

Advertising and Promotions Commission Meeting  
January 11, 2023  
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, January 11, 2023. Marina called the meeting to order. Commission members present: Marina Brooks, Nita Pilkington, Jeff Herald, Danny Gililand, April Broderick. Absent: Faith Cavin and Josh Woodard. Marina said there were a lot of new faces and asked everyone to introduce themselves. Also in attendance: Blake Calloway (P&R Director), Sean Pennington (P&R Asst. Director), Steve Cobb (City Attorney), Jamie Fuell (Event Coordinator), Bill Beasley (Finance Director), Kellie Wall (former Director of Sherwood Chamber of Commerce), Roni Vega (acting Director of Sherwood Chamber of Commerce), Josh Alexander (Economic Development Director), Mayor Mary Jo Heye-Townsell, Heather Jenkins (Public Information Officer) and Dianna Price (Asst. to Blake and Sean).

Minutes:

November 2, 2022 minutes were read for approval.

Josh Woodard arrived.

The motion was made by Nita Pilkington to approve the November 2nd minutes. Jeff Herald seconded the motion. Marina signed a copy of the approved minutes.

Marina told the commission that she needed to add the Chamber Directory under old business and History book under new business.

Trail of Lights:

Marina told the commission that she, Blake Calloway, Sean Pennington and Dianna Price went down the trail Tuesday night. Blake Calloway said they looked at each display to see what needs to be retired. There are twenty-seven people on a waiting list to purchase displays. Dianna will call the first ten on her list to see if they were still interested.

Sean Pennington said the ones that were picked were purchased in 2002 – 2003. They are old and falling apart, the sockets are brittle and bulbs are falling out. When you go down the trail it's obvious which ones are old or new. April Broderick asked if the people knew about retiring the displays. Blake said a letter was sent out last year telling them the displays were city property and the display could be retired. April asked if we were giving the people an option to purchase a new display to replace the old. Marina said they had options: (1) to replace the old with a new, (2) have the display refurbished. Dianna said she asked the company she purchases the displays from and it could cost more to refurbish than to buy a new display. Sean said for example the Sherwood Train, the frame is still good but to package it up and send it to get rewired and rebulbed, paying freight both ways it would be cheaper to buy a new one.

Mayor Heye-Townsell said when she received the letter, it hurt her heart. Her display is a memorial for her son. She said there were a lot of displays purchased for memorials. Marina said the problem is when this first started there were no guidelines. The mayor said the letter stated the display could be on a rotation and she thought that was a bad idea. Blake said when they went down the trail, they looked at each display and just by looking you could tell the new from the old. Sean said when Dianna made the list of the displays picked for retirement most of them were from 2002 & 2003.

April suggested if a person who had a memorial and could not afford to replace the display they would have the option to purchase an angel to be placed in the memorial field of angels. Dianna said she had a

few people call her when they received the letter. She reassured them that she would call everyone that had a display being retired and she was asked if they could purchase a new display to take its place. April Broderick made the motion that any display that is being retired has the right to be replaced or they can purchase an angel to be placed in the memorial field of angels. Nita Pilkington seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald, Danny Gililand, April Broderick and Josh Woodard.

Marina said the Trail of Lights was down this year in cars and money. There were 20,849 cars and \$66,616.47 in donations. We were down 2,056 cars and \$18,399.72 in donations. Blake said the food pantries were very appreciative of the food donations. The trail was closed December 13<sup>th</sup> and December 22<sup>nd</sup> due to weather. Marina said it was highly recommended by staff to replace Robinhood and the American Flag with the money donated. Marina suggested that the money donated in 2023 go towards replacing the train.

Marina asked if we should open the Friday before Thanksgiving. Sean said we use to open the first Monday of December. Mayor Townsell said they discussed this in their staff meeting and it really puts a burden on the police overtime and trying to have it maned for so many days. Mayor said from the city management standpoint, they prefer the trail not to be opened as long as it has been. Danny Gililand said opening the Friday before Thanksgiving gives us an extra two weeks. Sean said the reason we started opening early was due to Covid. Everything was closed and we were the only thing open at that time. Bill Beasley asked about opening the trail in conjunction with the Christmas Parade. Marina said in the events meeting it was suggested to have a Christmas Parade and Christmas Festival. Marina said they don't have to decide today. Marina said since the mayor has talked about the police this might be something to look at a little harder. Heather Jenkins said a lot of the signage is in disrepair and this would be an opportune time to change the date. Jamie Fuell said four banners were destroyed by the weather. Josh Woodard said if you look at 2019, we are in line with the numbers. 2020 and 2021 were high because of the pandemic and opening two weeks early.

