

Advertising and Promotions Commission Meeting
January 5, 2022
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, January 5, 2022. Marina Brooks called the meeting to order. Commission members present: Marina Brooks, Nita Pilkington, Jeff Herald, April Broderick. Absent: Faith Cavin, Danny Gililand and Josh Woodard. Also, in attendance: Blake Calloway, Steve Cobb, Debbie Munn, Misty Raper, Jamie Fuell, Mayor Young and Dianna Price.

Minutes:

November 3, 2021 minutes were read for approval. The motion was made by Nita Pilkington to approve the November 3rd minutes. The motion was seconded by Jeff Herald. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald, April Broderick.

Correct Items from November meeting:

Marina said Dianna Price had noticed that the restaurant brochures had not been approved to handout at the Trail of Lights. A&P Commissioner April Broderick was asked to oversee getting the brochures produced. The bill has not come in yet. Marina said they needed to make a motion to pay for the handouts. Dianna asked if the handouts were corrected, the handouts did not have sponsored by Advertising and Promotions. Marina said no, April placed a sticker on each brochure. Marina said the invoice was in the amount of \$1,400.

Josh Woodard arrived.

April Broderick made the motion to pay up to \$1,500.00 for the restaurant handouts. Nita Pilkington seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald, April Broderick and Josh Woodard.

The second item was on the Chamber City Guide. Dianna said when Kellie Wall approached the commission, she was asking them to pay for the printing. In November's meeting she said the commission would pay half. Josh Woodard said he recalled that the commission would pay half of the expense. Josh Woodard made the motion to pay half of Chambers City Guide. Nita Pilkington seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald, April Broderick and Josh Woodard.

Bond Issue Update:

Tennis - Blake Calloway said the junior lines are down at the new Henson Center and was paid in the 2021 budget. Blake said we have had an issue with the gates. The company had been fired due to not putting down the junior lines and only having one gate. They were told to pick up their materials and they have not. We will need to find another company that is knowledgeable with the concrete to install them.

Soccer - Blake said the Notice of Award was issued January 4th. This gives them fifteen days to get some paperwork to us. They should be starting early February. We have worked hard with the engineering department to get this going.

Trail of Lights:

Jamie Fuell said 22,905 cars went through the trail. We had \$85,016.19 in donations. She said it looks like the numbers are down from 2020 but they are not. In 2020 we were the only attraction during Covid.

In 2019 we had 20,095 cars and \$56,694.31 in donations. Marina said comparing 2019 to 2021, we were open more days in 2021 making the car count down. She said it was all good. Jamie said we had six cases that totals 2,600 candy canes left. We ran out of cany canes and Darren literally bought every candy cane on the shelf at Walmart.

Misty Raper showed a report on the advertising. She mentioned that Friday, December 10th, the trail was closed due to a power outage and tornadoes coming through the state. The mayor said Darren made a good call to close the trail. Sean Pennington worked Saturday from 9:00 – 2:00 making repairs from the storm to have it open on Saturday. Blake Calloway said there was 19 displays that had to be repaired.

Misty said there was couple of things that spent money on. Facebook was impressive, people saw the Facebook ad at a rate of three times our population. The mailer was sent out that went to about 20,000 residences in Sherwood. A total of 16 text alerts went out with the final alert reaching 1,023 users, which is a good number considering this is brand new and it required people to manually subscribe. Misty had three TV interviews and Rich had at least one and Jamie had multiple radio interviews as well.

On Google we updated the listing of the location prior to the opening date. We spent no money on Google. We had 39 new reviews added (some good, some bad). In the last month, we received 544 phone calls, 7.53K requests for directions, 4.86k visited the website, 217k viewed the Google listing and 56,821 deliberately search for the Trail of Lights, while 57,822 discovered the TOL by searching for a similar category. These are amazing insights for Google, considering we spent no money on Google ads.

We printed 74 new signs and banners for direction. We printed brochures to give out to the cars, they were about ten days late getting them to us. Misty printed approximately 6,000 copies of the brochures herself and the front desk staff folded them to have them for the first week.

Debbie Munn said we were down from 2020 but we were up \$28,000 from 2019.

Dianna Price said she has twelve people wanting to purchase displays. Marina said she had one to add to the list.

Mayor Young said the traffic situation went better. Marina said she wished someone from the police department was here to make a report. We didn't receive any complaints from Bear Paw or any compliments on not having traffic. Marina said she received a complaint about several officers at corner of Dee Jay Hudson and 107. If you were coming from south going north towards to Dee Jay Hudson there is a turn signal that turns you to Dee Jay Hudson. You could not turn on Dee Jay Hudson due to the people coming from the north and the officers were not patrolling the situation. Marina said she was sure it was on a weekend night. Misty said at some point the middle lane (turning lane) was backed up all the way to Kiehl. April Broderick asked if we could get the volunteers to pass out the brochures to three or more cars at a time to keep them from having to stop to get a brochure. Blake said he was out there a few times and there are other things that can be done besides that. There are cars that don't even stop because they do not want a brochure. Blake said there was a couple of times that he thought it was dangerous for our volunteers to out there. Mayor Young said she thought the A&P commissioners should work at least one night in the middle of December. This would be a great insight. Jamie Fuell asked if the volunteers wore something reflective. Blake said no, this is something he wants to get this year.

