

Advertising and Promotions Commission Meeting
November 2, 2022
3:00 PM

Call Meeting to Order:

The Advertising and Promotions Commission met for their monthly meeting Wednesday, November 2, 2022. Marina called the meeting to order. There was not a quorum at the moment, waiting for one more member to attend. Marina said we would go on with the meeting on subjects that did not review a vote. This way we could be respectful of the people who arrived on time. The minutes were skipped.

Commission members present: Marina Brooks, Danny Gililand and Nita Pilkington. Absent: April Broderick, Faith Cavin, Jeff Herald and Josh Woodard. Also in attendance: Darren Austin, Blake Calloway, Steve Cobb, Jamie Fuell, Debbie Munn, Kellie Wall, Josh Alexander and Dianna Price.

The minutes were skipped until someone arrived to make a quorum.

Trail of Lights:

Darren Austin said starting next week the lights will be on in the evening for bulb check. The trail will open November 18th with opening ceremonies starting at 5:30 with the standard hot chocolate and cookies. We have the band lined up that performed last year. Santa will also be there. The volunteer groups are lined up.

Marina asked how the orientation meeting went. Darren said not everyone was able to attend. We've got four of the seven groups and they've already signed on the dotted line. The volunteer groups are SH Athletic Club, Civil Air Patrol, SH Baseball, SH Softball, SH Volleyball, Abundant Life Christian Academy and SH Swim.

We have ordered 50,000 candy canes and will be passing them out at the exit along with dog treats. We will be taking food donations and cash donations as usual. Blake's contacting the food pantries that have worked with us previously.

Marina said she would not be able to attend the opening ceremonies and asked the commissioners to attend.

Darren said they have talked about having food trucks on certain days of the week. It would be at the t-ball parking lot. They would be able to pull out of the line, park and get food and get back in line, providing someone will let them back in line. We are looking at Tuesday or Thursday so it wouldn't be on the high traffic nights or on the last week. We're thinking something that you could grab and go.

April Broderick arrived.

Marina updated April on what was discussed.

Marina asked about the brochures. Dianna said she was meeting with Darren tomorrow. Darren told the commissioners that Misty Raper was no longer with our organization. Misty had a very creative mind, what you don't have is that same creative mind with him and Dianna. Marina said Dianna did the brochures for many years before Misty. Darren said we would have something to pass out. Dianna said it may be simple this year. We will also have the brochure online as well as a QR code for donations.

Marina said we would go back to the minutes since we have a quorum.

Minutes:

October 5, 2022 minutes were read for approval. The motion was made by Nita Pilkington to approve the October 5th minutes. The motion was seconded by April Broderick. The motion was unanimously approved by Marina Brooks, Danny Gililand, Nita Pilkington and April Broderick. Marina signed a copy of the approved minutes.

City Events:

Jamie Fuell said they had talked about the Trail of Lights and she wanted to add they will be able to do the QR code for donations. There will be a QR code at the end of the trail.

Jamie said she is working on the calendar and she is not as creative as Misty. We will have a calendar, it just may not be quite as fancy as the previous years.

The Christmas Parade is coming along. She has twelve to thirteen entries and we're a month out. She asked for suggestions for announcers. She reached out to Alicia Dover and her husband, they will be out of town. She asked the commissioners if they knew someone with a really good voice. Marina asked if she checked with Kevin Kline. Jamie said he was on her list. Marina asked if she has checked with the grand marshals. Jamie has checked with them and it's a tentative yes. The date of the parade is December 3rd at 2:00. The entry form is up on the website. Jamie said she would be emailing the flyer, it's on Facebook event and it's on the website. The fire department is letting us use the antique firetruck for Santa. Jerry Sanders was Santa last year and he was also at the Trail of Lights. Hopefully he will be at the Trail of Lights this year. Jacksonville's Christmas parade is the same day at 3:00. Last year there were people in our parade that would jump at the end of Jacksonville's parade. Jamie said we don't charge a parade entry fee and Jacksonville does. Maybe we'll get a few more people because of the no entry fee. Darren Austin asked what they charged, Jamie said \$25. Marina asked that maybe next year we use canned foods as an entry fee and add that to the Trail of Lights food donations.

