

Advertising and Promotions Commission Meeting
October 4, 2023
4:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, October 4, 2023. Marina called the meeting to order. Commission members present: Danny Gililland, Faith Cavin, Jeff Herald, Nita Pilkington, and Marina Brooks. Members absent: Josh Woodard. Also in attendance: Blake Calloway, Sean Pennington, Jamie Fuell, Debbie Munn, Josh Alexander, and Steve Cobb.

Minutes:

September 6, 2023, minutes were read for approval. April Broderick made the motion to approve the minutes. Danny Gililland seconded the motion. Danny Gililland, Faith Cavin, Nita Pilkington, Jeff Herald, April Broderick, and Marina Brooks unanimously approved the motion.

City Events:

Jamie Fuell said Sherwood Fest was hot but a good day. It was held from 10 am-4pm. She also mentioned the police had National Night Out on Tuesday and it appeared to be a success.

The Christmas Parade and Trail of Lights are coming up. She said she attended a meeting to discuss a ticketing system for Trail of Lights. The kinks are still being worked out.

Jamie also spoke to the director of the Arkansas STEM Coalition and confirmed that they are purchasing eclipse glasses for every student, teacher, and facility member at every public school in the state. The director suggested we work with private schools and home school groups to make sure they have some. Jamie also brought quotes for lesser quantities of glasses. If we go down to 10,000, they are \$.49 per, 5,000 glasses are \$.65 per, and 2,500 glasses are \$.79 per. She also had them explain the 5% maximum over/under run. If we were to order 1,000 glasses and production were to run normal, they would print 1,000. If they were to print them and there are flaws, then they may only send 950. We will only have to pay for what is shipped. Same goes for over runs.

Marina opened the floor for discussion. Danny Gililland asked if Arkansas STEM Coalition is only purchasing for elementary students or all students. Jamie said that way she understood it, all students. Danny said he assumed schools would be closed that day. Jamie said she asked the STEM director, and she said that right now PCSSD is still in school that day. Some schools decided before they put out their calendars that they are out of school that day. Some schools are deciding as it comes along. April Broderick said we have Abundant Life-what other private schools? Marina Brooks said Lisa Academy. April asked if we knew how many students that was because 10,000 sounds like a lot. Marina said they are also providing glasses for people who attend the event at The Greens. We can also put them at different facilities around the city like City Hall, Bill Harmon Recreation Center, and the Sports Complex.

Trail of Lights:

Blake Calloway said the lift is in to start putting up displays. Blake asked Jamie if there were still meetings going on regarding the ticket system. She said yes and that Cameron Snyder from IT was going to create a mockup of the ticketing system and have some police officers test it out. There has not been a yes or no regarding the ticketing system yet. We aren't sure there is enough time to get it advertised. She said Heather Jenkins would be back from vacation next week and she would defer to Heather on the marketing aspect as that is not her forte. Marina said she spoke with Dianna Price and understood that some of the older displays have been discarded and we have 8 or 9 new displays. The displays will be more spread

out this year. The old ones that were removed didn't have LED light bulbs. This year the displays will be brighter and clearer. Sean Pennington explained that they do it by year. The oldest displays come out first. Next year more old ones will come out and new ones will go in. We didn't replace as many with new so they will be more spaced out. Blake added that we contacted the individuals and gave them an opportunity to redo or purchase a new one.

Project Updates:

TOL Building – Marina Brooks said we are done with this expansion. There is \$1886.06 left that can be rolled into another project. Sean Pennington said they could use it to put electricity in the building. Since we added to the building, it is like a big tunnel and dark.

Soccer – Marina Brooks said all the money was used. Blake said Parks and Rec is working on the middle part of the field. He said it looks green but still has a long way to go. Parks & Rec will be putting in an irrigation system also.

Greens Parking Lot – Blake Calloway said Halff presented a punch list to Hydco and there were 27 items on it. They should be done by the end of the week. However, one of the big issues is the handrails that were already included. They have not been ordered. Blake said they will meet with Halff and double check everything. Blake said to dispel any rumors, the fire trucks can navigate the parking lot even if there are cars there. Blake also said there have been 14 change orders submitted and we've accepted 2. Some we were able to do in house and some we couldn't justify. Marina said there is \$326,000 left to spend, and we have budgeted \$622,560 so A&P won't be going over. Blake said there has been an issue with the cart path not connecting on the north side to the ramp but that is something we will do in house.

