

Advertising and Promotions Commission Meeting
August 3, 2022
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, August 3, 2022. Marina Brooks called the meeting to order. Commission members present: Marina Brooks, April Broderick, Faith Cavin, Jeff Herald and Nita Pilkington. Absent: Danny Gililand and Josh Woodard. Also, in attendance: Darren Austin, Blake Calloway, Steve Cobb, Angela Nicholson, Katie Montgomery, Jamie Fuell, Misty Raper, Mayor Young, Stacey Galloway and Dianna Price.

Minutes:

June 22, 2022 minutes were read for approval. The motion was made by Anita Pilkington to approve the June 22nd minutes. The motion was seconded by Jeff Herald. The motion was unanimously approved by Marina Brooks, April Broderick, Faith Cavin, Jeff Herald and Nita Pilkington.

Marina signed a copy of the approved minutes.

Trail of Lights:

Darren said he has started contacting groups to work the Trail of Lights. The Trail of Lights will open Friday, November 18th.

City Events:

Jamie Fuell said she is working on Sherwood Fest. Thirty vendors have signed up and she could use a few more. The information is on the website including the vendor application. She is currently talking to groups to help volunteer.

We will be doing the City Hallow again, it will be held Saturday, October 29th.

Josh Woodard arrived.

Marina said that the Rotary Club is having a 5K run/walk the morning of Sherwood Fest. Jamie said about the time the 5K is over there will be a disc golf tournament going on and is hoping between the two events that it will bring more people to Sherwood Fest. Sixty people have already signed up for the disc golf tournament. Jamie said there will be a Covid vaccination booth for people to be vaccinated.

Project Update:

Marina said the commissioners have a Projects Update form in their packet and this helps keep track of the monies allocated.

Greens Parking Lot – Darren said Halff is finishing up on the design. He has reached out a few times and hasn't received a call back. It maybe due to vacation season.

Soccer – Darren said they are close to completion. The eastern field had sod laid on it yesterday and the fence is back up on the east side. The slope on the east and south side have been hydro seeded and the erosion control mats are down. Between the parking lots the erosion mats are down and has grass growing. The big valley that was between the two fields is gone and has been seeded and the grass is coming up. They started the fence on the end of that hill between the two fields it is not finished unless they did it today. The western field was supposed to get sod today. When the sod is down, they will put the fence back up. They still have some retaining wall work to do on the northwest corner of the western field, the retaining walls going down the sidewalk going to the restrooms/concession area, finish pouring the handicap ramps and the flumes on either end of the parking lot

where the storm drains runoff is located. Marina asked what was the estimated completion date. Darren said they told him a week ago, two to three weeks. Marina asked if would be completed by Labor Day, Darren said he hoped so. Marina asked when soccer season start. Darren said registration is going on now. Darren has talked to Shane Hill, and Shane has assured him that they would stay off the new sod. They will be playing this fall.

Trail of Lights Building Expansion – Darren said the track hoe should be delivered this month. When that comes in, they will clear for Trail of Lights building and get the concrete poured. All the materials are on the ground ready to go.

Old business:

Airbnb –

Marina said at the last meeting the commission decided they didn't want to pursue Airbnb and she reported that to the city council. The city council has decided they want to pursue the Airbnb. Steve Cobb said they are going to have a workshop at 5:30 before this month's council meeting. It's not really a training, there will be a consultant and someone from the clerk's office, they are going to outline various methods of regulation in trying to get a feel from the council as to what direction they want the city to go, or do we precede that this is a problem that we really need to address. Steve said they have several ordinances from different cities, each one is unique and different. Hot Springs is more of a vacation destination, not like Sherwood. Steve said we have citizens that are having issues with what we call party houses. The overflow on the weekends is causing issues with parking. We will try to provide information to get the temperature of the council to see where they want to go with this. Mayor Young wanted to add that she saw an article from the Municipal League that Diane Whitney from North Little Rock asked if anyone was having issues with people renting out their pools. It's not an Airbnb, it's just the pool. Marina asked the mayor to forward her the article. Steve said it's called Swimply. Angela said it was on the news recently that someone rented a pool and a child drowned. Marina said we really need to put this in the notes in the upcoming meeting. Steve said this is not an easy fix. Steve said Jim Von Tungeln will be presenting at the meeting and he's going to throw out a lot of things we need to be thinking about. How much are we going to regulate this, for example, a person has a house but is not renting the whole house they are renting out a room. Do they have to have a fire extinguisher, fire alarm, inspections like other businesses? With all these regulations, who is going to do this and do we have enough staff. Marina said this was the concerns of the commission. She said April Broderick voiced it the loudest. We felt it's not worth all the trouble and expense of our employees to go after this, but we have a couple of people on the council who feel differently. So, we're going to talk about it. We're not saying we're going to do it; we're just going to talk about it. Mayor Young said this is much broader than the two percent.

