

North Little Rock Advertising & Promotion Commission

MINUTES

October 21, 2014

ATTENDEES

Melanie Hoggard, Chairman
 Alderman Charlie Hight, Commissioner
 Bob Major, Executive Director
 Tom Roy, Commissioner
 Rob Best, Commissioner

Paula Jones, NLR City Attorney Office
 Mark Rogers, NLR City Clerk's Office
 Debra Guyot, Hilton Garden Inn
 Amanda Clause, VIC Coordinator

The North Little Rock Advertising and Promotion Commission met at 3:30 p.m. at the North Little Rock Visitors Information Center in Burns Park. Chairman Melanie Hoggard called the meeting to order. Paula Jones, Mark Rogers, Paula Lively and Debra Guyot attended as guests. A motion was made to approve the minutes as presented by Alderman Hight. Mr. Best seconded the motion and it passed unanimously.

The Balance Sheet and Income Statement were presented next. Mr. Major mentioned that the income for the hotels was on target through September. Alderman Hight made a motion to accept the Balance Sheet and Income Statement as presented. Mr. Roy 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, Courtyard NLR, Residence Inn and Holiday Inn Express. Next the 2014 Restaurant Tax report was presented by Mr. Major. The 2014 Restaurant Tax Report revealed that the top 5 restaurants in descending order to be Golden Corral, Wyndham Hotel/Benihana's, Chick Fil-A, Olive Garden and Texas Roadhouse. Alderman Hight made a motion to accept the financial reports as presented. Mr. Roy 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	MONT H(S) OWED	ACTION(S) TAKEN
786 FOOD	MR. MOSHAIM KAZMI	300 LAKE LANE ROAD 72117	AUGUST	LATE LETTER \$10.00
ARRES MI BURRITO	MR. JOSE VILLEGAS	11608 MAUMELLE BLVD. 72113	AUGUST	LATE LETTER \$130.00
CASA MEXICANA-JFK	MR VAN L. STACK	7111 JFK BLVD.	JULY & AUGUST	INTENT LETTER \$4,800.00
CHICKEN KING	MRS. JAMIE KING	2794 MACARTHUR 72118	AUGUST	LATE LETTER \$2,000.00
CHUNGKING	MR. SHOW SHEN CHUNG	4707 E. BROADWAY 72117	AUGUST	INTENT LETTER \$200.00
CRYSTAL FOOD MART	SAL HUDDA	6116 CRYSTAL HILL ROAD	AUGUST	LATE LETTER \$125.00
FLASH MARKET	SATNARAYAN MURTHY	2541 OLD JACKSONVILLE HWY	AUGUST	LATE LETTER \$43.00
GARDEN BISTRO	ERIC GREER	4801 NORTH HILLS BLVD SUITE C	AUGUST	LATE LETTER \$300.00
GREEN CUISINE	MS. LORI J. MOORE	4404 GREENWAY DR., NLR	AUGUST	LATE LETTER \$12.00
J&J DINER	JOYCE EVANS	1123 E. WASHINGTON	AUGUST	LATE LETTER \$68.00
KING BLVD.	WILLIE FLOWERS, JR.	2511 SUMMIT LR	AUGUST	LATE LETTER \$18.00
KOA	MR. LARRY CLAY	7820 CRYSTAL HILL ROAD	AUGUST	LATE LETTER \$30.00
L&M CONCESSIONS	LARRY LESTER	22000 LAWSON ROAD	AUGUST	LATE LETTER ?
LA SALSA	MR LUIS PAUL SOTO	3825 JFK	AUGUST	LATE LETTER \$71.00
LINDSEY'S HOSP HOUSE	MR. DONNIE LINDSEY II	207 CURTIS SYKES DRIVE 72114	JULY & AUGUST	INTENT LETTER \$2,800.00
LUCKY MART	FAHEEM SALEEM	1504 HWY 161	AUGUST	LATE LETTER \$54.00
MASSEY'S	KEITH MASSEY	5912 LIBERTY COVE, LR	AUGUST	LATE LETTER ?
MEXICAN REST. BAR LOS NO.	ROSA FLORES	4716 CAMP ROBINSON	AUGUST	LATE LETTER \$65.00
MICK'S BBQ	MR. ROBERT J. MCKEOWN	3609 MACARTHUR	AUGUST	LATE LETTER \$700.00
NLR CORNER STORE	FAHEEM SALEEM	1802 PIKE AVENUE	AUGUST	LATE LETTER \$83.00
PAT'S KITCHEN	PATRICK T. MURTHA	15202 LONE PINE ROAD	AUGUST	LATE LETTER ?
PHILLIP 66/NEW STAR	SHIRAZ SUTAR	4601 NORTH HILLS BLVD.	AUGUST	LATE LETTER \$36.00
SMOKING SHACK	EDDIE CHESTNUT	11522 MAYBELLINE ROAD	AUGUST	LATE LETTER \$63.00
SOUTHWEST SPECIAL EVENTS	LINDA SORENSON	7121 BASELINE ROAD	AUGUST	LATE LETTER \$480.00
STEVIE'S FISH	MS. KIMBRLY YOUNG	1719 HWY 161	JULY & AUGUST	INTENT LETTER \$800.00
TWO BROTHERS	LAWRENCE SORENSON, JR.	18329 S. ALEXANDER, ALEXANDER	AUGUST	LATE LETTER \$300.00
HOTELS				
DAVIS MOTEL	RICKY OR BRENDA PHILLIPS	2001 JACKSONVILLE HWY	AUGUST	LATE LETTER \$30.00

Mr. Roy made a motion to accept the Ongoing Delinquent Tax Report as presented. Mr. Best seconded the motion and it passed unanimously.

The next Commission item was to discuss the purchase of a new company vehicle. The current vehicle has 9 safety recalls on it and is not safe to be driven any time soon. The only response to the bid was presented and Alderman Hight made a motion to accept the proposal. Mr. Best seconded the motion and it passed unanimously.

The next order of business was the Director's Report for the third quarter of 2014. Mr. Major reviewed the Visitor Information Center Report. He explained that the numbers for the Visitor Information Center were up for the 3rd Quarter. July was up by 19%, August was up by 1% and September had an increase of 3%. The top five leading states of origin were Arkansas, Oklahoma, Louisiana, Texas and Tennessee. The total of 199 foreign visitors from 21 countries including: Argentina, Australia, Belgium, Bermuda, Canada, Costa Rica, England, Finland, France, Germany, Iran, Ireland, Italy, Japan, New Zealand, Netherlands, Spain, Sweden and Switzerland. The Downtown Riverside RV Park had a total income of \$193,717.00 with a total of 3,417 reservations. Mr. Major discussed the figures from the Arkansas Inland Maritime Museum to be doing very well with a year to date income of \$294,611.00 with 12,589 visitors. Alderman Hight made a motion to accept the Director's Report as presented and Mr. Roy seconded it. The motion passed unanimously.

The next A & P Commission meeting will be held on Tuesday, January 20, 2015 at 3:30p.m. at a location to be determined. With no other business to discuss, the meeting was adjourned at 4:36 p.m.

Respectfully submitted by:
Amanda Clause

Melanie Hoggard, Chairman