

Advertising and Promotions Commission Meeting  
March 2, 2022  
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, March 2, 2022. Marina Brooks called the meeting to order. Commission members present: Marina Brooks, Faith Cavin, Jeff Herald and Josh Woodard. Absent: April Broderick, Danny Gililand and Nita Pilkington. Also, in attendance: Darren Austin, Steve Cobb, Debbie Munn, Jamie Fuell, Misty Raper, Kellie Wall and Dianna Price.

Minutes:

February 2, 2022 minutes were read for approval. The motion was made by Jeff Herald to approve the February 2<sup>nd</sup> minutes. The motion was seconded by Faith Cavin. The motion was unanimously approved by Marina Brooks, Faith Cavin, Jeff Herald Josh Woodard.

Marina signed a copy of the approved minutes.

April Broderick arrived. Faith Cavin had to leave.

Bond Issue Update:

Soccer – Darren Austin said the contractors mobilized on February 21<sup>st</sup> and it rained and froze last week. They have worked this week, they slied off the middle between the fields to help the fields dry. They are also working between the two parking lots. The upper and lower parking lot cleaning it off and getting the rocks cleared off. They have removed the two fences, one on the west field and one on the east field, they are down, rolled up and being stored. They have made good progress in the last couple of days.

Marina said budget wise A&P would be okay and Parks and Rec would pick up the slack. Marina said they had voted in a past meeting that A&P would pay up to \$480,000. Anything over that P&R or the general fund will pick up the difference. Marina encouraged the commissioners to go out and look at the progress.

Trail of Lights:

Darren Austin told the commissioners to look in their packet and they would find a draft for the Trail of Lights. This is what we are proposing to use when someone wants to purchase a display. This will help them understand that they are donating the display and giving ownership to the City of Sherwood. This document gives them instructions on how to purchase a display and the size requirement for a custom display. It tells them how many letters and characters can be on the custom display sign, we are requiring them to put the name of the display and the year the display was donated on the custom sign. This will help us keep up with how old the displays are. They will also need to mark if the display is in memory of, in honor of, or donated by. There is a section for contact information. There is a staff use only section; this has all the details on the display, purchase price, size, number of bulbs, order date, delivery date and inspection date. When the display arrives, we will call and have the purchaser approve the display. Once it has been accepted it will be marked on the form. We will also have an insured date; this will be the date it is put on our insurance. Marina said Steve Cobb has looked over this form, legally everything looks legit. Darren said he has talked to Misty and she is working on having all city forms having a uniformed look and she will work on this document for us after it is approved.

Marina said we have had calls for angels and we will accept these orders since there is room in the Memorial Angel Field. We voted to put a moratorium on new displays except for what A&P purchases out of the donations.

Marina asked Darren if they were going to evaluate and get back to the commission in June or July. Marina said it might be possible to get a couple of displays this year and asked how were we going to do that? First come first served? Dianna has a list of who has called. Marina said they would reevaluate and maybe will have some information for the June meeting since we do not meet in July. Misty Raper asked if there were any display signs that were not compliant with the new guidelines would they be changed this year. Darren said they haven't thought about that. We will go forward for sure and will talk about it.

April Broderick asked if we needed to draft a letter this year to send out to people who have displays that are in disrepair to give them a heads up. Saying if they don't make some repairs the display cannot be put out so they are not shocked. Dianna Price asked how can you ask them to do the updates if the display is now city property. April asked if they were city property since they have not signed an agreement. Steve Cobb said it is still city property. Steve Cobb said out of courtesy send out a letter stating their display was aging out and if they wanted to replace it, they could. Marina said if they wanted to replace their old display, they would not be guaranteed the same placement of the original display. Dianna said they have changed placement through the years, and no one has complained. April Broderick asked if someone replaced their old display would they have to wait in line to purchase or would this give a free pass. Darren said if you have a display in disrepair and they purchase a new one to replace, they have a spot. Darren said this is something that needs to be discussed further.

City Events – Jamie Fuell said she is ironing out some details for Easter. They are planning on doing it similar to last year. We are planning on holding it at different parks, but not as many parks as last year.

The third Saturday of May is the Kids to Parks Day. A national event to encourage kids getting outside. She has talked to church that is interested in partnering in this event.

