

Advertising and Promotions Commission Meeting  
February 2, 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, April Broderick, Danny Gililand, Jeff Herald and Nita Pilkington. Absent: Faith Cavin, and Josh Woodard. Also, in attendance: Darren Austin, Blake Calloway, Steve Cobb, Debbie Munn, Misty Raper, Kellie Wall and Dianna Price.

Minutes:

January 5, 2022 minutes were read for approval. The motion was made by Nita Pilkington to approve the January 5<sup>th</sup> minutes. The motion was seconded by Jeff Herald. The motion was unanimously approved by Marina Brooks, April Broderick, Danny Gililand, Jeff Herald and Nita Pilkington.

Marina signed a copy of the approved minutes. She told the commission that the signed minutes would now be on the city website.

Bond Issue Update:

Tennis – Darren Austin said there was nothing to report. The junior lines are painted. The gates will be taken care of at a later date by Parks and Recreation. Marina said tennis will be taken off of the bond issue update. The only update will be on soccer.

Josh Woodard arrived.

Soccer – Darren said the contracts have been signed for the soccer renovation. They will be meeting for date on mobilization this week. No matter when they mobilize they have until May 2<sup>nd</sup> to complete the job. Marina asked Darren what the amount the contract went for. Darren did not have this information with him. Marina asked him to bring it next month and tell them how far they have come and the amount spent at that time.

Marina said this was not a bond issue, but she had a question the other day about the Greens parking lot. Have we moved any further on this? This is a budgeted item this year. Darren said yes, some movement, he has taken all the requests we had made to the architect. They are looking at a lot of things and when they have a design he will bring it to the commission.

Trail of Lights:

Darren said last month there was a question about the new entrance of the Trail of Lights. Darren said the police department really liked the new entrance. The traffic was much better and the police only had to direct two ways of traffic instead of three. We are now talking about changing the location of the closure of the trail, instead of closing the gate further up Dee Jay Hudson Drive; we are talking about closing it at Dee Jay and Hwy. 107 and changing the close time. There still needs to be more discussion on this matter. If we made this change, it would alleviate a few things and would allow our police department full control over the closure at the specified time. We will be discussing this more; this idea came from our police department.

Darren said they would be asking for exit lighting at the end of the trail, not sure how this is going to look just yet. If we can direct people in we need to be able to direct them out of the parking lot. It has been discussed to use the red road lights to help direct them out, or use directional arrows, to have a designated pull out area to be able to buckle your kids back in their car seats. If you don't need this you can pull out a different way. This might speed up the exit area.

Darren said there are several things we need to talk about. 1) Dianna has received sixteen different requests for purchasing a display for this year. 2) The possible life span on each display, whether that be five years or ten

years. After the life span time we will be able to decide what happens to the display. The reason for the retirement would be that it is worn out, it's outdated, and the donee is out of the picture. We want to uphold the size requirements we used last year 15'H x 25'W. The deadline for the 33% discount is February 28<sup>th</sup>.

Darren said we had eleven new displays last year, what you may not have known was, we did not display eight of our own displays. These were purchased by the city not the public. These displays were purchased when the trail first started in 2001. Darren said we have 23 of our major displays that need to be replaced or updated. Updated means new electric wire and new sockets for the bulbs, these do wear out in time. Originally when they come in, all the wire and sockets are zip tied to the metal frame. We have gone through and replaced the zip tie with electrical tape.

To renovate a display, you will need to cut everything off it and remember where everything goes. We called the company to see how much it would be to send the displays back and have them redone. We were told it would be cheaper to purchase a new display.

The 23 displays do not include the field of angels. There are 94 angels and 81 needs to be replaced. If we refurbished the angels we would need 2,000 feet of wire and 10,000 bulbs. Bulbs are around \$1.25 each. These are things that need to be done.

Danny said the angels have special meaning could they replace them. Marina said this is our fault. We cannot retro go back and ask people to repair or replace their angels or displays. We never had the people sign anything when they purchased a display or angel. The older displays, when people purchased them, the city paid for the display sign. Now the purchaser pays \$50 for their display sign. Steve Cobb said he didn't see a problem to put out a notice to the purchaser for disrepair or retirement. Danny Gililand asked if there was a list of the purchasers of the angels. If there was a list we could send out letters to the older ones. Steve said he didn't think it was a good idea to use A&P money to repair displays purchased by individuals.

