

Advertising and Promotions Commission Meeting  
February 13, 2023  
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Monday, February 13, 2023. Marina called the meeting to order. Commission members present: Nita Pilkington, April Broderick, Faith Cavin, Marina Brooks. Absent: Danny Gililland, Jeff Herald and Josh Woodard. Marina called Danny Gililland on her cell phone where he could attend the meeting via cell phone. Marina had this approved by Steve Cobb. Remaining absent: Jeff Herald and Josh Woodard. Also in attendance: Blake Calloway, Sean Pennington, Steve Cobb, Jamie Fuell, Bill Beasley, Mayor Mary Jo Heye-Townsell, Heather Jenkins, Chief Hagar and Dianna Price.

Minutes:

January 11, 2023 minutes were read for approval. The motion was made by Nita Pilkington to approve the January 11<sup>th</sup> minutes. April Broderick seconded the motion. The motion was unanimously approved by Nita Pilkington, April Broderick, Faith Cavin, Marina Brooks and Danny Gililland. Marina signed a copy of the approved minutes.

Trail of Lights:

Blake Calloway said the maintenance staff should have the Trail of Lights completely down today.

Jeff Herald and Josh Woodard arrived.

Dianna Price showed the commissioners line drawings of the American Flag with Fireworks and an animated Sherwood Man. These two displays would replace the old ones that are on the trail. The total of the two displays including shipping and tax would be \$43,359.94. This amount includes a 33% discount.

Dianna showed the commissioners four different line drawings of displays for their approval. The people are not fully committed but she wanted the commission to approve them so they could receive the 33% discount.

Dianna said she has called the people about their displays being retired. Most of the people declined replacing their display. She will call the ones that were checking on replacing their display. If they choose to replace by February 28<sup>th</sup>, they will receive the 33% discount. The March discount will be 25%.

Marina said we collected \$66,000 from the Trail of Lights. April Broderick asked if this was the normal amount to spend on displays. Dianna said we've spent more in the past. This is actually the first year we are purchasing to replace displays. In the past we have purchased to add to the trail. April Broderick made the motion to purchase the Archer and the American Flag in the amount of \$43,359.94. Josh Woodard seconded the motion. The motion was unanimously approved by Nita Pilkington, April Broderick, Faith Cavin, Marina Brooks, Danny Gililland, Josh Woodard and Jeff Herald.

Blake said Chief Hagar was in attendance to talk about the impact the trail has on his department. The Chief said he and Blake have talked and the questions came up about how much is spent on personnel covering the trail, what can we do about traffic backups and some the ways we maintain the trail.

Chief Hagar said a couple of years ago we had a system where you could sign up for texts and receive information about the trail. It would give traffic information, weather, backups on the trail and when the gates were closing. He said they receive calls constantly about Hwy 107 being backed up. People will

get in the turn lane early and it backs up fast causing traffic problems. He suggested that we go to a system like Gavin Gardens. Gavin Gardens sell tickets and have an allotted amount for the day. You purchase a ticket and it guarantees you entrance. If we went to this type of system, you could set it up for so many slots in a specific time period on that specific day. Doing this could really free up the traffic on 107. He could work with half of the personnel they have been using. The chief said when the trail opens in November, they have three people working the trail, by the second week in December there are five people working each night.

Marina said she wasn't against the passes, but she would be against selling tickets. That's what set us apart from Burn Park because they charged \$5 a car. She thought people were more generous when they are able to donate whatever amount they want when it's free.

Marina said it was decided in the events meeting that the trail would not open in November. Jamie said looking at last month's A&P minutes, it was not officially decided. Marina said it was discussed in the events meeting and she would like to hear from the commissioners. She said the events committee wanted to open the trail December 1<sup>st</sup>. Marina said we need to replace some signs and banners, this would be the time to change the signage.

The chief wanted to add one more thing. He said one of the main complaints is to take the traffic off of Hwy 107. Another is, having to turn people away close to closing time, they have no choice to keep the roads clear. We've had this happen every year, people saying they drove from Camden and we turn them away. If we go to a pass system, people would know they are guaranteed entry in their selected time slot. People will be more willing to come a long way knowing they have a guaranteed spot. Another complaint/suggestion is the donations and candy cane location. When it's at the end of the trail, people have to stop and dig in their wallet, get candy canes for the kids and this causes a grid lock because every car has to stop. If we put the donations and candy canes at the beginning of the trail it may run smoother. Some parents have said they will not give their kids the candy cane going home due to a possibility of choking. At the beginning they can enjoy the candy with supervision. Marina said that would be an internal decision since parks & recreation manage the trail.

