

Advertising and Promotions Commission Meeting
August 2, 2023
4:00 PM

Amended the date of meeting in the title and first paragraph on September 8, 2023.

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, August 2, 2023. Marina called the meeting to order. Commission members present: Danny Gililland, Faith Cavin, Jeff Herald, Josh Woodard, and Marina Brooks. Absent: Nita Pilkington and April Broderick. Also in attendance: Sean Pennington, Jamie Fuell, Mayor Mary Jo Heye-Townsell, Debbie Munn, Heather Jenkins, Josh Alexander and Steve Cobb.

Minutes:

June 7, 2023 minutes were read for approval. Danny Gililland said the minutes show April Broderick adjourning the meeting. She was absent. Danny made the motion to change the motion to adjourn to Josh Woodard. Jeff Herald seconded the motion. Danny Gililland, Faith Cavin, Jeff Herald, Josh Woodard and Marina Brooks unanimously approved the motion.

City Events:

Jamie Fuell said the July 3rd event was a huge success. There was a great turnout and a lot of positive feedback.

The upcoming events are the following:

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

Trail of Lights – Friday, December 1st

Christmas Parade - Saturday, December 2nd

Jamie asked the commission about purchasing or sponsoring eclipse glasses before they were sold out. For 2,500 glasses they are 45 cents each with tax and freight \$1,143.03, 1,000 glasses are 50 cents and the total would be \$509.87. Marina asked if the sponsorship could be put on the glasses. Jamie said she would look into the customizing and they will be more expensive. Jamie said they put out on Facebook to see if there was any interest to be on an eclipse committee. She plans on meeting with them next week to see what the citizens would like. The mayor asked about giving the glasses out to the school kids. It would have the A&P logo on the glasses and it would be a keepsake. The mayor said 2,500 would not be enough to pass out to the schools. Marina asked if there was a bigger price break, Jamie said this was the largest price break and this company had the best prices. Jamie will bring it to the commission next month.

Jamie said they are planning a special event at the Greens. They will also suggest viewing at the ballpark and Sherwood Forest. Danny Gililland said he would like to have the glasses at these locations also.

Project Updates:

Greens Parking Lot – Sean Pennington said there are several change orders. Sean is concerned about the grade issues to fix the elevation change by the steps and ramp. These changes total \$8,407.00

Mayor said the change orders are basically cosmetic to make the project look nicer. They removed the retaining wall by the steps going down to the pro shop. This change order is tapering it off and the sidewalk will be ADA approved and the handrails will be placed.

Danny Gililland made the motion to not exceed \$15,000 for parking lot changes. Josh Woodard seconded the motion.

Marina wanted a timeline of the parking lot project. Sean said the first day of the project was May 31st, the project was supposed to be completed by July 3rd. August 1st will be two months. Marina said there needs to be someone responsible, the contract said 90 days.

Sean said the concrete in the parking lot was removed giving the project a fresh start.

Danny Gililand made to the motion to not exceed \$15,000 in additional monies to use towards any change orders they deem necessary. Josh seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard and Marina Brooks unanimously approved the motion.

Old Business:

Updated History Book - Marina said they were in a holding pattern. The book has too many words and the publisher will not print until some of the words are cut.

New Business:

Ad – Heather Jenkins said it’s time for publication renewals:

Arkansas Business Publishing Group
Publication: Arkansas Love Where You Live
Shelf life – 18 months
Full page \$4,500

Arkansas Democrat Gazette
Publication: Love Where We Live
Shelf life – 12 months
Half page \$1,500

Heather said in addition to the publications, we need to hire someone to take professional pictures of our amenities. She has consulted with a local photographer. The estimate as a project is \$2,600.

Heather said she talked to Marina about the My Base Guide. Heather said in front of last years guide there is a list of places to live. They listed Little Rock, North Little Rock, Jacksonville and Cabot. The city of Sherwood was not mentioned in the places to live but as a business. Heather and Marina decided not to advertise with the amount being \$2,300. Heather said if money was allocated for this ad and we are not advertising, this would allow us to hire a photographer.

Jeff Herald made the motion to hire a professional photographer. Danny Gililand seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard and Marina Brooks unanimously approved the motion.

Danny Gililand made the motion for a full-page ad in the Arkansas Business Publishing Group in the publication Love Where You Live in the amount of \$4,500. Josh Woodard seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard and Marina Brooks unanimously approved the motion.

Danny Gililand made the motion for a half page ad in the Arkansas Democrat publication Where We Live in the amount of no more than \$2,000. Jeff Herald seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard and Marina Brooks unanimously approved the motion.

Retail Attractions Update – Marina told the commissioners that in June 2022 the city signed a contract with Retail Attraction that would help bring retail businesses to the city of Sherwood. Marina said to date we have spent \$40,000 with the company. Marina asked Josh to report on what Retail Attractions has

done for A&P. The annual cost of the contract is \$37,500, \$7,500 is the discounted data rate that he gives clients signing up for the full package. The data package alone is in the \$11,000 range if we were to get the data only. Data includes all demographics, everything Josh needs to pitch the city when he talks to the developers. In 2023 he and Ricky Hayes with Retail Attractions made over 150 calls to various retailers and restaurants concerning the city of Sherwood specifically targeting chain restaurants and franchise type restaurants. Most retail franchise restaurants are projecting out now 2024 – 2025, most retail franchise type restaurants are always 18 months to two years ahead for their planning. Since the wet/dry is now an act, we are getting a lot more attraction and receiving more phone calls. The tornado ordinance that the city council passed on rezoning prime parcels of property on Kiehl Avenue, Brockington and JFK/107 area that was impacted by the storms will now be prime commercial spots. Josh said they are getting calls about these areas.

Marina said right now we are paying month to month. Josh said we should start seeing more attractions coming to the city. Ricky Hayes had told him it would take two years to start getting attention from the retailers. Josh said we are currently paying Retail Attractions month to month and we have not yet paid for the data fee for this year. Josh told him this meeting was coming up and Ricky has not sent out an invoice for the data for this upcoming year because he did not know what price break to charge if we decided to keep it. We are required to give a sixty-day notice if we are no longer going to obtain his service.

Josh said the official ask, is this something we want to continue to do. He said this could continue month to month, there is no need to go into a new contract unless this is something you want to do for budget purposes. Josh said he would be receiving a data report, they are sent quarterly. Josh Woodard made the motion to continue the business relationship with Rick Hayes of Retail Attractions paying month to month and a flat fee of \$7,500 for the data program. Jeff Herald seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard and Marina Brooks unanimously approved the motion.

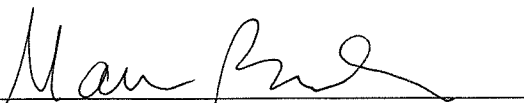
International Council of Shopping Centers – Josh said he had gone to Las Vegas for a conference. He said it was huge. Josh said he budgeted \$4,300 for the trip and he spent \$2,107.41. He said it was very educational.

Everyone was excused so the commissioners could discuss the financials.

Financials:

Marina said Debbie Munn will send out a couple of letters that are two months behind. Marina asked for a motion to approve the financials. Josh Woodard made the motion to approve the financials as presented. Danny Gililand seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard and Marina Brooks unanimously approved the motion.

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


Marina Brooks

Attest: Dianna L. Price