

Advertising and Promotions Commission Meeting  
September 7, 2022  
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, September 7, 2022. Marina Brooks called the meeting to order. Commission members present: Marina Brooks, Nita Pilkington, April Broderick, Faith Cavin, and Josh Woodard. Absent: Danny Gililand and Jeff Herald. Also, in attendance: Darren Austin, Blake Calloway, Steve Cobb, Debbie Munn, Jamie Fuell, Misty Raper, Kellie Wall and Dianna Price.

Minutes:

August 4, 2022 minutes were read for approval. The motion was made by Josh Woodard to approve the August 4<sup>th</sup> minutes. The motion was seconded by Nita Pilkington. The motion was unanimously approved by Marina Brooks, Nita Pilkington April Broderick, Faith Cavin, and Josh Woodard. Marina signed a copy of the approved minutes.

Trail of Lights:

Dianna Price presented two letters to the commission. Marina gave Steve Cobb copies to review. A few months ago, we talked about sending out letters to the people that have donated displays to the trail. This is to let them know the display becomes city property when it is delivered. We haven't told them this in the past and since we are trying to take out some of the older displays, we need to let them know. The second document is the Display Agreement, this tells them what is required to purchase a display and that it becomes city property. The agreement will have the name of purchaser, who it is donated to, the name of the display, the amount paid, the color of bulbs and how many of each color. We wanted to make sure this is what the commission agreed upon. Marina asked Steve if he saw any changes that needed to be made. Steve said in the letter it says the displays may be put in rotation, the display agreement does not state the rotation. Darren Austin said if we have more displays than trail, we might not put all the displays out on the trail. The largest displays will stay because they have concrete pads. April asked if we needed to add some wording that we might not have room every year for all the displays. Dianna said nine people purchased displays last year and she has a waiting list of 22 people to call and let them know if we decide to open it up again for display purchases. We are running out of space. Darren said we would know more after we install everything this year, we'll know where we are for next year. April asked if we wanted to add some wording to let people know we may or may not have space. Darren said we could certainly add something like that to the agreement. Dianna said when a person calls, she will let them know if it's open for a purchase, if not she'll take their name and number and call when it is available. Marina said the agreement is after they order. Dianna said the agreement is used when someone purchases a display. The display will have to be approved by the A&P commission, then she will proceed with the agreement. Marina said back to Steve's point, we need to add the rotation in the Display Agreement. Marina asked for a motion for the two letters. April Broderick made the motion. Josh Woodard seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington April Broderick, Faith Cavin, and Josh Woodard.

Darren said they were going to empty the display building in about a week. As soon as its empty, construction begins. The equipment is on order and should be here and the moving will begin.

The Trail of Lights will open November 18<sup>th</sup> – December 30<sup>th</sup>.

#### City Events:

Jamie Fuell said the mailers should be mailed out the end of the week. The front of the mailer is Sherwood Fest. The other side has information on City Hallow (Halloween event), Trail of Lights, Christmas Parade and Basketball registration.

Sherwood Fest will be September 24<sup>th</sup> at the sports complex. She has 55 vendors signed up. Our Halloween event, City Hallow, will be October 29<sup>th</sup>. The next event will be the Christmas Parade.

Marina asked Jamie if she has checked with Debbie Munn to see if the food vendors are registered and to make sure they are not on the naughty list. Jamie said she is still accepting food vendors and if the commission knows anyone to send them her way. She is also looking for more volunteers. If you know of any seniors that need volunteer hours this is the perfect opportunity for them to get some hours.

#### Projects Update:

Marina told the commissioners they have the project report showing what has been spent to date.

Soccer - Darren Austin said we are very close to being finished with this project. We have spent all the money that A&P allocated for this project. We have spent some out of P&R and we have some more to pay out of P&R to finish the contract. We had a couple of recent delays that held us up on a couple of things. They had staff out, we had staff out. We finally had a last-minute meeting this morning. They have a few punch items to finish, they expect to have them completed this week if possible. Once we inspect those items we should be done. It looks like a totally different place. We have started mowing that area and it's easier to maintain.

Greens Parking Lot - Darren said he's been contact with the engineers and architects earlier this week. The architecture package is done. They are now finalizing the site coordination. They're putting everything together. Darren is still optimistic that we can get some work done this year. Marina asked if we had a lot of parties booked, Darren said yes. Marina said this is a good time of the year, it will start the downhill for golf in November but then the parties start picking up.

