



Jonesboro Advertising and Promotion Commission

Minutes: December 11, 2023

City Council Chambers

1:00 p.m.

Attending: Jerry Morgan, David McClain, Tom Fielder, Chris Gibson, Mallory Hurt White, and Tracy Owens

Absent: Dan Das

Chairman Jerry Morgan called the meeting to order at 1:00 p.m. announcing a quorum present. Morgan asked for meeting minutes approval held July 12, 2023. Mr. Gibson moved to approve and Mr. McClain seconded. Minutes were approved as presented.

Morgan introduced Craig Rickert as the new Executive Director.

Financial Report:

Morgan reported on the A&P Current and Estimated Cash Position as of 11/30/2023.

3% Hotel Tax – \$595,567

1% Hotel Tax - \$625,424

2% Prepared Food Tax - \$6,340,735

The two turf fields that A&P agreed to finance in partnership with the City of Jonesboro will be paid off from the 1% hotel tax.

The 3% hotel tax will be allocated for grants designed to promote tourism in Jonesboro.

The 2% Prepared food tax will not be allocated because it will fund the Sports Complex currently under design.

Morgan then presented Projections for 2024 funding for the traditional projects. The target allocation was set at \$827,478.

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

New Business: Allocation of Funding:

Morgan explained how funds are allocated along with parameters of award allocations.

Economic impacts must be considered by the Commission. Morgan announced that he will recuse himself from voting on the ASU Red Wolves Foundation allocation due to a potential conflict of interest. Representatives from the organizations presenting applications were invited

A & P Commission Minutes

Approved:

to attend the meeting and clarify any questions concerning their applications. The following list of organizations and funding awards totaling \$869,200 was approved.

Approved Award	Organization/Event Name
\$133,200	Jonesboro A&P Administration
10,000	2024 Eclipse Events Funding
75,000	Governor's Conference on Tourism
10,000	Christmas Attractions/Christmas at the Park
15,000	Various Convention Requests
20,000	Delta Symphony Orchestra/Annual Program Support
95,000	Foundation of Arts/ Annual Support
30,000	Downtown Jonesboro Alliance/Annual Program Support
15,000	Downtown Jonesboro Alliance/Joyfest annual event
15,000	Hispanic Community Services/Annual Program Support
100,000	Downtown BBQ Fest/Annual BBQ and Music Festival
50,000	ASU Red Wolves Foundation/All Athletic Events in Jonesboro
10,000	ASU Club Softball
4,000	Crowley's Ridge Cruisers/Annual Car Show
25,000	Disc Side of Heaven/Jonesboro Open – Disc Golf Pro Tour
3,000	DNW/Regional Duck Calling Contest
25,000	JETS Aquatic Club/Spring and Summer Events
35,000	Jonesboro Baseball Boosters/Spring and Summer Tournaments
35,000	Jonesboro City Stars Booster Club/Youth Sports League
5,000	Jonesboro Parks and Recreation/Annual Convention in Jonesboro
10,000	Jonesboro Police DARE/Dare to be a Champion
35,000	Jonesboro Softball Association/Youth and Adult Tournaments
2,500	University Heights Lions Club/Pickle Ball Tournament
40,000	Hijinx – Pro Bowling Tournaments
2,500	Hope Found of NEA/Brewing Hope Coffee Festival
10,000	KLEK The Voice of Ark. Minority Council/Juneteenth Celebration
2,500	MLK Day Parade Committee/MLK Day Parade
10,000	NEA Baptist Charitable Foundation/Annual Duck Classic
5,000	St. Bernards Women's Advisory Council/Pink Warrior Events
10,000	The Link Theatre – Professional Theatre Events in Jonesboro
7,500	United Way of NEA – Battling for a Better Tomorrow
2,500	Center Stage Productions/2024 Cup Season
1,000	Friends of the Library/NEA Game Fest
5,000	Jonesboro Business Association/Jonesboro Crawfish Festival
5,000	LGS Entertainment/Nerds Assemble/Schools Out for the Summer
10,000	Ozark Foundation/2024 Arkansas Graveler
500	Midwest Cubing Association/Red Wolf Cubing Event
\$869,200	Total 2024 Funding Allocations

Mr. Morgan emphasized how many events are now taking place in Jonesboro due to the A&P grants. Mr. Gibson moved to approve the allocations and Tom Fielder seconded the motion. The vote to approve was unanimous.

A & P Commission Minutes

Approved:

Mr. Morgan asked for questions from the floor. There being none, Mr. McClain moved to adjourn the meeting and Mr. Gibson seconded. Motion was approved and the meeting was adjourned at 4:35 p.m.

Submitted by

Christy Appleton
Administrative Officer

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