

Advertising and Promotions Commission Meeting  
April 12, 2023  
4:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, April 12, 2023. Marina called the meeting to order. Commission members present: Nita Pilkington, Jeff Herald, Josh Woodard, April Broderick and Marina Brooks. Absent: Faith Cavin and Danny Gililland. Also in attendance: Blake Calloway, Mayor Mary Jo Heye-Townsell, Debbie Munn, Heather Jenkins, Colleen Young and Dianna Price.

Minutes:

March 1, 2023 minutes were read for approval. The motion was made by April Broderick to approve the March 1<sup>st</sup> minutes. Nita Pilkington seconded the motion. Nita Pilkington, Jeff Herald, Josh Woodard, April Broderick and Marina Brooks unanimously approved the motion. Marina signed a copy of the approved minutes.

March 20, 2023 zoom meeting minutes were read for approval. Nita Pilkington made the motion to approve the March 20<sup>th</sup> zoom meeting minutes. Jeff Herald seconded the motion. Nita Pilkington, Jeff Herald, Josh Woodard, April Broderick and Marina Brooks. Marina signed a copy of the approved minutes.

Marina introduced Colleen Young, the new finance director and Roni Vega, the new president and C.E.O. of the chamber.

Trail of Lights:

Dianna Price told the commissioners there was a line drawing for a new display.

Danny Gililland arrived.

Dianna said the display was approved, before the commissioners could meet, due to the discount deadline.

Jeff Herald said as for getting in the trail of lights there is one little cut through, he asked if this was temporary. Blake asked if he was talking about the road behind the baseball fields. Jeff said yes. Blake said he would love to get that paved. If we do go to the ticket system, we may not have to use that road.

City Events:

Marina said the Shred-A-Thon will be April 22<sup>nd</sup> at the senior center from 9-12.

Heather Jenkins said the 75<sup>th</sup> Anniversary of the incorporation of Sherwood, the actual date of the incorporation was April 22, 1948. It has been decided to host and organize a city-wide cleanup day to help the tornado victims get the debris from their backyards to the curb. Crowder has picked up over ten thousand cubic yards of debris in six days. The pickup will begin at 9am. Heather said Jamie Fuell was picking up the banners to put out. The banners were donated by the North Pulaski Baptist Association.

Project Updates:

Soccer – Marina said the soccer project was complete and asked if they were playing on the fields. Blake said no. He talked to Shane Hill and they will play in the fall. Mandel is confident that the grass can hold play. Blake said they had discussed about the erosion and the catch basins are in.

TOL Building – Blake said it is completed.

Greens Parking Lot - Blake said it passed through city council to throw out the bids. The re-bid will be in the Sunday paper April 16<sup>th</sup> and April 23<sup>rd</sup> statewide. The bids will open May 4<sup>th</sup> at 10am. The mayor said Halff would be personally calling every contractor they felt was good and reputable to make sure they knew about this bid. Marina asked about an onsite meeting. Blake said they will pick up a bid packet and ask questions that might have. Blake said he and Halff are both able to meet with them. April Broderick said it is typical to have a site visit planned. Blake said no. The mayor said Halff didn't indicate that was normal protocol. Halff is there to answer any questions they might have and they are literally down the street.

Old Business:

Updated History Book – Marina said the commission had talked about this. There are two issues of the History Book. Lisa Kelly has put together a comprehensive history book that includes the first and second volume and is updated to today. Lisa wants A&P to sponsor the publication of the book. Marina said she would research this. Josh Woodard asked if the books would be sold, Marina said yes. Josh asked where the proceeds would go. Marina said that would be a Steve Cobb question. Heather Jenkins said if we were going to publish a book we need to read and proof it. Marina said this is a preliminary. Josh asked if this needs to be presented to the city council before coming to the A&P commission for a protentional sponsorship. Marina said we need to find someone who would publish the book and find out the cost. Heather asked if Lisa was getting paid. Marina said not to her knowledge. Marina said this was already done prior to this administration taking over.

Marina presented a sponsorship packet for the air show. We had agreed on the \$5,000 sponsorship. She asked the commissioners to look over the attached sheet and decide exactly what sponsorship they wanted to purchase. This did not need a decision today and they could take it home.

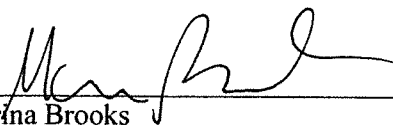
Marina said they have been approached about the solar eclipse in 2024. We are in the path. Someone would like to speak to us at our next meeting about this and how it would affect the city and how we can get involved.

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

Financials:

Marina said they discussed the financials. April Broderick made the motion to accept the financials as presented. Josh Woodard seconded the motion. Nita Pilkington, Jeff Herald, Josh Woodard, April Broderick, Marina Brooks and Danny Gililland unanimously approved the motion.

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

  
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Marina Brooks

Attest: Dianna L. Price