She is also working on 4<sup>th</sup> July and Sherwood Fest. She has reached out to several carnival companies to bring in bigger rides. A lot are out of business or already booked. If we want to bring in bigger rides, we need to book at least a year in advance. She has booked the company we used last year and they do a great job. Jamie said she has Hog Wild booked for the fireworks in July. There is a price increase from \$7,100 to \$8,000 for the same show as last year. Jamie said they used Cockrill's Critters last year and it was a big hit. Cockrill's had a fire last week and lost a lot of their animals. She is checking with different petting zoos.

Marina said the 4<sup>th</sup> July budget is \$11,000. We took money from the 4<sup>th</sup> to add to the Sherwood Fest budget. We need to watch our budget since the fireworks increased in price. We will need to get water, maybe we can get that donated. Darren said we would try. Jamie said she was going to look tomorrow to see if last year's signs can be reused. The event will be on Saturday, July 2<sup>nd</sup>. Sherwood Fest will be September 24<sup>th</sup>. Easter Egg Hunt will be Saturday, April 16<sup>th</sup>.

Misty said they should be receiving a postcard in the mail. Marina said she received hers today. The postcard is two-sided, parks survey on one side and events on the other.

#### Old Business:

Greens Parking Lot – Darren said they had met the first part of the year about the Green's parking lot and had a long list of changes on the preliminary plan. We submitted the changes before the first of the year. We got the plans about a month ago. We met again last week to review what they have done. There is still one more thing we want them to look at. One suggestion on the first round was to demo the covered parking/drop off area and demo the front steps and redesign the entry way. They wanted to make sure this is something we wanted due to the expense. We said yes and they are on round three. We added extra lighting on the north and south end, made provisions for street cameras in the parking lot, changing the flow of traffic; South end (Taco Bell) will be entrance only and the north end will be exit only. In the preliminary drawings the traffic flow inside the parking lot has basically flip flopped. Some tree removal

for landscape has changed; added a couple of spots for parking. Darren said there has been a lot of revisions and it's in process. As soon as they get it back to us, we will meet again and move forward. Marina said Darren will be working with Dawn, the golf pro and Kaitlin, who runs Joey's because these two businesses will be affected.

Marina said under maintenance for this year we budgeted \$880,000 and a lot of that came out of reserves \$573,000 came out of reserves. \$480,000 for soccer, \$370,000 to the new parking lot at the Greens, \$30,000 to construct an add on to the building that we store the Trail of Light displays. It looks like we may need an extra \$100,000 for the entry way construction. Darren said it could be that much, the estimate design phase for the front porch is \$7,000 - \$10,000 to design. Best guess is \$100,000. Darren said they won't know until they get the drawings back. Marina said they will wait to vote on this and it would have to come out of reserves once the design gets back.

Marina asked Steve Cobb if he wanted to talk about Air BNB. Steve said they were made aware of a property on Maelstrom that is advertised as the Herc Pad that is a residence that rents space out to military people that come in for training that will be here for a short period of time. It falls within the short-term rental of the obligation of the A&P tax and Steve is the process of reaching out to these people and have them to fill out the applications and paying their A&P taxes. They are located out of state and have not called him back. Marina said in the zoning codes there is a boarding house listed and there are Airbnb's in Sherwood. We need to try to find them and have them pay their taxes.

**Announcements:**

Marina said Kellie Wall has brought the Chamber City Guide, this is what the A&P paid for. Feel free to take what you need.

Misty Raper said the Shred-A-Thon will take place April 23<sup>rd</sup> at the senior center from 9:00 am – Noon. This is for personal documents only.

They are needing volunteers for Keep Sherwood Beautiful.

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

**Financials:**

Marina said they have gone over the financials. Currently there are two restaurants that are three or more months behind. We will be sending a letter out to one restaurant. The second restaurant is four months behind and has received a letter, Steve will take a police officer with him and serve an injunction. Marina said no one is against this.

Marina said they have looked over the financials and they will need to be amended because they found an error. They all have noted this. Jeff Herald made the motion to approve the amended financials. April Broderick seconded the motion. The motion was unanimously approved by Marina Brooks, April Broderick, Jeff Herald and Josh Woodard.

With no further business, Jeff Herald made the motion to adjourn.



Marina Brooks

Attest: Dianna L. Price