Projects Update:

Greens Parking Lot – Darren had the plans for the commissioners to view. Marina said they would discuss the cost when they come to the 2023 Budget. Marina said we still have \$354,000 that we're not going to spend this year and it will be going back into the general fund for AP for next year.

Soccer – Marina said we spent all of the \$480,000.

Trail of Lights Building Expansion - Darren said the concrete has been poured and the red iron structure started today. Hopefully all that framework will go up next week and after that the walls and roof on it. We are close to completion on this project. Everything is purchased already except for a few small items.

Marina said back to the soccer, are we done, are they playing on it, is everyone happy. Darren said they are playing on it. Marina said after all these years.

Old Business:

2023 Draft A&P Budget - Marina said she emailed the commissioner a copy of the budget. It has changed a little bit from what was talked about last month. Darren has gotten the proposals in from Halff. What we thought was going to be \$400,000 is now 600,000 for the Greens parking lot. Marina said on the major projects that we just talked about the budget was 370,000 that's what we thought we could get it done for. Keep in mind back in 2020 we spent \$15,000 for some design work so we've already spent money. We thought we could get this done; it's not going to happen this year. Darren said they have gone back to the drawing board a couple of times on this project, as things go, you remember to add

things. The front entryway was added on the last round. You can see the artist rendering of what it's going to look like. This adds some to the project, obviously. Their best guess, we're not holding them to those numbers because it may a few weeks before it goes to bid, prices can change quickly. They're saying about \$600,000 to do the parking lot and the front entry way. Darren said if you look at the colored picture, it's going to fit in with the building very well. It will be ADA accessible. The new stairwell going to the new entry way, the old stairwell has past its prime. It will have new lighting; the parking lot will be redesigned to go one way Marina said it will keep the integrity of the mid-century modern look. Marina would like to have the budget approved today to present it to the city council. She wants to get an emergency clause and get it passed in November so Darren can go ahead and get this out to bid. Darren said the idea is to get it out to bid as soon as possible and start construction as soon as the weather would allow next year. There is less golf played and less room rentals at the first of the year.

Marina went over the 2023 Proposed Budget. The advertising was increased to \$40,000; this would include the chamber guide. It is in the budget to pay for a substantial amount of that publication depending on what the commission decides at that time, there is enough money in the advertising budget to do this. Sherwood Fest budget was increased. The 4th of July was increased because we're going to go back to the hotdogs, maybe. Basically, everything else stayed the same. The 600,000 under maintenance is for the greens parking lot.

Marina asked for a motion. The motion was made by April Broderick to approve the 2023 budget as presented to go to city council. The motion was seconded by Danny Gililand. The motion was unanimously approved by Marina Brooks, Danny Gililand, Nita Pilkington and April Broderick.

Marina asked Josh Alexander to give them an update on what he has going on. Josh said there are three business that will directly impact A&P. Papa John's Pizza will open this year. Dark Side Coffee will be opening in February or March in the Gravel Ridge area by O'Reilly where the old Eagle Bank and Trust was. The hotel is continuing to progress smoothly. There is not a firm opening date, Josh is thinking March or April. The dry weather helped them and they're ahead of schedule. The \$16 million senior assisted living center project will break ground in January.

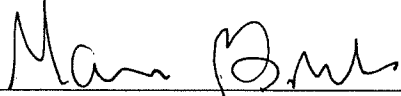
Announcements: Marina said this is our last meeting of the year. We will meet January 4th. Danny Gililand and April Broderick said they both would be out of town. Marina said they might have to change the date in January.

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

Financials:

Marina said they discussed the financials. There are two that are three or more months delinquent. We will send out revocation letters to them. There are quite a few that are two months delinquent and violation letters will be sent to them. Danny Gililand made the motion to approve the financials and send out revocation and delinquent letters. Nita Pilkington seconded the motion. The motion was unanimously approved by Marina Brooks, Danny Gililand, Nita Pilkington and April Broderick.

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



Marina Brooks

Attest: Dianna L. Price