

Advertising and Promotions Commission Meeting  
April 6, 2022  
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, April 6, 2022. Marina Brooks called the meeting to order. Commission members present: Marina Brooks, Nita Pilkington, Jeff Herald and Josh Woodard. Absent: April Broderick, Danny Gililand and Faith Cavin. Also, in attendance: Darren Austin, Blake Calloway, Steve Cobb, Angela Nicholson, Misty Raper, Jamie Fuell and Dianna Price.

Minutes:

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

Marina signed a copy of the approved minutes.

Trail of Lights:

Marina said there was a letter in the packet for the commissioners to review. This is a rough draft and if anyone had any changes to please let Darren know. Steve Cobb has seen the letter and approved it. The letter will go out to everyone that has made a display donation. The letter is stating the display does become city property upon its arrival. The display has a lifespan of 5 to 10 years and when the display exceeds the expected lifespan it will be removed from the inventory. The display may go into a rotation that will remove it from the annual event for one or more years. The rotation will help keep the exhibit interesting and fresh. Jeff Herald made the motion to accept the letter to go to the Trail of Lights Donors. Josh Woodard seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald and Josh Woodard.

Darren said he received a call today and the new displays will arrive tomorrow.

City Events:

Jamie Fuell said there was a letter in the packet to be mailed to the candidates on the dos and don'ts for the 4<sup>th</sup> of July. Marina and Steve Cobb have looked over the letter. The letter will be mailed out after the May primaries. Marina said this letter has been mailed out several years during election time, we want everyone on the same playing field. Nita Pilkington made the motion to accept the letter. Jeff Herald seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Jeff Herald and Josh Woodard.

Jamie said the Easter Egg Hunt will be Saturday, April 16<sup>th</sup> at 2:00 sharp. The event will be held at four different parks: Sherwood Forest, Hughes Park, Fairway Park and Indianhead Park. Bearing Cross Church has offered to volunteer this event.

Grand Opening of the History Heritage Museum located at 510 Sherwood Avenue will be Friday, April 22<sup>nd</sup> at 10:00 am. This will be held on Sherwood's 74<sup>th</sup> birthday.

20<sup>th</sup> Anniversary of the Bill Harmon Recreation Center Saturday, April 23<sup>rd</sup>.

Kids to Parks Day will be Saturday, May 21<sup>st</sup>. This is an event to get kids outdoors and in the parks. We will be having a photo scavenger hunt. We will have clues of what they can do in various parks.

Parks staff have had a couple of staff meetings on the 4<sup>th</sup> of July. They have received a check from Bank of Ozk for water. The fireworks are booked. Jamie said the petting zoo rates have gone up. Marina asked if it was due to the fire. Jamie said the lady told her it was due to overall cost increases. The cost would be \$750 for 2 hours. The kids cannot go in with the animals, there is a fence between them. Jamie said she thought they could utilize the money other ways. Jamie said she has two bounce houses reserved and thinks she may get two more or have a different activity. Marina said it was election year and someone might sponsor something. Music is also booked.

Jamie said she has had several vendors call for Sherwood Fest. She will get the vendor applications ready to go out and offer a discounted rate for early birds.

#### Project Update:

Marina said she use to list the Bond Issue Report and the bond issue is done. The money is paid out. She has changed it to Projects Update. In the packet is a chart of the progress on the 3 major projects.

Faith Cavin and Kellie Wall arrived.

Soccer – Darren said the project immobilized in February and the weather has been rainy. The pictures he passed around shows the progress that has been made. The erosion mat did not come in as quick as expected and is on site now. It has been rained on a couple of times. There needs to be a retaining wall in the northwest corner for erosion control in the northeast corner of the western field. This will be a change order in the amount of \$12,000 to put the wall in. The city engineer has drawn this up. Marina said she had a call from the soccer association a week or two ago. They asked the question, when? Darren said in a perfect world the end of May. There have been several hold ups. With the delays this will give the grass time to grow.

Greens Parking Lot – Darren said he and Marina met a week ago to look at round three. Round one was completed in 2020 on the design. Marina said there is another attachment showing what has been spent to date, this is all on design. Round two started in 2021 and nothing was built in 2021. They delivered the project at the end of 2021 and a committee was set up to oversee and make changes. Round two was delivered just a few weeks ago. The entire traffic flow of the parking lot has changed.

Out of the committee meeting another request was made to redo the front entryway of the building. Darren and Marina met with the designing firm last week. The guy drew the design out and gave it to them. We like the new design and we are checking to see if it will meet the historical registers requirements. We have the application to fill out and send to the historical committee. This new design has the same reflection of the old design.

Darren said the moat, the area between the building and the parking lot, will be used to house the new condensing units. The units are now under a vent a hood and it is making the units greasy. The moat will be camouflaged with fencing and bushes. As soon as the firm gets approval from the historical committee, we will come to you with the design. The time frame looks like it could be completed in the fall.

Marina said Chad Young is with WDD Architects and he is into the mid-century modern design. He's trying to preserve the look. Marina said that the \$380,000 was for the Greens parking lot only. This does not include the remodel of the front of the building. The mayor is wanting to do this. Marina said when they get the amount of the project she will come back to the commission for approval or denial. She wanted to get this to the commissioners so they could think about it.

Darren said if you look at the drawing on the right side of the front view of the building you will see an accessible ramp. It really looks good and it flows well with the parking lot to the building. What we have works, but this works better. The ramp will be by the new handicap spaces. Marina said we will come back next month with a proposal and more information.

Trail of Lights Building Expansion – Darren said the metal has arrived. He is waiting on numbers for the concrete. Then we will erect the building.

No Old business.

New Business:

Sherwood Sharks has requested the A&P to sponsor the swim meets. The commissioners said they would discuss it.

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

Financials:

Marina said the commissioners had a discussion and decided not to fund the Sherwood Sharks this year.

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

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

  
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Marina Brooks

Attest: Dianna L. Price