



Jonesboro Advertising and Promotion Commission
Minutes: April 3, 2023
City Council Chambers

Attending: Jerry Morgan, David McClain, Tom Fielder, Chris Gibson, and Tracy Owens
Absent: Bill Hurt and Dan Das

Chairman Jerry Morgan called the meeting to order at 1:30 p.m. announcing that an official quorum was present. Mr. Morgan reviewed the minutes of the meeting held December 6, 2022, which were included in the meeting materials. Mr. Gibson moved to approve the minutes and Mr. McClain seconded. The minutes were approved as presented.

Financial Report:

Chairman Morgan presented a current overview of financial status of the Jonesboro A&P Commission.

Morgan presented A&P Revenue Trends for 2023 (the 3% hotel tax only.) Totals from January and February totaled \$148,756, an increase of \$10,554 from 2022. The added 1% hotel tax brought in \$49,546. The Restaurant Revenue totaled \$1,163,127 through the first two months of the year. This is an increase of \$139,457 from 2022, noting that the tax was first collected in January and reported in February, 2022.

Morgan reported on the A&P Current and Estimated Cash Position with 2023 projections. Current cash position of the three revenue sources:

3% Hotel Tax – Projected revenue is \$1,491,429 minus expected Embassy Suites Payment of \$225,000. Unfunded 2022 Commitments total \$156,339 and 2023 Commitments total \$899,200. This leaves an ending cash remaining total of \$210,890.

1% Hotel Tax (in effect 1-1-22) – Year end cash position of \$303,763 plus projected revenues of \$324,000 for 2023 leaves a projected cash at Year End total of \$627,763.

2% Prepared Food Tax (in effect 1-1-22) – 2022 Year End cash Position of \$5,306,108 with projected revenue of \$5,400,000 for 2023 total \$10,706,108. Purchase of Properties Committed is \$5,000,000 and Estimated Engineering and Architecture fees of \$2,500,000 give a projected Cash at Year end balance of \$3,206,108.

Morgan explained that the added 1% hotel tax is designated for Parks and Recreation in the City.

Mr. Morgan explained that the Commission allocated \$899,200 to organizations previously to be used in 2023 for events held to promote Jonesboro and tourism in the City. We presently have a

few more organizations with requests. Because the Commission has several reserve funds under its umbrella, the Commission would like to open this opportunity, stating, "We want to give as much money to the public as we can to hold their events."

Mr. Gibson moved to accept the financial report and Mr. McClain seconded. Financials were approved as presented.

New Business:

Morgan asked Kevin Hodges, Chairman of the Sports Complex steering committee to update the Commission of the progress of the committee. Mr. Hodges reported that the committee has been very busy since December's meeting. The land has been purchased to build the Sports Complex. Crafton and Tull Architectural Firm was selected at the last meeting, and we are presently getting the contract executed. Hodges reported they have also narrowed down the submitted packets for selecting our Construction Management firm through a working sub-group. Flint Company and Nabholtz Construction were interviewed. The committee selected by private ballot and selected Nabholtz Construction. The public will be invited to have input into the development of the facility. We want to coordinate with funding sources and secure that over the next several years. Hodges asked for approval to secure Nabholtz as the final contractor. Chris Gibson moved and Tom Fielder seconded to approve Nabholtz Construction. The motion was approved. Mr. Morgan stated that we have had legal oversight of all documents pertaining to the purchase of the land, and contracts with firms involved in the design and construction of the facility.

Allocation of Funding:

Morgan announced that we have always gone with one cycle of funding and still ask that organizations try to submit their requests at that time. However, there are sometimes events and organizations that are new and need to request in the Spring. We have a few of those requests today for consideration.

The first request was from the Soccer Association for an artificial turf project for two soccer fields. This will allow the wettest fields to be redone and made playable during wet weather. The 1% added Hotel Tax must be used for Parks and Recreation to improve those programs. The City of Jonesboro has agreed to split the cost with Jonesboro A&P to support this project. The Soccer Association requested \$750,000 for this use. David McClain moved to approve this allocation and Mr. Gibson seconded. Motion was approved.

Representatives from five (5) organizations were present to apply for 2023 funding for upcoming events to be held in Jonesboro.

The following list of 5 organizations and funding awards, totaling \$110,000 was voted on and approved.

Recommendation	Organization/Event Name
\$35,000	Foundation of Arts/Local Fest and Media Festival
\$10,000	KLEK/Juneteenth Celebration
\$10,000	PI Productions dba ETA Festivals/ Jonesboro Elvis Festival
\$40,000	Hijinx / PBA Open
\$15,000	Downtown Jonesboro Alliance / Joy Fest
\$110,000	Total Awards

Chris Gibson moved to approve the funding organizations and David McClain seconded. Motion was approved.

Chairman Morgan called for further questions and there being none, Mr. Gibson moved to adjourn, seconded by Mr. McClain. Motion was approved and the meeting was adjourned at 3:10 p.m.

Submitted by

Christy Appleton
Administrative Officer