



Jonesboro Advertising and Promotion Commission

Minutes: October 9, 2023

City Council Chambers

1:00 p.m.

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

Chairman Jerry Morgan called the meeting to order at 1:00 p.m. announcing that all were present. Morgan asked for approval of the meeting minutes held July 12, 2023. Mr. Gibson moved to approve the minutes and Mr. McClain seconded. The minutes were approved as presented.

Financial Report:

Morgan reported on the A&P Current Cash Position as of August 31, 2023.

Current cash position of the three revenue sources:

3% Hotel Tax – \$477,349

1% Hotel Tax - \$531,056

2% Prepared Food Tax - \$5,394,829

There is a slight downward trend with totals being off about \$16,000 from 2022. The average of \$500,000 per month from the Restaurant Tax is continuing. Morgan reminded the Commission that 1% from the hotel tax must be used for Parks and Recreation. Morgan also announced that The ASU Red Wolves Research Center's award of \$100,000 has been removed from the 2023 grants list.

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

New Business:

Chairman Morgan asked Kevin Hodges, Chairman of the Sports Complex steering committee to update the Commission on the progress of the committee. Mr. Hodges reported that the committee has been steadily working on the design of the building. The committee took a secret ballot to vote on the final design of the exterior of the building. The steering committee consists of 10 community volunteers who applied to serve on the committee. It is a very diverse group representing many facets of the community who will utilize the facility. They have been meeting twice monthly, but have now divided into three (3) workgroups who meet regularly and more often. One group is working on the design of offices, concessions, kitchen and other

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administrative space. The second group works on the water features including swimming, etc. The third group is working to design the gym and turf facilities.

Hodges then explained how the contract phase of the process will follow the design phase. He emphasized that the current phase is still conceptual, with no pricing being developed. During the contract phase, pricing will be developed. He also emphasized that during this current stage, anything, including the exterior of the building, can change with input from the public.

Hodges then recommended that the Commission move forward with the Regional Retention Center development discussed at previous meetings. Jonesboro A&P will retain ownership of the land, Hammerhead will develop and maintain it in accordance with City of Jonesboro Codes and Regulations. Chris Gibson moved to approve the recommendation, and David McClain seconded the motion. The motion was approved as presented.

The Steering Committee expects to break ground in the spring of 2024.

Danny Kapalas, Director of Parks and Recreation for City of Jonesboro presented a proposal to add additional funding for the soccer turf project at Joe Mac Campbell Park. He requested \$857,500 from A&P which is half the cost of the \$2.3 million project. The City of Jonesboro will pay the remaining half. This facility will also host football games as well as soccer. This brings the total contribution from A&P to \$1.2 million due by December 2025. Mr. Gibson moved to approve the request with Mr. Das seconding. The motion was approved.

Chairman Morgan then requested to move into Executive Session. Chris Gibson moved and David Daniel seconded. Motion carried. The Commission moved into Executive Session to interview candidates for the new position of Executive Director.

Chairman Morgan reconvened the regular meeting at 4:46 p.m. He called for further questions and there being none, Mr. Fielder moved to adjourn, seconded by Mr. Gibson. Motion was approved and the meeting was adjourned at 4:48 p.m.

Submitted by

Christy Appleton
Administrative Officer