

Advertising and Promotions Commission Meeting
September 6, 2023
4:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, September 6, 2023. Marina called the meeting to order. Commission members present: Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard, Nita Pilkington, and Marina Brooks. Members absent: April Broderick. Also in attendance: Blake Calloway, Sean Pennington, Jamie Fuell, Mayor Mary Jo Heye-Townsell, Debbie Munn, Heather Jenkins, Josh Alexander, Roni Vega, and Steve Cobb.

Marina Brooks introduced Jamie Fuell as the new secretary for the commission.

Minutes:

August 2, 2023 minutes were read for approval. Danny Gililand said the minutes show a duplication. Josh Woodard made the motion to amend the minutes. Nita Pilkington seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard, Nita Pilkington, and Marina Brooks unanimously approved the motion.

Josh Woodard made the motion to approve the amended minutes. Nita Pilkington seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard, Nita Pilkington, and Marina Brooks unanimously approved the motion.

April Broderick arrived.

City Events:

Jamie Fuell said Sherwood Fest is coming up on September 30. We are pacing where we typically are with vendors, and everything is rolling along.

She also met with her eclipse committee. There are several different ideas as to what we should do as a city. We plan to have an event at The Greens at North Hills on the day of the eclipse. The idea has been tossed around of holding some type of event on the Saturday and/or Sunday leading up to the eclipse. Jamie brought a mockup of the eclipse glasses with the A&P logo. She also said that it had been brought to her attention that the Arkansas STEM Coalition plans to purchase eclipse glasses for every elementary student in the state of Arkansas. She wanted to know how the commission wanted to proceed since they had discussed purchasing glasses for students at the five Sherwood elementary schools. If we were to order 20,000 pairs of glasses, they would be \$0.39 each and cost roughly \$7800. If we wanted to go up to 30,000 pairs, they would be \$0.38 each and cost roughly \$11,400. We can do a smaller amount. Jeff Herald asked when she needed to order. Jamie said production time is 4-5 weeks. Marina Brooks asked when they would expect payment. Jamie said they would not charge us until they ship them out. Marina said it would come out of next year's budget. Blake Calloway asked if we knew for sure that the Arkansas STEM Coalition is providing glasses to all students. Jamie said she had reached out to them to confirm and was waiting on a reply. Jamie said she could come back next meeting with a smaller number of glasses. April Broderick asked if Jamie was concerned about the company running out of glasses. Jamie said she wasn't concerned with them running out, but the company did say the sooner we order the better. Josh Woodard suggested we table it and make a final decision on how many to order at the next meeting.

Trail of Lights:

Blake Calloway said we are still trying to figure out the ticket system. Jamie Fuell said she spoke to the IT Director, Cameron Snyder, who said he had found a program to test in the next few days. Marina

Brooks said the trail is still free, the ticketing system should help with traffic. Blake said at the end of the month they will start putting the light displays up.

Project Updates:

Greens Parking Lot – Blake Calloway said the parking lot is close to being completed. They have had meetings with Haff and Hydco over the last few weeks. There is some irrigation that we may have to adjust. They are getting the sod down. There will be a punch card of things they will have to do. Marina Brooks said she had a question from a patron. They wanted to know how many parking spots there were and how many there are now. Blake said he would have to check the plans. Blake said they are planning on striping by the maintenance shop. Any parking spots lost will be made up there.

Soccer – Marina Brooks said the fields themselves look great. Blake Calloway said the fields look so good that they make the other flaws stand out. Blake said it is going to take a lot of work to get it green and is going to take some irrigation. Blake said they have a plan in place in house to run some additional irrigation between the fields. We are going to have to come up with a plan for the parking lot side. The fields are playable. Sean said he spoke with Shane Hill, and they are excited to get on the fields. They talked about getting the concessions stands going as well. Blake said he doesn't think the irrigation will affect them playing. Marina asked if there were any questions or comments. Danny Gililand said the bathrooms at the old soccer field are deplorable. Blake said they have designed a restroom model that they are putting in different parks. This may be something to look at in the future.

Old Business:

Updated History Book – Marina said they were in a holding pattern. The book has too many words and the publisher will not print until some of the words are cut.

Photography:

Heather Jenkins said the photographer has been hired for 15 hours. She has been at the splash pad, golf course, and pickleball courts. She has only used 6 hours so far.

Blake Calloway said Sean Pennington looked up the Greens parking lot plans and there are 13 less parking spaces, and we are adding 25 spaces by the maintenance shop. Marina said there were also 6 official handicap parking spaces added so there weren't really any spaces lost.

New Business:

Chamber Golf Tournament –

Steve Cobb said each year they try to have a commemorative item. He brought the item from the fourth year which was a ball marker with a magnet. They want something very similar this year which is a divot repair tool with the magnetic ball marker. Roni Vega said it was an upgrade. Steve said they are under a time crunch and the wording says Sherwood Chamber of Commerce Golf Tournament and The Greens at North Hills. They only change would be the year. Roni said the best price was \$12 each and 144 have to be ordered so it would be \$1,728 before tax. Marina Brooks said it would need to have the A&P logo on it. Steve said he would see if it could be changed.

Marina Brooks said before voting on anything she wanted the commissioners to know that in the advertising budget there is \$3,083.35 remaining. That would leave about \$1,000.

April Broderick made the motion to spend up to \$2,000 on the items with the A&P logo. Jeff Herald seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard, April Broderick, Nita Pilkington, and Marina Brooks unanimously approved the motion.

Announcements:

Marina Brooks asked Heather Jenkins to talk about National Night Out. Heather said it is on Tuesday, October 3, at the City Hall Complex. It will include inflatables, vendors, food trucks, and a kid's fishing derby. There are a couple banks involved sponsoring items such as a dunking booth and a musician. It will be from 5pm-8pm.

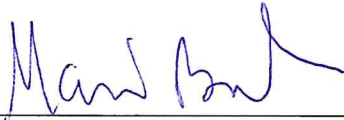
Marina Brooks asked Roni Vega to talk about the Chamber of Commerce's upcoming fish fry. It will be September 21 at Sherwood Forest from 5pm-8pm. They are trying to raise money for the junior ambassador program. There will be inflatables, face painting and a business expo. They are also making the fish themselves this year. Tickets are \$15 for adults and \$10 for kids.

Everyone was excused so the commissioners could discuss the financials.

Financials:

Marina said Debbie Munn will send out warning letters to three business that are two months behind. There are two restaurants that are three months delinquent and will receive revocation letters. Marina asked for a motion. Josh Woodard made the motion to approve the financials as presented. Nita Pilkington seconded the motion. Danny Gililand, Faith Cavin, Jeff Herald, Josh Woodard, April Broderick, Nita Pilkington, and Marina Brooks unanimously approved the motion.

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



Marina Brooks

Attest: Jamie R. Fuell