#### Old Business:

In the November meeting it was decided to budget part of the Chamber Directory in the 2023 budget under advertising. An amount was not decided at the time. Marina said Kellie Wall needs to know what amount the commission wants to spend. Kellie said in the past the commission did 4,000 copies which has gone up to \$17,633.90. She said in the last meeting they talked about increasing the amount because they quickly ran out and talked about limiting the number of copies each month. 4,500 copies are \$18,961.00 and 5,000 copies are \$20,254.00. Marina said in the 2023 budget there is 40,000 in advertising, we have \$5,000 allocated for the air show. Josh Woodard said he thought the commission decided on a number at the last meeting. Marina said they did but we did not vote on it that day. April Broderick asked how much was spent last year. Marina said \$13,000 even. The commission pays for the printing of the directory. The mayor asked if there was any tracking or feedback as to whether they are generating anything. April Broderick made the motion to match what the number of copies the commission did last year which is 4,000 copies with the price increase being \$17,633.90. Danny Gililand second the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald, Danny Gililand, April Broderick and Josh Woodard.

#### City Events:

Jamie Fuell said they had their first event committee meeting yesterday to talk over what they're going to do this year. They will get with the mayor to pick out this year dates. The Easter Egg Hunt will be our first P&R event and 4<sup>th</sup> of July will be the first A&P event. This year will be Sherwood's 75<sup>th</sup> Birthday in April. There is a time capsule buried by the police station, it was buried at the 50<sup>th</sup>. She asked them to think about ideas to put in the time capsule this year. We might dig the capsule up before April to make

sure everything is intact. Sean said there is a concrete pad and no one is sure where the capsule is exactly buried. Saturday, April 22<sup>nd</sup> is the 75<sup>th</sup> birthday.

#### Projects Update:

Greens Parking Lot – Blake Calloway told the commission that the bid opening will be Tuesday, January 17<sup>th</sup> at 10:00 am. Blake said he found out Monday that it was open for bid. Blake talked to Sally Horsey at Halff and she said they were getting not many calling about the project. She did have someone call with electrical questions and she would forward the information to Blake. He said unfortunately he was not involved with this project and he is catching up. Marina updated the mayor, that we had appropriated \$880,000 from reserves in 2021 to fix the soccer problems and renovate the Greens Parking lot. Out of the \$880,000 we allocated \$480,000 to go to soccer, that job is complete. We also allocated \$30,000 for the trail of lights building extension, that job is complete, and \$370,000 to the Greens parking lot. Marina said there was no movement on the Greens parking lot until November. Halff & Associates started getting involved. We have taken money out of the reserves this year that we put back in last year and hopefully we will get this taken care of before golf season. April Broderick asked if this is an accurate number, do we think this is a \$600,000 project. Marina said yes, we also added remodeling the front of the building and Halff thinks this is accurate.

#### Bank Updates:

Bill Beasley said he needed to update the bank records at Centennial Bank. He needs to remove the former mayor, Virginia Young, and Angela Nicholson the former City Clerk from the accounts and add the new mayor, Mary Jo Heye-Townsell to the accounts. Marina said they would need to vote on this. Josh Woodard made the motion to update the bank records at Centennial Bank. Nita Pilkington seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald, Danny Gililand, April Broderick and Josh Woodard.

Blake Calloway asked Marina if they could back up, he needed to share some news about soccer. Our maintenance staff was moving stuff around behind the soccer fields and discovered that the fencing that was put in, you can see the bottom of the concrete due to washout. Sean Pennington said the fields are formed to keep the water off and what they did was half of this field and half of that field comes to the center where it's filled in. All the water is collecting and going to one spot in that fence and it has taken it out. It is probably eight foot deep and cut a trench down the back and along the new back road. Sean said he knows where the water is going, put a basin in, pipe it down the hill underground across the road over in the creek. We know where it is, we need to capture it and get it out. Marina asked if we would need a new fence. Sean said it's only three poles so far.

Part 2 – Blake is setting up a meeting with Shane with the soccer club. They were allowed to get on the soccer fields last year and he is not sure what kind of impact this does or does not have. We brought in Mandel Brockinton who is our super intendent at the golf course, greens keeper and agricultural guru who handles grass. If we let them play right now the grass that is there will be gone and will probably not come back for a very long time. Mandel's recommendation is to keep them off the fields through the summer and ready to play this fall. The other option is to let them play and ruin the fields forever. Mandel is coming to the meeting to explain this to the soccer club.