Chief Hagar said he calculated the overtime hours from last year, the total was 375 hours, on average it comes out to a little over \$13,000 in overtime. If we did the pass system along with the text alert, people would be notified what tickets were available in what time slot. Blake Calloway said he thought this would be a great way to control the traffic. The donation and candy cane location change was a great idea. April Broderick asked on the money perspective, did they think people would give more money on something they haven't seen before. Mayor Heye-Townsell said there is a lull in the traffic waiting to enter. This way the people working the front can welcome them, give out a brochure and candy cane. The chief said when people go really slow down the trail it causes a bottle neck then that causes the ripple effect. If they don't have to stop at the end of the trail it may move smoother. We can promote the QR code at the beginning of the trail, this may help with donations and the traffic.

Marina said there were good perspectives discussed. She said the moving to the front or leaving it the way it is, is totally a parks inhouse decision. A&P furnishes the money, we don't handle the logistics. Since A&P funds this event she does feel they need to discuss about the entry idea. This is something, in this room, that needs to be managed. She wanted the commissioners to think about this and discuss it at next month's meeting taking in consideration of the chief's proposal that we use a ticket entry system that would be a free pass to enter. This would give them an opportunity to sign up online and able to make a donation online. Blake said if a time slot was full, we could put it out on Facebook and on text.

Marina asked the commissioners to look at the proposed line drawings for display requests. Dianna said when the trail first started, we sold the angels around \$100. Today they are 544.81 each, this is without

shipping and tax. This year if someone wants to purchase a memorial angel they will call Temple Display and they will pay them directly so we are not involved in handling the money. Marina said they need to vote on approving the drawings. Dianna asked if they wanted a star on top of the tree with the lumber jack and the commission said yes. April Broderick made the motion to accept the four proposed displays. Josh Woodard seconded the motion. The motion was unanimously approved by Nita Pilkington, April Broderick, Faith Cavin, Marina Brooks, Danny Gililand, Josh Woodard and Jeff Herald.

#### City Events:

4<sup>th</sup> July - Jamie Fuell said there has been talk about moving the 4<sup>th</sup> of July event to the Greens. She said for her personally, last year she could not see the fireworks because they did not clear the trees. 4<sup>th</sup> July falls on a Tuesday this year. The Greens is closed on Mondays. We could have the event at the Greens on July 3<sup>rd</sup>. People could see all the fireworks. We would not have to worry with hotdogs or food trucks because there are restaurants close by. We could check and see if the restaurants would like to run specials for the event. The mayor reached out to Metropolitan to see if we could use their entertainment lot and they agreed. The only thing they asked that something be posted that Metropolitan was not liable for anyone falling or theft. Jamie said the event would be on a workday, this would cut down on the overtime. Jamie said she thought this would be a good idea to have it in an open area where people could see the fireworks. Blake Calloway said when the fireworks were fired at the Greens a couple of years ago that Kaitlyn, that runs Joey's, put on the event around Christmas. He and his family went to McDonald's and parked at U-Haul. The place was packed and Kaitlyn had bounce houses for the kids. Blake said he thought she would welcome the opportunity to help with this event. The mayor said this was an opportunity to open the upstairs area for more viewing of the fireworks. We could cross promote with Gadwall's, Hibachi, Taco Bell, McDonald's and Joey's. This could generate more revenue for A&P. Nita Pilkington asked if there was enough parking. The mayor said yes, with all the exterior areas between Joey's, Metropolitan, Gadwall's, U-Haul. The people who live in that area can see the fireworks. Marina told Blake this was their thing, A&P furnishes the money. Marina's only thought was people would come to the Forest with blankets and would sit and watch the fireworks. She's concerned that they would not be able to do it at the Greens. The mayor said the police would be out there directing traffic. Blake said when it's at the Forest we have to shuttle people in and they park up and down Maryland. Jamie asked Chief Hagar is thoughts on this. The chief said his initial fear is traffic on 107 & North Hills. At the Forest you have the Busch Classic going on, so most of the traffic will be on Maryland. At the Greens people can park in neighborhoods, parking lots, Gadwalls, Centennial. The mayor said Country Club construction will be completed by April. Marina said the commission would not vote on this, it would be up to parks and rec.

Sherwood Fest - Jamie said there has been talk about doing something different this year. The past years we have had to compete with Jacksonville. This year Jacksonville's event is September 2<sup>nd</sup>, Cabot Fest is the second weekend in October. She said it's really disheartening when you book talented musicians and no one stays to watch. In the past, we have had car shows, BMX bikes, stilt walkers to try to up the attendance. Jamie said she volunteered for years when Misty Raper was running Sherwood Fest. She knows what kind of music and acts she's brought in. Jamie said she didn't know if we're working on something that is fading away or if we need to revamp it. Marina said Sherwood Fest has been around for over forty years and she would hate for us to do away with something that we've always done. Jamie said she knows this is a tradition for a lot of families. Marina said she thinks we should give it one more chance. April Broderick asked if we booked the musicians in the evening. The mayor said we have tried it and there was literally three people to watch. April Broderick said they had entertainment last year and they were playing while the vendors were packing up. The mayor said it was due to bad weather coming in. She said this was a lot of money being spent for no one attending. Some of the vendors said they would not be coming back because they were not selling anything. Blake said we hold the vendors hostage by not letting them leave. He worked it last year and he had to tell them he couldn't open the gate. He did what he was asked to do, but it's not a good look on our part telling people they could not

