

Advertising and Promotions Commission Meeting  
March 1, 2023  
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, March 1, 2023. Marina called the meeting to order. Commission members present: Nita Pilkington, Jeff Herald, April Broderick and Marina Brooks. Absent: Faith Cavin, Danny Gililand and Josh Woodard. Also in attendance: Blake Calloway, Sean Pennington, Steve Cobb, Jamie Fuell, Debbie Munn, Mayor Mary Jo Heye-Townsell, Heather Jenkins, Josh Alexander and Dianna Price.

Minutes:

February 13, 2023 minutes were read for approval. The motion was made by Jeff Herald to approve the February 13<sup>th</sup> minutes. April Broderick seconded the motion. The motion was unanimously approved by Nita Pilkington, Jeff Herald, April Broderick and Marina Brooks. Marina signed a copy of the approved minutes.

Trail of Lights:

Blake Calloway said we are still contacting people about their display being retired and replacing it. We are calling some on the waiting list to donate new displays.

Marina said the commission needs to vote on the additional money for our two displays. Marina asked Dianna Price what the total price was and she could not remember, she said \$43,000.00. Marina said \$36,000 was budgeted and we are short \$7,000. We will need to take it out of reserves for next year. April Broderick asked how much was in reserves. Marina said we could cover it. At the end of January, we had \$1,600,000. Dianna asked for \$8,000 due to her not knowing the exact price of the displays. April Broderick made the motion to move \$8,000 to cover the overage on the two city sponsored displays. Nita Pilkington seconded the motion. The motion was unanimously approved by Nita Pilkington, Jeff Herald, April Broderick and Marina Brooks.

City Events:

Jamie Fuell gave the dates of the upcoming city events:

Easter - April 8<sup>th</sup> at the Sherwood Tennis Center

4<sup>th</sup> July - July 3<sup>rd</sup> at the Greens at North Hills

Sherwood Fest - September 30<sup>th</sup>

City Hallow will merge with the Fall Bash at the Youth Center

Project Updates:

Greens Parking Lot – Blake said the commissioners needed to accept or not accept the bid that is on the table. Marina said the commission approved \$600,000 last month, that was not the official amount. Blake said it is the same description as last month at \$607,560.00. Blake read off the description list that was included in the \$607,560. This does not include the awning, ramp or the front of the building. Blake spoke to Sally with Halff, they have offered their services as construction administration on the job for a fee in the amount of \$6,960.00. Marina said the contract is \$607,560.00 and to be the contract overseer is \$6,960.00 with the total of \$614,520.00. Blake said Halff would be doing things that April has mentioned; preconstruction meetings, construction observation over the course of the project and monthly progress meetings. The estimated construction time is four months.

April's concerns are that the construction management is usually 3-6% and this is 1%. The part that makes her nervous is where the construction management have a superintendent on site so when the subs are working there is someone representing the client which would be the city. In the past when we had

problems with our big projects is when the subcontractor did not do the magnitude of the job and it was not called out right then, we moved on. It is more expensive to fix it, but we have already signed off on it. It is one of those things you spend money to save money. April said her concern is the price is too cheap to get what we really need, someone day to day. She said Blake & Sean are busy and cannot go on a daily basis to check the job. Blake said this is the only price we have on the parking lot, this is what Halff has offered. Halff had designed the plans and he is not sure if that is the normal scope of the job. He said we could look for someone else, but it would be hard, Halff designed this. April said we could hire someone to watch the project and pay 3 - 6%.

Josh Woodard arrived.

Marina said we have paid Halff since 2020, we paid \$5,000 for the concept plan. Marina said she agrees with April on the one percent. Marina said they might need to take two separate votes on this. April made the motion to amend last months vote of 600,000 to add 7,560 from reserves to add to the Greens parking lot project. Jeff Herald seconded the motion. The motion was unanimously approved by Nita Pilkington, Jeff Herald, April Broderick, Marina Brooks and Josh Woodard.

Jeff Herald said he agreed with April on the construction management. We need someone on site to prevent something happening like our past projects. Marina said we got burned on soccer, tennis and the splash pad. April said the problem with those projects was that we did not have anyone to represent the city's best interest. She said it is expensive but if we are spending the money on projects, we need to have construction management. Blake asked if she wanted him to reach out and see what it would cost to ramp up what Halff is going to do. Mayor Heye-Townsell said he might want to look outside of Halff, if April is saying she wants someone not related to Halff. You might want to reach out to Nab Holtz, there are several companies that specialize in construction management. Marina said she would like Blake to reach out to Halff first, give them the first right of refusal. Tell them the commission wants someone on the site every day and if they can, what is the cost. Blake said Halff designed it, they are not doing the work. Marina said to tell them if they cannot provide this we will go to plan B.

Mayor Heye-Townsell said the engineering firm is supposed to already be doing that. If you want someone that is just a construction manager that is not your engineering firm. The engineering firm is suppose to be making sure that it is built to their specifications. If you want to go up and beyond, that would be a construction manager. April agreed with that. Josh said they are looking for someone that they can have a relationship with, represent the city's funds and support city staff. He thinks it is important to have someone in the mix between the engineering firm and ourselves. We need someone that we can have weekly conferences with. Blake said he would look outside and get prices for them. Marina said in the meantime Blake has the go ahead to get the mayor to sign the contract and get the parking lot set up. Steve Cobb said if they go with someone new they will need to request proposals and proposal for qualifications. Mayor Heye-Townsell said they would work with them. This will be a thirty-day process for you to put that out, once they come in you can look at the different companies and go forth. Marina said in the meantime they want Blake to go ahead and get the contract signed with Halff to go ahead and get this process on the parking lot going so we can get everything set up. Steve said there needs to be a provision in the contract that outlines the possibility that the city may be engaging in a manager and that they follow their supervision, so everyone knows that this is a possibility. You do not want them coming to you saying they did not know they were getting another boss. Steve wants this on the front end. Mayor Heye-Townsell said to keep in mind when you ask for qualifications that is a thirty-day process. If you want that construction manager to be there on the front end you don't want them half way through the project before you actually have your person there. You would want them to see this from the ground up. Marina agreed with that. Marina wants the contract signed to lock in this price. Blake said Halff will be in contact with the company that won the bid. Mayor Heye-Townsell said to

make sure it is in the contract. Marina said to work with the city attorney and get the contract signed and put in there we will have an outside construction manager.

Old Business:

2022 ED Update – Josh Alexander gave the commission a 2022 economic update.

Darkside Coffee is coming to North Sherwood by O'Reilly's

Scooter's Coffee is looking by Popeyes.

The Relay Care Center - Opening announcement. This will open 150 jobs.

Zaxby's has closed their doors. Josh has reached out and they have not returned his calls.

The Wet/Dry Bill will be going to the senate committee next week.


Josh said the national retail consultant will be in town March 28<sup>th</sup> to look at our city and property sites.

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

Financials:

Marina said they discussed the financials. During the financials it was determined there was a business that needed a termination letter sent to them. The city attorney agreed. April Broderick made the motion to send out the termination letter. Nita Pilkington seconded the motion. The motion was unanimously approved by Nita Pilkington, Jeff Herald, April Broderick, Marina Brooks and Josh Woodard.

With no further business, Jeff Herald made the motion to adjourn.

  
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Marina Brooks

Attest: Dianna L. Price