Trail of Lights Building Expansion – We have not started on this yet, to pour the concrete we must empty the building in the next few days. Then we will get started. We should have this done this year.

#### New Business:

Ad - Marina said Misty has an ad to present and Kellie Wall emailed her this morning and would like to talk about Chamber stuff. Marina said generally every year in October is when we do the budget, to have it approved in November because we don't generally meet in December unless there is an emergency. We need to start working on the budget and this is it for requests. Marina said Misty is pitching for an ad and she wanted the commission to know there is \$7,383.26 available in our advertising budget.

Misty said it's two ads. The first ad is for the Meeting Planner, a publication that we have advertised in the past. Misty had a previous Meeting Planner and had sticky notes showing the display ad, enhanced listing and the floor plan for Sherwood Forest. The enhanced listing and the floor plan are complimentary for purchasing a full-page ad. The full-page ad is \$4,295.00.

Faith left.

The other publication is something we have done in the past, she was not sure when the last time we advertised in the publication. Where We Live is a publication in the central Arkansas area. They distribute around 13,000 copies to realtors and chambers. This ad is much lower in price, a full-page ad is \$2,950.00 and a half page is \$1,500.00.

Danny Gililand arrived.

April Broderick asked what was being advertised. Misty said Where We Live covers parks and restaurants, the Meeting Planner covers the rental facilities. Where We Live is available on the Democrat Gazette website.

Josh Woodward made the motion do a full page in the Meeting Planner in the amount of \$4,295 and a half page in Where We Live in the amount of \$1,500. Nita Pilkington seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington April Broderick, Josh Woodard and Danny Gililand.

Marina said this will leave around \$3,000 in the advertising account.

Marina told the commission this was not on the agenda; Kellie Wall had called today to be added. The chamber will be under new business. Kellie Wall said in the past couple of years the A&P has done a gift sponsorship, this gives every golfer a gift. She needs to get these ordered fairly soon. Last year there were issues with backlog. She wants to get them ordered as soon as possible. What they did this year is make it a sponsorship like everything else, the sponsors logo would go on the item they choose. She has no idea of what they might be doing, the golf committee met today, and no one showed up, so she sent them a list of items to choose from and vote on today. They are looking at a wooden bottle opener from a local store that's engraved with the A&P logo on front and the Greens at North Hills on the back. One thing they have added this year that whoever has a sponsorship can have a team of four and have one representative give the gift out. Last year the A&P did a sponsorship of \$1,450, this year the sponsorship is \$1,500. It ended up costing \$1,800 with the tax. She said she never knows what the final cost will be with the taxes. This sponsorship will come out this year's budget.

Marina said they have spent \$13,000 with the chamber for the City Guide this year. Plus \$1,515 but Marina said she doesn't really count that as a chamber expense since it was the commissions idea to do the restaurant handout at the Trail of Lights. So far this year we have spent \$13,000 for the book and if we do the \$1,500 sponsorship that would be \$14,500 total. Marina said she needed to know if we want to be the sponsor for the gift. Josh Woodard asked if we did a bag last year. Kellie said it was a cooler with a tag showing the A&P logo and Greens at North Hills. The year before that was the Yeti cup. Marina said in the past they have done a beer stein, wine glass, golf towels, bag tags and hats. Kellie said they try to stay between \$10 - \$15 on the gift, and they have around 125 - 150 they will need to order. They try to stay under the amount and that limits them on what they can get without going over. The golfers will still get a swag bag. Marina said last year A&P was the swag bag and the chamber filled it up with swag. This year they will have a swag bag and the gift will be separate. Kellie said if someone from A&P wanted to attend and pass out the gift they could. There will be two tee times, 8:00 and 2:00. The golf tournament will be Friday, October 21<sup>st</sup>. April Broderick said she liked sponsoring this because we know the people are coming to Sherwood and hopefully, they will eat and spend some time here. April told Misty Raper she would love to know the return on our investments on these advertisements, to see how many people actually come to our parks. April Broderick made the motion that they sponsor the golf swag for the chamber golf tournament in the amount of \$1,500. Josh Woodard seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington April Broderick, Josh Woodard and Danny Gililand.