Marina said we have thirteen people wanting to purchase a display. This is not including the one A&P will purchase. Marina told Josh Woodard that we purchase at least one display with the donations we receive. We don't spend the entire amount on a display it also goes towards bulbs, improvements and repairs. Marina said a couple of meetings ago we put a hold on future displays being purchased. Marina said right now we don't have room. April asked if there were other places to put the displays. Mayor

Young said some of the older displays could go out to the Greens and City Hall and maybe Sherwood Forest parking lot. The mayor had gone to Searcy and they had a photo booth that was a lot of fun. April said maybe we could pair the photo booth with food trucks and spend money. The mayor said if the entertainment district it would be a perfect place for the photo booth.

Josh Woodard asked if we did an expansion, do we have the people to get the work done. Blake said they spend two months putting the trail up and a month taking it down. The mayor said she knew projects were on hold until the trail was done. Blake said the older displays that need to be moved around or replaced, the question is how do we do this when the items have been donated. The mayor said she was talking about displays the city purchased. Blake said if we did move displays to other areas, Sean would most likely have to run power to the places for the displays.

April Broderick asked about hiring laborers to relieve the load of the city employees. Blake said it would, but the other side of it is, we had to get with someone with the school district to be able to put the sign up. The person we sent to put an outlet in for the sign did the job wrong. If you send someone out to do a job does not mean it will be done correctly. April said someone that could do the leg work.

Jeff Herald asked if we needed to pay for all the electrical work. Marina said the city pays for that. A&P pays the electric bill.

Marina said we would have a separate meeting about what to do with the old displays and purchasing the new ones.

Marina wanted to go to the motion on the restaurant brochures. April made the motion and Marina asked her to amend her motion to the amount of \$1,515.03 for restaurant brochures. Marina asked who seconded it and it was Nita Pilkington. The amended motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald, April Broderick and Josh Woodard.

City Events – Jamie Fuell said Trail of Lights opening night was held November 19th. We had live music, cookies and hot chocolate and Santa and Mrs. Claus was out there. The attendance was good.

The parade was December 4th, we had 46 entries and the parade last an hour. There was on arrest and it was at the dispensary. They were trying to leave and told they could not and they tried anyway. Jamie said she went to all the businesses two weeks before the parade and gave them handouts about the parade to let them know what time it would start. Jamie said the police said they needed more people at the end of the parade to direct them on what to do. The mayor asked if Jamie could get with Jacksonville to coordinate with them on this year's events. Marina said we had a good turn out of spectators.

Calendars are in and Jamie will hand them out to the commissioners after the meeting.

April Broderick said she really liked receiving texts about the Trail of Lights. She asked what the commissioners thought about doing a mailer to tell people about the text option for future events. Misty said she would be putting out a press release soon about this, hopefully by the end of the week. Sam's Club gave us a grant to partially fund the system that we are using for the text messages. It was a \$3,500 grant. She got the approval of the name and it will be called Notify Sherwood. Soon we will be doing training on this system.

Old Business:

2022 Budget was approved in the December council meeting.

New Business:

SFI – Statement of Financial Interest, the commissioners will need to fill this out and notarized by the end of the month.

Announcements:

Josh Woodard looked back on the discussion on the Chamber City Guide and April Broderick had made a motion and had allocated a specific amount towards that. We had set an amount of \$13,000. Josh Woodard wanted to remove his previous motion on the Chamber City Guide.

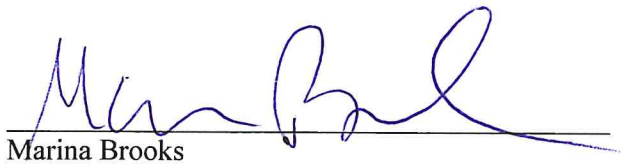
With no other business everyone was excused so the commissioners could go over the financials.

Financials:

Marina said they talked to Steve Cobb. There are two restaurants that will be receiving revocation letters, and one restaurant that Steve will communicate with them directly as a city attorney since the restaurant is no longer in business and we have many other restaurants that are running one to two months late and Debbie will send out letters.

Josh Woodard made the motion to approve the financials. April Broderick seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald, April Broderick and Josh Woodard.

With no further business, Josh Woodard made the motion to adjourn.



Marina Brooks

Attest: Dianna L. Price