

Advertising and Promotions Commission Meeting

May 3, 2023

4:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, May 3, 2023. Marina called the meeting to order. Commission members present: Danny Gililland, Nita Pilkington, Jeff Herald, April Broderick and Marina Brooks. Absent: Faith Cavin and Josh Woodard. Also in attendance: Blake Calloway, Sean Pennington, Jamie Fuell, Mayor Mary Jo Heye-Townsell, Debbie Munn, Heather Jenkins, Steve Cobb, Roni Vega, Chris Thode, Darcy Howard, Carl Freyaldenhoven and Dianna Price.

Marina asked everyone to leave the room so the commissioners could discuss the financials.

Financials:

Marina said they looked over the financials and it was decided to send out revocation letters to some eating establishments. April Broderick made the motion to send out the revocation letters. Jeff Herald seconded the motion. Danny Gililland, Nita Pilkington, Jeff Herald, April Broderick and Marina Brooks unanimously approved the motion.

Minutes:

April 12, 2023 minutes were read for approval. Danny Gililland made the motion to approve the April 12th minutes. Nita Pilkington seconded the motion. Danny Gililland, Nita Pilkington, Jeff Herald, April Broderick and Marina Brooks unanimously approved the motion. Marina signed a copy of the approved minutes.

Trail of Lights:

Dianna Price told the commissioners she received an email from Holiday Outdoor Décor that Jessica Lyons was no longer with their company. This company had bought Temple Displays when the owner retired. Jessica had left the company because they were no longer using Carpenter Decorating to make the displays. Holiday Outdoor Décor has its own distribution center and has started making their own displays. Jessica said the employees were told not to tell their customers about the change. Jessica checked with Carpenter Decorating and they did make the displays we ordered. Jessica said that Carpenter Decorating had reached out to her and she left Holiday Outdoor Décor for moral reasons to work for them.

Dianna showed the commissioners a line drawing of an angel holding a rose and an angel holding a drink. She said the lady had not decided which one she wanted so that's why she was showing the commissioners both.

City Events:

Jamie Fuell wanted the commissioner to know the Easter egg hunt was a great success. The upcoming events are the following:

Kids to Parks Day – Saturday, May 20th, 11 - 1. This will be a kids fishing derby at the city hall pond. This event promotes being outside.

4th of July – Monday, July 3rd at the Greens. There will be food trucks at the Metropolitan parking lot. Jamie has talked to the businesses that are close by to let them know their spaces may get invaded.

Sherwood Fest – Saturday, September 30th at the Sports Complex

Trail of Lights – Friday, December 1st

Christmas Parade - Saturday, December 2nd

Project Updates:

Soccer - Blake said they will be able to play in the fall.

TOL Building – Completed

Greens Parking Lot - Blake said the bid opening will be tomorrow at 10am. Sally reached out last week saying she has had numerous companies that are interested and bid packets have been sent out. Blake will let Marina know the results of the bid opening.

Old Business:

Updated History Book - Marina said the commission had talked about this. There have been two history books written in the past. Lisa Kelly has put together a comprehensive history book which includes the first and second books which includes updated history up to 2022. Lisa has been paid and expects no money from A&P. Steve Cobb checked, A&P can pay for the publishing of the book and be reimbursed. Marina said the next thing, once we pay to get the book published and we sell the book can we get that amount reimbursed to us. Steve Cobb said he spoke to Colleen Young and she believes that would be the appropriate use of the money to reimburse A&P up to the cost of the publication. Steve said the question is, what if you make more money than you make whole and make a profit. This is a question they are still looking at. She didn't think it would be an issue and it would be money A&P could utilize, but there have been requests from people wanting to donate towards the book. Marina said this was just more information for the commission. Marina said she is researching publication companies.

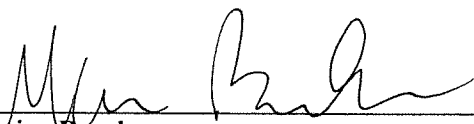
Air Show Sponsorship - April Broderick said we have \$5,000 budgeted and asked if the commission would consider adding another \$5,000 for a \$10,000 sponsorship for the Friday night social. April said the airbase is good for Sherwood's economics and she would like to support them as much as possible. Danny Gililland said if we have the money in the budget, he's for it. Marina said in the advertising and sponsorship budget there is \$40,000. April read off what the \$10,000 sponsorship included. Heather Jenkins asked what the difference was between \$5,000 and \$10,000. April said the bottom line was the airbase needs the money to put on this event and we are showing our support to the airbase. April Broderick made the motion to increase the sponsorship \$5,000 to make the total \$10,000 for the Friday night social presenting sponsor. Danny Gililland seconded the motion. Danny Gililland, Nita Pilkington, Jeff Herald, April Broderick and Marina Brooks unanimously approved the motion.

New Business:

Sharks Sponsorship - Marina received a letter from Tina Potts asking to sponsor the building rental of three home swim meets. These meets bring in a lot of people to our city. April Broderick made the motion to sponsor the Sharks building rental for three home swim meets. Jeff Herald seconded the motion. Danny Gililland, Nita Pilkington, Jeff Herald, April Broderick and Marina Brooks unanimously approved the motion.

Central Arkansas Astronomical Society – Chris Thode introduced Darcy Howard and Carl Freyaldenhoven with the NASA Eclipse Ambassadors. They wanted to give the commission information about the upcoming Solar Eclipse on April 8, 2024. Sherwood is in the direct path of the eclipse. The time of the eclipse in Sherwood will be 12:34 - 3:10, the beginning of the totality is 1:51 and the end of totality 1:54. They were trying to prepare them for the amount of people expected to come to Sherwood. The Office of Emergency Management is estimating three million visitors in the state of Arkansas. Other cities in the path are having festivals, selling t-shirts and having designated areas for people to watch the eclipse.

With no further business, April Broderick made the motion to adjourn.



Marina Brooks

Attest: Dianna L. Price