

Advertising and Promotions Commission Meeting  
October 5, 2022  
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, October 5, 2022. Marina called the meeting to order. Commission members present: Marina Brooks, April Broderick, Jeff Herald, Josh Woodard, Danny Gililand and Nita Pilkington. Absent: Faith Cavin and April Broderick had stepped out. Also in attendance: Darren Austin, Blake Calloway, Steve Cobb, Angela Nicholson, Bill Beasley, Jamie Fuell, Kellie Wall and Dianna Price.

Minutes:

September 7, 2022 minutes were read for approval. The motion was made by Josh Woodard to approve the September 7<sup>th</sup> minutes. The motion was seconded by Jeff Herald. The motion was unanimously approved by Marina Brooks, Jeff Herald, Josh Woodard, Danny Gililand and Nita Pilkington. Marina signed a copy of the approved minutes.

April Broderick joined the meeting.

Marina introduced Bill Beasley. Angela decided not to run for reelection. The council has split up her duties into two offices. We will have an elected city clerk who will be part time and a finance director. Bill will be the finance director, doing mostly what Angela does for A&P. That's why he's here today to see what we do.

Trail of Lights:

Darren Austin said the volunteer groups are secure to work the Trail of lights. We will have a volunteer meeting coming up for orientation. Thankfully these groups have all done this before. Dianna sent the letters out to all who purchased displays, that we could find. We haven't heard anything back. Marina said she received her letter today. Last week they started putting up the displays, the 12 days of Christmas and the train. Darren said it has been dry and that was good for us. They're making good progress putting the displays up.

Marina said the letter has gone out and some have been received today. Dianna's phone number is on the letter. Marina said the commission voted on this based on staff recommendation, that's all we can say that based on staff recommendation that's what we've done. Dianna Price said we have 22 people on the wait list for display purchase.

Marina said we're going to have a serious talk next year about expanding the trail. We have to do something. We've got a lot of pushbacks lately on social media. Some people think we spend too much money on the trail. Marina said we don't spend that much money on the trail truthfully. It brings people into town. The people say we should be spending money on other things.

City Events:

Marina said for those that don't know, Misty Raper is no longer with the city. She took another position working with ASU Beebe. This was Jamie's first year to coordinate Sherwood Fest. Jamie said it went really well. When it came to arm bands, it was helpful that we had the square to accept credit/debit cards. The arm bands were \$5 and we did \$920 on the square. Jamie said the total on arm band income was \$3,542 which is up from last year. We had about 20 more vendors than last year, so vendors were up. This is a political year, so we did have some political candidates. We had two sponsors with that income was \$5,120 so total and the A&P income was \$8,662.38. That's an increase from last year by about \$300 in income. We had 62 vendors.

City Hallow is coming up on Saturday, October 29<sup>th</sup>. This is our Halloween event. Jamie said she has opened this up for vendors and is not charging a vendor fee, but they must provide candy and provide either a game or activity of some sort. She just sent an e-mail out to churches, local candidates and other vendors that would be

good for this event. So far, she has six vendors. This event will be at the City Hall complex 3 – 6 pm. She will have vendors set up in the parking lot. She has had a few food vendors apply. Arkansas Circus Act will be there with a fire dancer and a zombie stilt walker. We will have a costume contest, decorated pumpkin contest and the library will read spooky stories throughout the night.

Christmas Parade will be December 3<sup>rd</sup>. The theme this year is Christmas in Toy Land. She has received a parade entry. Jamie said the information and application is on the website.

Trail of Lights will be November 18<sup>th</sup> thru December 30<sup>th</sup>.

#### Project Updates:

Greens Parking Lot - Darren said since the last meeting he, Marina, Mayor Young and the city engineer met and reviewed the plans they were provided with. They made a couple of small changes and sent the plans back for their review. They are working on giving us a budgetary number. It won't be a solid number until we put it out to bid. At least we will have some idea of what the budget may need to be. If this comes to provision, coming into Sherwood you will see the golf course and the new façade on the front of the building, the new entry way and the new parking lot, it's going to be a fresh new look. If you like the banquet room, you will really like the outside.

Jeff Herald asked about the greens target date for the start up. Darren said we were really hoping to get this out of this year's budget but doesn't think that's going to happen. October is the start of busy season. No matter what time of year we decide to do this job you've got golf, a restaurant and the rentals. We will have to work in phases so that no one loses out. How we're going to do that he's not sure. They're looking at how to phase this out so we don't lose all the parking at once and keep the businesses open so they can continue to operate and thrive.

