



Jonesboro Advertising and Promotion Commission
Minutes: July 11, 2024
City Council Chambers
2:00 p.m.

Attending: Jerry Morgan, David McClain, Tom Fielder, Chris Gibson, Mallory White and Tracy Owens
Absent: Dan Das

Chairman Jerry Morgan called the meeting to order at 2:00 p.m. announcing a quorum present. Morgan asked for meeting minutes approval held April 11, 2024. Mr. Gibson moved to approve and Mr. Fielder seconded. Minutes were approved as presented.

Financial Report:

Morgan reported on the A&P Current and Estimated Cash Position as of 6/30/24.

- Fund 80 - 3% Hotel Tax Total Cash plus projected Revenues - \$831,511.
- Fund 81 - 1% Hotel Tax Total Current Cash plus projected Revenues - \$970,705.
- Fund 82 - 2% Prepared Food Tax Total Current Cash plus projected Revenues - \$10,853,436.

Morgan noted the trends look consistent at this time.

- The STR Report indicates an upward trend in hotel rooms occupied.
- The hotel tax expenditures as of March 31, 2024 were presented. \$869,200 was awarded, \$226,733 has been paid, and \$642,467 remains unpaid.

Mr. Gibson moved to accept the financial report and Mr. Fielder seconded. Financials were approved as presented.

New Business:

Executive Director's Report – Craig Rickert

- The State's Parks and Heritage and Tourism Board held an event in Chicago called "The Chicago Activation." Rickert attended representing Jonesboro as one of four communities in Arkansas that was invited to attend the event. "We sold our state and our community to the attendees of this event. We had engaging conversations, and I am already getting a lot of response from some of these folks that want to visit Jonesboro."
- An update of the A&P's social media and website presence included Rickert's report that an approximate 40% increase was seen along with a marked upward trend.

Sports Complex Update – Jerry Morgan, Commission Chair (Kevin Hodges, Chair was unable to attend.)

- Group sessions and public meetings have been held frequently to determine what the public and work groups wanted and needed in the facility. The architects then took that information to begin designing the final drawings. They hope to have these drawings completed by the end of this month. At that time, they will be turned over to the contractor who will start the process of giving a cost estimate for the facility. This process should take from four to six weeks. At the end of that process, the financing phase will begin.
- Morgan reported that A&P received two responses from the RFP published to companies interested in partnering with A&P to operate the Sports Complex. Responding were Eastern Sports Management and Sports Facilities Company. The working groups recommended we seek to enter into a contract with Eastern Sports Management. Morgan asked the Commission for a recommendation to begin the process of negotiating with them to start this process. If this negotiation is successful, the contract would then come before the Commission for approval. Morgan stated we went with this company because of their vast experience in managing facilities such as this, as well as recruiting tournaments and events to the City of Jonesboro. Motion made by David McClean seconded by Tom Fielder. Motion approved. Commission will recommend negotiating with Eastern Sports Management.
- Morgan then presented a resolution requesting City Water and Light provide utilities free of charge for the future Jonesboro Sports Complex facility. This same resolution was approved by the City Council. It was approved by the City's Finance Committee and recommended to go to the City Council the next week. This is a resolution asking the A&P Commission to recommend the same thing. City Water and Light will then take the resolutions back to their board of directors for their review and determination. The City Water and Light Board should make a decision in the next 30 to 45 days. The A&P Commission approved the resolution with Gibson making the motion to approve the resolution and Fielder seconding. Motion was approved to recommend 2024 1 Resolution.

Other Business:

- The contract for Christy Appleton to continue as grants manager was renewed as of September 1, 2024.
- Morgan presented the revised A&P By-laws for a first reading. Morgan and Rickert met with Carol Duncan from the City to bring the by-laws up to date.
- The Updated grant request form was presented. The amounts of seed money to be made available was increased to allow bigger events to start. \$10,000, \$5,000, \$2,500 are the seed money amounts. The 2025 grant cycle will open September 1, 2024 and close October 1, 2024. The allocation calendar begins January 1, 2025. Gibson moved to accept new application Fielder seconded. Motion was approved. The application packet will be posted on the A&P Website – www.tourjonesboro.com and the City of

A & P Commission Minutes

Approved:

Jonesboro's website – www.Jonesboro.org. To obtain a copy or for information, contact Christy Appleton at jonesboroapcommission@gmail.com.

- Steve Purtee, Finance Director for the City of Jonesboro, reported on the outside audit an extra step outside the legislative annual audit. Thomas, Speight and Noble gave us a clean audit. No findings. Morgan emphasized how fortunate Jonesboro A&P is to have the City's Finance Department handle all the specific finances of the Jonesboro A&P. Gibson moved to approve the findings of the Audit by Thomas Speight and Noble. Fielder seconded. Motion was approved.

Mr. Morgan opened questions from the floor. Patty Lack asked when ground-breaking might happen with the Sports Complex. Our goal is to have a ground-breaking by the end of the year. Mr. Fielder moved to adjourn the meeting and Mr. Gibson seconded. Motion was approved and the meeting was adjourned at 3:15 p.m.

Submitted by

Christy Appleton
Administrative Officer