New Business:

Municipal League Sponsorship –

Stacey Galloway said the annual Municipal League planning meeting will be held here in Sherwood this year. Mayor Young is the president for the Municipal League. The meeting will be August 24th – 26th, which will bring approximately sixty elected officials in town and they will be staying local at our hotel in Sherwood. She is asking for up to \$1,000 to buy some swag and give aways to promote our local businesses. She is thinking tea towels and coasters, etc. Marina said they are wanting to put everything in a cooler, similar to what they did for chamber golf tournament. The coolers are the main expense. Mayor Young said that typically the hosting city will give a unique gift. The all-day meeting will be held at the Greens, the breakout meetings will be held at the Bill Harmon Recreation Center. Marina said there is a block of rooms reserved at our only hotel. We will be getting A&P tax from this. They will eat two different nights at restaurants in town, there will be events, and we will be getting tax from this. We want to promote our city to outsiders so they will want to come back and visit again. Mayor Young said if their businesses were interested in sponsoring. Wednesday night dinner will be at Bennett's and a local business is paying for the dinner that night. The league will pay for the lunch on Wednesday that will be catered by Two Sisters. We still have Thursday's night meal open and you can sponsor drinks and coffee service, there are opportunities to sponsor and you can speak to the group. River City Hydraulics is in Sherwood and will be sponsoring and speaking to the group. There are a lot of garbage trucks

throughout the state sold through them. They said they would pay for a meal and bring caps. Josh Woodward made the motion to spend up to \$1,000 for swag for the upcoming Municipal League planning meeting event on August 24th – August 26th. Nita Pilkington seconded the motion. The motion was unanimously approved by Marina Brooks, April Broderick, Faith Cavin, Jeff Herald, Nita Pilkington and Josh Woodard.

Ad –

Marina said she has the advertising expense account and what we've spent so far. She'll take the \$1,000 out and see what Misty has to request. Misty said this is a renewal request for MyBaseGuide. At one time, they did a paper copy but now it's all digital. There's an app and a website that the Little Rock Air Force Base has available for people moving in this area that can locate places to live, new barbers, churches, etc. Last year we did the 3 Star Military Partnership. This year they are offering a military audience extension that is retargeting specific audiences using location based geo-targeting with digital display ads. They had an estimated 100k impressions annually. This targets mostly men ages 25-40. They have raised the rate to \$3,400, but we are grandfathered in at \$2,380.00. Marina said that after the \$1,000 they just approved they still have \$9,484.97. Josh Woodard made the motion to renew the MyBaseGuide 3 Star Military Partnership in the amount of \$2,380.00. Nita Pilkington seconded the motion. The motion was unanimously approved by Marina Brooks, April Broderick, Faith Cavin, Jeff Herald, Nita Pilkington and Josh Woodard.

Marina said she is adding to the agenda. She said they all have the letter from U.S. Pizza Company. It was dated stamped July 22nd. Angela said they have received notification that they have been paying hamburger tax that is delivered by Door Dash and they are paying as well. Door Dash pays the tax and U.S. Pizza was unaware that they both were paying. The letter states they would decide what portion of what has been filed and see if it's in their benefit so seek a refund. Angela said they are giving us a heads up. She hasn't heard from them; she doesn't know if they are going through an accountant or what. This will take time and she might have more information at next month's meeting. April Broderick asked if they were going to check with the state to see what has been paid.

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

Financials:

Marina said they discussed with Steve Cobb about several restaurants that are delinquent, three to five months. Letters are going out to these restaurants. Jeff Herald made the motion to send letters to the delinquent restaurants. April Broderick seconded the motion. The motion was unanimously approved by Marina Brooks, April Broderick, Faith Cavin, Jeff Herald, Nita Pilkington and Josh Woodard.

Marina said they discussed on having better history on offenders because we have a lot of repeat offenders.

Marina asked for a motion to approve the financials. Nita Pilkington made the motion to approve the financials. Jeff Herald seconded the motion. The motion was unanimously approved by Marina Brooks, April Broderick, Faith Cavin, Jeff Herald, Nita Pilkington and Josh Woodard.

With no further business, Nita Pilkington made the motion to adjourn.



Marina Brooks

Attest: Dianna L. Price