



Jonesboro Advertising and Promotion Commission

Minutes: July 26, 2022

City Council Chambers

Attending: Jerry Morgan, David McClain, Tom Fielder, Chris Gibson, Bill Hurt and Tracy Owens.  
Absent: Dan Das.

Chairman Jerry Morgan called the meeting to order at 10:00 a.m. announcing that an official quorum was present. Mr. Morgan reviewed the minutes of the meeting held February 28, 2022, which were included in the meeting materials. Mr. Gibson moved to approve the minutes and Mr. McClain seconded. The minutes were approved as presented.

### **Financial Report:**

Chairman Morgan presented a current overview of financial status of the Jonesboro A&P Commission.

Morgan presented A&P Revenue Trends. January 1, 2022, began collections of the additional 1% Hotel Tax approved in 2021, taking it from 3% to 4%. Also in January, collections for the new prepared food tax passed in 2021 – a 2% tax on restaurant food services – was initiated. January through June collections totaled \$493,837 with only 3% hotel tax reflected. An additional \$133,159 was collected from the additional 1%. These numbers represent an increase of \$161,000 from 2021, a 48% increase. Morgan reported a 41% increase from 2020 to 2021 and a 48% increase from 2021 to 2022. This represents a strong trend and a strong economy in Jonesboro. He also commended the A&P Commission on the significant strides it has made through investments in events and facilities in Jonesboro. The STR report showed occupancy rates in hotels was up 66% with an increased 2100 hotel rooms available.

Morgan reported on the A&P Current and Estimated Cash Position as of 6-30-22. Current cash position is \$761,884, with \$227,554 projected at Year End using previous 3% hotel tax collected. The additional 1% Hotel Tax is projected to total \$295,150 by Year End. This total represents the standard balance maintained for cash flow. The 2% Prepared Food Tax current cash position is \$2,278,954. Projected revenues of \$2,700,00 bring a Projected Cash at Year End total to \$4,978,954.

Mr. Gibson moved to approve the financial report seconded by Mr. McClain. Financial report was approved.

## **New Business:**

Chairman Morgan presented a new procedure for A&P Funding Requests from the Discretionary Events Fund. The purpose of this procedure is to approve requests during the year from organizations with new projects. Tracy Owens will serve as A&P Representative with the assistance of Christy Appleton, the Funds Coordinator. Bill Hurt moved to approve the new procedure, Chris Gibson seconded, and motion was approved.

The item to discuss Logo Branding was tabled to be discussed at the next meeting.

Morgan reported on a Rebrand Strategy for The Jonesboro A&P Commission. The mission of this strategy is “to enhance Jonesboro Tourism Branding with the primary objective to attract greater number of visitors to the community and therefore increasing revenues to the City of Jonesboro, its private sector businesses and the Commission.” The report included a recommendation to hire The Solutions Group to develop a new website which will include a complete overhaul, engaging an online presence, including a calendar and digital annual report. There will be a one-time investment of \$6,325.00. Maggie Culp will manage the website and all social media. Ms. Culp is a graduate student at ASU and has her LLC to be paid \$1,000 per month. Chris Gibson moved to accept, and Tom Fielder seconded. Motion was approved.

A request for funding from the Downtown Jonesboro Alliance for a new project – Joyfest – was submitted for approval. The request for \$16,000 would be used to support a Christmas festival for the month of December in conjunction with Christmas at the Park, and other festivals. Joyfest will expand opportunities for tourists and local citizens to enjoy Downtown activities during the holidays. Bill Hurt moved to approve and Tom Fielder seconded. Motion was approved.

Chair of the Sports Complex Steering Committee, Kevin Hodges, introduced John Wack, CEO of Eastern Sports Management who presented an update on the Sports Complex Feasibility Study. Mr. Wack gave a comprehensive review of the feasibility study with recommendations. He explained the process of engaging leaders and stakeholders in the community to determine the priorities of the community. A market analysis was performed by Pennacle Sports with a facility audit. The top five sports identified at this time were: basketball, volleyball, aquatics, indoor turf fields, and tennis. The location was recommended to be near the center of town near hotels and restaurants. An approximate size should be 145,000 plus 55,000 square feet. Land needed would be approximately 30 acres. The steering committee planned to meet later in the day to come up with a site location. It was estimated a timeframe of 60 – 90 days to design a complex on a specific location.

Questions were then taken from the public in attendance. A discussion ensued that the numbers for soccer need to be updated.

Chairman Morgan called for further questions and there being none, Mr. Gibson moved to adjourn, seconded by Mr. McClain. Motion was approved and the meeting was adjourned at 11:35 a.m.

Submitted by

Christy Appleton  
Administrative Officer