#### Soccer:

Darren said the soccer fields have been turned over for use. They seem happy with it. We really need some rain. We are watering everything we can, with the cooler temperatures and dry weather it's tough. We have over seeded for the winter, it's just too dry. The soccer fields are getting used. They are working on getting the concession open.

#### TOL Building:

Darren said the building is empty. The concrete should be poured in a couple of weeks.

#### Chamber Golf Tournament:

Marina said in the last meeting in our minutes we approved \$1,500 for the bottle openers for the chamber golf tournament for the gift that was given away. The total bill was \$1,667.14, since the commission approved only \$1,500, she needed to see if someone wanted to make a motion for the difference before the bill was paid. Nita asked what the difference was Marina said \$167.14. Marina said the commission approved \$1,500 so in transparency she needed to ask the commission. Danny Gililand made the motion to pay the difference of 167.14. Nita Pilkington seconded the motion. The motion was unanimously approved by Marina Brooks, Jeff Herald, Josh Woodard, Danny Gililand, Nita Pilkington and April Broderick.

#### 2023 Draft Budget:

Marina told the commission they had a copy of the 2023 draft budget in their packet. She said she would go over each line item and if anyone had questions to please ask, she wanted their input.

Marina asked Kellie Wall to talk about the Chamber Guide that will come out of 2023 budget. Kellie gave the commissioners quotes for the Chamber Guide. She asked for a quote on 3,000 to 5,000 for the guide. Last year we did 4,000 guides at \$14,500 this year it's \$17,000. This quote is for a glossy cover with the insert that tears out with the restaurant quick guide, the same as last year's. Kellie said they ran out in June. She has one box at the office that she uses for special things. She could print more guidebooks. She does digitally as well, on the website and social media. Kellie said Walmart Super Store and Neighborhood market lets her put them by the

check out. Josh Woodard asked if they should consider limiting how much they put out each month at the Walmart's. Josh said he thought they should go up to 5,000. He feels like they may get picked up and possibly thrown away. Kellie said they have little cases to put the guides in at Walmart.

April Broderick said she likes sponsoring events. She wants to put our money where it gets the most bang for its buck. She is all for it if it brings people to Sherwood. If it's just check marking a box for a salesman, she does not care about that. April asked Kellie where she gives these out. Kellie said they don't necessarily bring people in; we are letting them know what we offer. Kellie said she mails out 2,000 to people that are new moves, and the realtors pick up a box or two. Its more highlighting our community, we do a section about the hidden gems in our city, we try to find different talent or things that people might not know about. April asked about things our kids can do. Kellie said they might take them out of the Walmart's but everyone knows they are there and have access to them. April said she agreed with Josh to limit how many Walmart get. Josh said when the realtors use them, they are capturing that family coming in, if they are military or not. Kellie said she gives the LR Airforce Base a couple of boxes. It's basically for new people coming into our city. It has all we have to offer and resources.

Marina said the two quotes were for different number of guides. Kellie said A&P gets a full-page ad that costs \$2,900. Marina asked what was on the front cover last year. Kellie said it was a pic of a neighborhood, and the guide was titled City Guide in Sherwood. Marina asked if the Chamber was on the front cover and Kellie said no. Marina asked about the inside cover and A&P being listed as a sponsor is that correct? Kellie said you have a whole page in the guide. The page that has the information about the cover, the directory, has A&P listed along with the photographer and anyone that made contributions.