Dianna Price said at one time we discussed the displays were city property since the city paid insurance on the displays. So, if it's city property, granted they did purchase them, how can we ask them to pay to refurbish them. Steve said it was purchased and donated. Dianna said she received a call last year and the first thing the lady said was she owned the display. Steve said moving forward there needs to be an agreement on purchasing a display and it becomes city property and will have a shelf life. Darren said city property has to be disposed in a certain way. It can be sold in a public auction or given to another like entity. We cannot give it back to the purchaser.

Blake Calloway said last year when we held the opening ceremony, one the of purchasers said quote this is a lifetime advertisement. Steve Cobb said we need guidelines for this. Dianna said if she calls these sixteen people she needs to tell them this is a donation, it becomes city property and there is a timeline the display will be displayed. Marina asked Steve to call the city of Pine Bluff and ask them what there guidelines are. Pine Bluff is where we got the idea for our trail of lights and modeled after. Kellie Wall said Batesville is another city we might want to talk to. We need to come up with something quick, the deadline is February 28<sup>th</sup> for the 33% discount. These people have called up to a month and a half ago. April said we might want to take a year to a discuss this and be rushed. We need to be prepared when we do reopen for displays to be purchased. Darren said with the sixteen we do them all or nothing.

Josh Woodward asked if we need a motion. Marina said yes. Josh Woodward made the motion disallow the purchase of the sixteen displays for 2022 with plans to prepare a document between future purchasers and the City of Sherwood and to have the document prepared by June. Danny Gililand seconded the motion. The motion was unanimously approved by Marina Brooks, April Broderick, Danny Gililand, Jeff Herald, Josh Woodard and Nita Pilkington.

Marina said there were four different displays for the commissioners to look over. There is a directional Sherwood Man, Reindeer Exercising on Treadmill, Reindeer playing Basketball and a Candy Arch. The prices shown are with the 33% discount, this does not include tax and freight. Darren said the directional elves could be

used to help direct traffic. The commission decided to get 2 directional elf, Reindeer Exercising on Treadmill and the Reindeer Playing Basketball.

City Events – Misty Raper told the commissioners that Jamie Fuell was attending the Arkansas Festival and Events Association Conference. She is trying to make contact with other carnival ride providers to make Sherwood Fest bigger and better this year. We have run into the issue that a lot of carnival ride providers have gone out of business due to Covid. Jamie has been in contact with the Department of Labor to get some ideas. We want to be competitive with our neighboring cities. Jamie and the parks department got together to set dates and we will have an announcement as soon as Darren has a chance to meet with the mayor. Misty said they did decide to postpone the Volunteer Banquet that is held in April. There is a lot of senior that attend this event.

Marina gave the commissioners the Metro Guide that has our ad.

Old Business:

Chamber Ad – Kellie Wall showed the commissioners a copy of the ad and the restaurant tear out guide. Kellie said there was some confusion about the printing of the guide. She said from August 2021 the amount was \$14,000 for 4,000 copies. The A&P voted to pay \$13,000. Kellie said she will send the invoice to Dianna and we can pay our amount and the Chamber will pay the remaining balance. Kellie said they are almost out of the 4,000 that was printed.

New Business:

Marina gave all the commissioners an information sheet to fill out. This is good for us to reach you.

Marina gave out the Policies and Procedures for A&P that was updated in 2016. Marina read the document so Dianna would have it for the record. Nita Pilkington made the motion to accept the Policies and Procedures as is. April Broderick seconded the motion. The motion was unanimously approved by Marina Brooks, April Broderick, Danny Gililand, Jeff Herald, Josh Woodard and Nita Pilkington.

Announcements:

Marina said Rocky's will be closing.

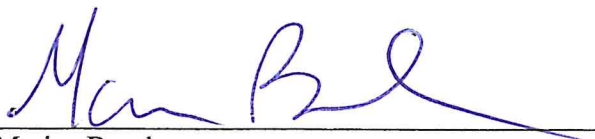
With no other business everyone was excused so the commissioners could go over the financials.

Financials:

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

There is a restaurant that is three months delinquent and Steve Cobb has been advised that proper action will be taking place.

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



Marina Brooks

Attest: Dianna L. Price