Marina said they were a sponsor for the last City Guide. Kellie said to refresh their memory it was for the front and back tear out for the restaurants. Kellie said they will get the City Guide out by the end of January. Marina said she had questions about last year's Guide and Kellie gave her the rundown on everything. A&P paid \$13,000. The chamber sold ads and made money from the ads, but they also had \$20,000 in expenses mailing it out. Kellie said they paid the layout person. Marina said she is showing

\$22,000 income, \$20,000 expenses, you made \$1,300 and A&P gave the chamber \$13,000. The chamber did sell ads and they did make money from the ads, they also had the expense of the mailout and the layout. Marina asked Kellie to her best memory could she explain the expenses and everything so the commission would have a true sense of the overall cost of this. Kellie said she should've looked that up in her quick books. She said her layout person was probably \$7,000, \$2,000 for postage and stickers to mail out. She said the chamber and A&P spent about the same amount, \$13 - \$14,000 each. Josh Woodard said he remembered from last year that she was asking A&P to meet her in the middle. Josh asked if she ended up in deficit once the project was complete. Kellie said no, they made money with the ads they sold, but the money that was spent was equal and she does not count the hours that she and her staff spent getting the information and creating the ads, which saves them money. Marina said last year there was an issue with some errors. She asked Kellie to get with staff, whoever they determine it should be, Misty Jamie, Dianna or whoever, someone in this room or have Darren assign someone and have them proof it to make sure the information is correct before going to press. Kellie said the website did not have complete addresses on the parks. Kellie told Darren she would draw it up and send the whole layout for him to look over. Marina said that would be the best if she did that. Kellie told Darren if he had something to add, they are trying to piece information together. Kellie said she thought the commission had talked about putting coupons in the book, she brought some coupons from another magazine for them to look at. She said she asked for some quotes before she left, she's sure the pricing has gone up a little bit, supposedly there is a paper shortage. If you do coupons, if you do the lines, if you don't do perforated it's the same price. Perforated would be a little higher. She hasn't heard back on the prices. She had some people, not restaurants reach out about the coupons. April asked Danny Gililand if he found coupons like this, do they get people to come when they wouldn't otherwise? Danny said he was not a fan of coupons. Unless you give away the product, they are not coming in. Josh Woodard said Pizza Hut wished they had never started coupons because the consumer becomes trained to only visit when they have a coupon. Danny said if you send coupons in the mail, you are lucky to get a two percent redemption. Marina asked, so would the restaurant listing be better than the coupons, is that what you're asking? Kellie said yes. Kellie said the tear out option is available. Danny said he liked that they have a listing of the restaurants. Kellie said Walmart has allowed them to put these Guides at the checkouts and we went through all 4,000 a couple of months ago. She didn't know if they should go away from print, but they went through a lot of guides. Marina said since people are going away from print, and they see a magazine they pick it up. Marina said she liked the restaurant guide because it gives everyone equal footing. All the restaurants are listed. Kellie said they try to make it hometown, we talk about success stories and local things. We try to make it so there is human interest and buy in as well. April asked if it was all the restaurants or chamber members, Kellie said all of them. Marina asked Kellie to get with Debbie Munn to verify before you go to print to see which restaurants are still in business, new restaurants or any that is no longer in business. Kellie said Donna sends her a list monthly on the restaurants. April asked Kellie if she was going to gather a price and present it at next month's meeting. Kellie said yes, her question was if the commission wanted to stick with the same type thing and then do want to increase the number. Danny said the format was fine, to keep it like it is. Kellie said to give them an idea, she had an old quote from 2019, you print 4,000 of a 100-page book is like \$8,800 and then 5,000 and 10,000. Marina told Kellie to get her stuff together and get one on one with her and she will present it at the next meeting in the budget. Marina will have it incorporated in the budget with a separate line item so it can be approved or not approved. It will be incorporated in the budget that she presents next month. Marina said they are looking at the same format, forget the coupons and get with Marina not on the last day of the A&P meeting. She said she hoped to have it next week. Marina told Kellie to get with Misty Raper on the ad, we want a different ad than last year.

Announcement:

We will meet again next month and go over the proposed 2023 budget.

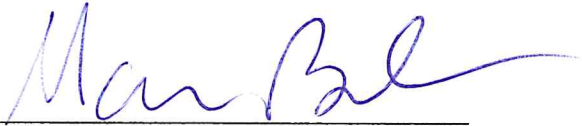
With no other business everyone was excused so the commissioners could go over the financials.

**Financials:**

Marina said they are going to issue one letter of revocation on the advice of our city attorney.

Marina asked for a motion to approve the financials. Danny Gililand made the motion to approve the financials. Josh Woodard seconded the motion. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Josh Woodard and Danny Gililand. April Broderick had to leave due to a business call.

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



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Marina Brooks

Attest: Dianna L. Price