Marina said just to print 5,000 copies is \$20,000 is that correct. Kellie said yes. April Broderick asked did A&P pay an amount up to or the amount of the whole book. Marina said we paid 13,000. Marina said then there is mailing, labels, postmaster and layouts. Marina said they paid \$13,000 which was half of the whole bill, it was not just for the printing. That's the reason she has brought it up today. She wants everyone to know that \$20,000 is for the printing. The labels will be about \$500, postage about \$2,000 in total mailing would be about \$2,500. This whole bill would be around \$22,500. Then you have the layout that will around \$7,000 increasing the total to \$29,500, let's just call it \$30,000. Kellie said the chamber paid out of their budget around 12,000 last year. Marina asked the commission if they wanted to sponsor half of the book cost or half of the all the costs associated with the book. Marina said being totally transparent the chamber does make money selling ads. Marina asked Kellie how much she made selling ads. Kellie said last year they sold \$31,000 in ads. April asked if A&P sponsored the printing can they have their picture on the front. Kellie said probably not, someone has already claimed the front cover. Danny Gililand said it didn't have to be on the front cover, just close to the front instead of being on the back cover like last year. Josh Woodard asked what this guide did for us, does it tickle our pride. It's not going to make me want to order a chicken sandwich or pizza. April said if we were putting \$20,000 and the chamber putting in \$12,000 and they made \$31,000. Kellie said you don't realize it's a big expense for them, her hours and her staff hours, they do a lot of the ads themselves, there is probably \$8,000 in man hours doing this. Josh said he did not mean to be coarse. Josh asked what we are doing to drive up the tax revenue, he doesn't think a page in the front is going to drive receipts up to allow us to be able to give money in the form of sponsorships and city events. That's where you get the bang for the buck. April said she was torn; she thinks the chamber and the city go hand in hand. It's like a cycle, one supports the chamber, the chamber turns around supporting the businesses and the businesses are who generate revenue for our city. She likes supporting the chamber for that reason. Kellie said something you don't think about is the community development of it, just because we are a chamber, people think it's a business organization. We have employees, they need houses and the quality of life, different things that fall. They work with Josh Alexander on all types of issues. He tells her to develop the community so he can get businesses in here. She said they make this guide for the community to have, and people love seeing their kids or loved ones in the guide. April said we need to pause on this. April said the Meeting Planner generates business for the city and she likes the idea of sponsoring other events to promote A&P. She wanted to pause this to see how much the ads cost and work backwards. Marina asked Kellie when she needed this, Kellie said she was wanting to put it on the A&P's radar, it won't be paid until next year. Kellie

said they do an ad for every facility here, BHRC, the Greens, Sherwood Forest, pools, splash pad and disc golf that shows the address and pricing. Marina said at the last meeting it was discussed that Kellie would get with Darren or someone he appoints to proof it before it goes to print. Jeff asked Marina as a commission, do we have a set portfolio of ads that we feel is a good representation for A&P. Where A&P is not the highlight of the ad. Marina said she is visualizing what he and April were talking about. Instead of highlighting nice neighborhoods have the ads say shop here, eat here, stay here. A&P needs to highlight those things. Misty has been doing the ads for eight years Marina doesn't know if she left a portfolio of all her ads. Marina said they have had a good discussion and based on the fact that Kellie doesn't need to know today we can vote on this next month.

Marina asked what the commissioners thought of the overall budget. Josh Woodard said it needs to increase in some areas. He would like to see Sherwood Fest increased to \$40,000 since it's such a big event. Marina said she would raise advertising to \$40,000. Josh said he and April were talking and as two commissioners they think maybe we should pull back on some of the magazines we did with Misty and take the additional monies and apply towards this project for the chamber. Danny Gililand said more sponsorship of events within the city and the chamber guide. Marina said in the last meeting we had the Meeting Planner and it's an awesome ad and it highlighted our facilities, and it was a full page. Nita Pilkington said Misty had cut back to half a page on Where We Live. Marina said Where We Live was more a real estate type of thing. Kellie said all the chamber gets them and she puts them in her packet along with the guide. Josh said it sounds like we have a little carry over. Marina said yes it did. Marina said we can take some money out of reserves. Josh is leaning to pay for the printing instead of halving all the expenses. She asked the commissioners to come to her with any ideas.

**Announcements:**

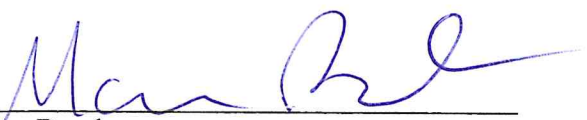
We will meet in November and hopefully approve the budget. We will not meet in December unless there is an emergency. Keep Sherwood Beautiful will have a Shred-A-Thon Saturday at the Senior Citizen Center parking lot 9-12.

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

**Financials:**

Marina said they went over the financials and they discussed three restaurants that are delinquent two months or more. Josh Woodard made the motion to approve the financials and send out letters to three restaurant that are delinquent. Angela Nicholson does have the names of the restaurants. The motion was unanimously approved by Marina Brooks, Nita Pilkington, Josh Woodard, Jeff Herald, Danny Gililand and April Broderick.

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



Marina Brooks

Attest: Dianna L. Price