A lot of the damage was done during the new construction when they were driving over the fields. Sean said there are ruts and uneven places caused by the equipment. Sean assumes the damage was done by Shields & Associates. Marina said they need to come and fix their problems. Sean said he didn't know how it works since the job was signed off on. Marina said this is what happened with ETC when they didn't come and fix their problems. Blake said we will have to pay to hydro seed and smooth out the fields. Blake said Mandel has a plan. Marina said she trusts Mandel.

Mayor Townsell said we must get rid of the water again and secure the hillside all the way down. Sean said if we let soccer on the fields now and kills the grass, we will definitely have an erosion problem. Blake said he requested that the soccer board to come to the meeting so everyone can hear this at one time, but Shane has requested to come by himself. Blake said in the past it has been the city said this or the city said that. It could raise a ripple with just one person in the meeting relaying the message.

Danny Gililand asked if the drainage should have been planned out by engineering and should they be responsible for the repairs. Mayor Townsell said unfortunately it had been signed off on. There are other issues. Blake said if you drive up to the soccer fields and you look around there is a lot of sand where the topsoil was supposed to be. They put erosion blankets down and from the blankets there is green mesh everywhere. Sean said the handicap parking lot spaces are not legal. There is a slope and handicap spaces are supposed to be flat. Marina said they have spent millions the first time. We've spent so far \$480,000 plus what we spent the year before and what parks and recreation have spent because the \$480,00 didn't cover the total cost. Blake said it's an undetermined amount this year at this point. Sean said the drainage on the back will cost about \$5,000 or \$6,00 to get it caught. That's not horrible.

Mayor Townsell said they are having directional signs made for tennis and soccer that has been requested for years. Mayor Townsell told the commission they are doing the best they can to get the grass to grow and level the fields so they can play in the fall.

April Broderick said the commission needs to consider using a construction company to project manage the job to keep this from happening again. In the beginning it will cost more, but it will prevent mistakes like the soccer fields happening again. These projects have a lot of variations and there are a lot of things the subs should be held responsible for. We're asking staff to oversee specialty construction things that is not in their wheelhouse. We've allocated half a million dollars for the parking lot that has a bunch of different elements. Do we need to consider after we open the bids what is the complexity or what all the construction elements because we don't have any construction oversight. As far as approving, did this sub do what these plans say, does this meet code, is this correct. Blake said he's not saying he couldn't figure it out, it's a lot and he's a little nervous. The mayor said that Blake was not brought in to all the details. Blake said he didn't know it was up for bid. We found out Monday. Marina said this goes back to the splash pad. Who puts in a splash pad with no water? There was no water on that side of the road. All the past projects have had issues.

Josh Alexander said they usually bring a project manager on staff for this type of issues. They are licensed and insured for what they do. If the project is signed off on the job and in a year and a half something goes wrong, it falls on that company's liability insurance to make it right. The city picks up a recourse action against the failed project manager insurance even though we can't go after the company that actually did the work. The project manager signed off on the project and they have their own liability insurance and it makes them reliable to make sure the job is correct. The mayor said if we did this it would give us another layer of protection.

New Business:

Statement of Financial Interest - Marina reminded the commissioners they have their SFI forms to fill out and turn in to the city clerk's office by Tuesday, January 31<sup>st</sup>.

Jeff Herald left the meeting.

2022 A&P Update:

Marina said A&P did well in 2022 on their spending. We went over on our expenses on two different line items. We were over \$78.88 in advertising and over \$517.00 in supplies.

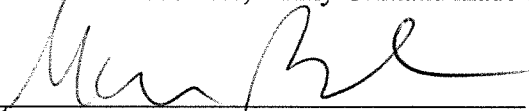
History Book – Marina said there is a new history book coming out written by Lisa Kelly. Lisa asked if A&P would fund part of the expense for the third history book. We have two history books about the city already. Marina wanted the commissioners to know about this and she would find out more details for the next meeting.

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

**Financials:**

Marina said they discussed the financials. There are two restaurant that are currently two months delinquent. We will send out termination letters. April Broderick made the motion to approve the financials and send out the two termination letters. Danny Gililand seconded the motion. The motion was unanimously approved by Marina Brooks, Danny Gililand, April Broderick and Josh Woodard.

With no further business, Danny Gililand made the motion to adjourn.



Marina Brooks

Attest: Dianna L. Price