leave. April asked about having a softball tournament. Blake said they use to do that and the place was packed. We use to be a big deal to where the Osbornes came out and served food. The mayor said that at that time of year people aren't buying a lot because they have just bought school clothes and supplies. Jamie said last year she had people falling out due to the heat. The mayor said the only time people were there was to watch their kids perform and they would leave after they performed. In October we have the City Hallow and suggested we make that a bigger event. The mayor said this is like a double edge sword, do we keep doing something just to do it, it's not successful and we keep throwing money at it just to keep a tradition that no one attends. Marina said she thinks we should still have Sherwood Fest and revamp it. When it first started it was at Delmont Park. April asked if we could still have Sherwood Fest but have it in October and have a tournament and food trucks. Marina said when Sherwood Fest first started it was more arts and crafts, photo contests and the cutest kid's contest. The mayor said Cabot Fest is well attended because it's in the center of town and visible. Sherwood Fest in not visible and it's not in town, what if we did it in the city hall area and set up a stage. Jamie said in the city hall area is not set up with electricity. Nita Pilkington made the motion that we combine Sherwood Fest and City Hall and have it in October. Jamie asked if we were still going to have something for Halloween. The mayor said we could have it close to Halloween and the kids could wear their costumes. We could have it October 21<sup>st</sup> or 28<sup>th</sup> where we wouldn't be competing with the churches and schools. April seconded the motion. The budget for Sherwood Fest will include City Hallow. Marina asked Dianna to call roll on the motion. The motion was unanimously approved by Nita Pilkington, April Broderick, Faith Cavin, Marina Brooks, Danny Gililand, Josh Woodard and Jeff Herald.

#### Project Updates:

Greens Parking Lot – Blake said the bid came in well over budget. The bid came in at \$1,000,050. A&P budgeted \$600,000 for the project. We have asked the lowest bidder what we could do to lower the cost. It is not in great detail at this point, but one item is dropping the canopy. We have to go back to the table and tell them what we are willing to let go. We will be adding the project management for a fee. Marina said the budget was set at \$600,000 for the parking lot. What we are looking at doing is for the \$600,000 keep it in the budget as that and do the parking lot and we will not be doing the overhang or dressing up the front of the building. April said she didn't think that was a real number from a contractor perspective. She asked if there was a site visit, she didn't think there was a site visit. She said the information was really limited. Blake said there was extensive plans received. April said in the construction world typically you would have a site visit, it would be announced that this project is going out and here are the plans so they could see it and a site visit would be established and we would have a representative there and everyone comes at the same time and walk the site and talk. The less information a contractor gets the higher the price will always be.

Blake said they brought the plans to the commission that were drawn up by Halff & Associates in 2019. This is three years of planning and putting off. April said she thought Halff confirmed the \$600,000 which is how it became our budget number. Marina said that what they recommended, if the commission would remember back in 2022 it was supposed to be done and we thought it was going to around \$370,000 but all the material went up in price. Then the new project amount would be in the \$600,000 range, this was because we wanted the awning and the dressing up in the front. What happened was the previous parks director had stated that he was having problems getting in touch with Sally at Halff and they were obviously not communicating. The money sat there all last year so it went back into reserves. As soon as Blake got here, he was on it. Blake said they got with him relatively quick. We had two representatives at the bid opening as well as Bill Beasley. Marina said therefore the price went up considerably. Blake said there were two bids that were within \$40,000 of each other. Marina asked if the \$600,000 would cover the parking lot, Blake said yes. Marina said we need to get this done ASAP if we were having the 4<sup>th</sup> July at the Greens. She said this is the perfect time to get this done since the weather is iffy for the golfers. The mayor said this come up yesterday, the asphalt plants for hot asphalt are shut down until April. It wouldn't even be an option to start. Marina said they need to cut out the curbs and

