureau and Alderman Robinson seconded the motion. It passed unanimously.

The next order of business was the Director's Report for the first quarter of 2014. He explained that the numbers for the Visitor Information Center were up for the first quarter by 43% in January, 32% in February, and 28% in March. The top five leading states of origin were Arkansas, Oklahoma, Tennessee, Missouri and Texas. The total of 39 foreign visitors from 7 countries including: Argentina, Canada, England, France, Germany, Ireland and New Zealand. The Downtown Riverside RV Park had a total income of \$44,294.39 for the first quarter. There were a total of 679 reservations made with an average stay of 3.68 days. Mr. Best made a motion to accept the Director's Report as presented and Mr. Patel seconded it. The motion passed unanimously.

The next A & P Commission meeting will be held on Tuesday, July 15, 2014 at 3:30p.m. at a location to be determined. With no other business to discuss, the meeting was adjourned at 4:48 p.m.

Respectfully submitted by:

Amanda Wallace



Melanie Hoggard, Chairman