Old Business:

Updated History Book – Marina said some ladies met. One of them is Dr. Linda Remley who is a very well-respected educator in the Sherwood area and has taken on the project.

New Business:

Ad – Marina Brooks said Heather Jenkins said she was approached by Arkansas Business Publishing Group about a \$4,500 ad in the meeting planner. Marina said we only have \$1,000 left in the advertising budget. Marina and Heather discussed it and Heather said she felt the money could be better spent elsewhere. Heather let ABPG know that we are passing on it this year but to keep us in mind for next year.

Feather Flags – Marina asked Steve Cobb if a decision had been made regarding feather flags. Josh Alexander said the Planning Commission is reworking the entire code to make some changes and it will not come up as a separate ordinance. Marina said it came before the City Council as an ordinance that mobile vendors will be allowed to have feather flags as advertisement. Faith Cavin got some for Two Sisters and they were almost immediately removed. Marina asked why is it fair for mobile food vendors to have that advantage over brick-and-mortar businesses. She asked the commissioners to speak. Faith said they had no clue they couldn't have them. She said she could understand if they were blocking being able to see to pull in but up close to the building, what does that hurt? She said they received a bad reprimand from code enforcement. Marina asked the other commissioners with restaurants what they thought. Jeff Herald said he didn't see a difference between a mobile food vendor and a brick and mortar other than one is mobile and the other is permanent. He said he personally didn't see why the flags should be an issue. Steve Cobb said the issue that needs to be considered is not fairness but rather creating a class that's given a privilege that you're not giving to another class. It has to be content neutral. We have to be careful if we create a category and say it's okay for you to have this but not for everyone.

Steve said there was a discussion at the commissioner level and our consultant said that in addition to this zoning regulation consideration, he had several others in mind. It was the will of the commission to table the feather flag question and then look at the package of changes that are suggested be made to the zoning code. Danny Gililland said that he didn't see the city ever letting every business in Sherwood have feather flags. The only exception that would make sense to him is for a new opening for a period of time like 60 or 90 days. Josh Alexander asked to clarify a few things. He said he asked the planning department about mobile food vendors placing feather flags in a flag holder on the side of the truck to show that they are open. The flag is attached to the truck and nowhere else. That is what he asked, and it was taken a lot further. He just wanted the mobile food vendors to have an opportunity to show they are open. He said he wouldn't mind having an ordinance that allows for grand openings.

2024 Budget:

Marina Brooks discussed the budget with the commissioners. This is just a working paper until next month. The 4th of July Celebration was lowered to \$10,000 to sponsor the fireworks only for the event in 2024. Marina e-mailed the proposed budget to Mayor Mary Jo Heye-Townsell. The mayor said the numbers have dwindled for Sherwood Fest and asked if it was possible to have an events category versus separate lines for July 4 and Sherwood Fest. Marina said that if the mayor doesn't want her staff working Sherwood Fest, then it is not happening. Marina changed the line name from Sherwood Fest to Sherwood events.

Marina said she was approached by Blake Calloway concerning work on the ball fields. The high school is looking to play on turf. Turf pricing is based on square footage. Blake said infield only is the way to go. Jeff Herald asked why they want to switch from grass to turf. Blake said rainouts.

Jamie Fuell asked how many eclipse glasses she should order. Danny Gililland made the motion to approve the purchase of 10,000 glasses. Nita Pilkington seconded the motion. Danny Gililland, Faith Cavin, Nita Pilkington, Jeff Herald, April Broderick, and Marina Brooks unanimously approved the motion.

Announcements:

October 13th is the Chamber Golf Tournament.

Everyone was excused so the commissioners could discuss the financials.

Financials:

Marina said there are two restaurants that are three months delinquent and will receive revocation letters. Marina asked for a motion. April Broderick made the motion to approve the financials as presented. Jeff Herald seconded the motion. Danny Gililland, Faith Cavin, Nita Pilkington, Jeff Herald, April Broderick, and Marina Brooks unanimously approved the motion.

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



Marina Brooks

Attest: Jamie R. Fuell