take out trees, so they can get started on that. Blake went over the list of everything included on this job. The mayor asked Marina if she was okay with April, May or June in terms of the golf course parking lot being shut down. Marina said yes. Marina said the former director said they would do one half of the parking lot at a time. Marina said in 2020 we spent \$12,000 on the concept plans. The more we postpone this project the higher the price will be. April Broderick made the motion to move on the parking lot for the budgeted amount of \$600,000. Nita Pilkington seconded the motion. The motion was approved by Nita Pilkington, April Broderick, Faith Cavin, Marina Brooks, Danny Gililand and Jeff Herald. Josh Woodard voted no. Marina asked Josh why he voted no, was there a concern. Josh said he thinks there are some supply issues on asphalt. He was quoted \$20,000 for less than a thousand square feet for repair. Even though there is anxiousness to complete this project he doesn't think the timing is right. April said if they bid it at that price that is a firm fixed price, once they sign the contract we hold their bond. They bid the project per the plans. Blake said Halff has gone back to the bidder that the budget is not working. April said she thought the parking lot was \$600,000 is that not what we just said. Blake said everything he read off is the price that the bidder would do for \$607 some odd thousand. April asked if this was for the parking lot asphalt. Blake said it was for everything he read off. April said we should not be liable for any change orders because if you give us a firm fixed price. Blake said everything he has been around has had a change order. April said that's why we need construction management. She said you don't get to be the low bidder then give us a change order. Blake said there were several change orders on the soccer project that we just finished up. Blake reached out to Halff and they are willing to do for us exactly what you're asking them to do. They will be at preconstruction meetings; they will be on site if that's what we want them to do. Mayor asked Josh if he was concerned about supply chain stuff and that it's not being done in reasonable amount of time. Josh said that was a large question, what is reasonable to him might not be reasonable for the city. He just needs to be true to his thoughts. Marina thanked Josh for his explanation.

TOL Building – Marina asked if the building was complete. Blake said yes. Marina asked if it was correct that \$6,000 was left on that project. That's correct.

Soccer – She said they ran out of money and parks and rec is taking care of the rest. Blake said Shields came out and they are willing to fix it, but it was engineered that way. It will cost to address the problem and we cannot wait any longer. The mayor asked if this was internally engineered. Blake said yes.

Old Business:

Marina said Josh is not here and last month he was going to give us an update on 2022. He was going to the capital today. Mayor said a state chamber luncheon. Josh and Tab Townsell are both registered as lobbyist. We will put him on the agenda next month.

New Business:

Discussion on possible meeting changes – The mayor has asked that all meetings be held in the council chambers. Our meeting today is being live streamed. We will, starting next month, meet in the council chambers. A&P meets in the afternoon because a lot of restaurant owners are on the commission and they work lunch and dinner. The mayor has asked that all meetings be held at 6:00 pm. We need to discuss the 6:00 time frame. Faith Cavin said it wasn't a problem for her, Josh Woodard said it was not a good time for him. He would be less likely to stay on the commission long term if the meetings are at 6:00. Jeff Herald said he would like 3:00. April Broderick, Nita Pilkington and Danny Gililand preferred 3:00. Marina asked if we changed the day would that be better. Everyone liked the 3:00 time. Josh said he could do morning or midday but he wanted to be with his family in the evening. Marina asked if 4:00 would be better for the public. The mayor said they are trying to improve community participation, accessibility and transparency in everything we do. The average citizen cannot attend a 3:00 meeting. This would be the only committee that is not meeting at 6:00. She cannot force them to change the time. Marina asked the commissioners if 4:00 was okay. Marina asked if the meetings would

be on utube. Jeff Herald made the motion to move the A&P meeting time to 4:00 at the council chambers starting March 1<sup>st</sup>. Josh Woodard seconded the motion. The motion was unanimously approved by Nita Pilkington, April Broderick, Faith Cavin, Marina Brooks, Danny Gililland, Josh Woodard and Jeff Herald.

Marina said this was not on the agenda.

Bill Beasley said he came last month to update the names on the city's bank accounts. He is asking today to do the same with the credit cards. He needs to remove the former mayor, Virginia Young, from the credit card accounts and add the new mayor, Mary Jo Heye-Townsell to the accounts. April Broderick made the motion to make the necessary changes that Bill Beasley requested that the new mayors name be replaced. Josh Woodard seconded the motion. The motion was unanimously approved by Nita Pilkington, April Broderick, Faith Cavin, Marina Brooks, Danny Gililland, Josh Woodard and Jeff Herald.

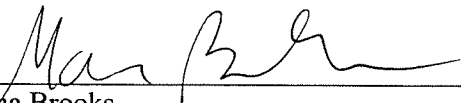
Marina said before we go to the financials, we are now being filmed. Steve Cobb said we are an entity of the state. We used to pass information out about entities and their activities. The information that was provided is for the purpose of the meeting only and would not be taken out of the meeting and collected back and shredded. Steve went over what the state requires. We will have to stop taping when the commission goes over the financials.

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 letters that need to go out to companies. Jeff Herald made the motion to send out letters to the two companies that have been discussed. Josh Woodard seconded the motion. The motion was unanimously approved by Nita Pilkington, April Broderick, Faith Cavin, Marina Brooks, Danny Gililland, Josh Woodard and Jeff Herald.

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

  
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Marina Brooks

Attest: Dianna L. Price