



Jonesboro Advertising and Promotion Commission
Minutes: September 9, 2024
City Council Chambers
10:00 a.m.

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

Chairman Jerry Morgan called the meeting to order at 10:00 a.m. announcing a quorum present. Morgan asked for meeting minutes approval held July 11, 2024. Mr. Gibson moved to approve and Mr. Fielder seconded. Minutes were approved as presented.

Financial Report:

Morgan reported on the A&P Current and Estimated Cash Position as of 8/31/24.

- Fund 80 - 3% Hotel Tax Total Cash plus projected Revenues - \$691,656
- Fund 81 - 1% Hotel Tax Total Current Cash plus projected Revenues - \$980,483.
- Fund 82 - 2% Prepared Food Tax Total Current Cash plus projected Revenues - \$10,307,307.

Morgan noted the trends are showing a slight downward turn at this time compared to 2023.

- Hotel Revenues are down approximately 2%.
- Prepared Foods Revenues are down approximately 5%.
- These trends are consistent with the national market.

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

New Business:

Sports Complex Update – Kevin Hodges, Chairman

- The Sports Complex Committee is currently waiting on Nabholz Construction, the general contractor, to present the final pricing piece for the project. They are obtaining bids from subcontractors to complete this package. These subcontractors are submitting bids from local, regional and national locations, and Mr. Hodges stated they are very strong bids. Once this package is complete, the financing phase will begin.
- Hodges described the amenities that are currently being priced. Once that is acquired, the committee will determine if all the amenities will remain in place, or if changes will be needed. Currently we are taking bids on:

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- 12 basketball courts, 24 volleyball courts, 36 pickle ball courts (all of which are automatically set up from the ceilings.)
- A large foyer with retail space, kitchen, concession stand, upstairs seating, large restrooms and overlook area for events.
- The aquatic area includes: Indoors: 1 50 meter pool with moveable bulkheads, 2 1m diving boards, and 2 2m diving boards. A warm-up pool 25 yards long and 17ft. wide. Outdoors: One 1800 sq ft. spray ground area and one 3 ft deep water area with a moving river structure and overlook area for parents to observe children.
- Meeting rooms, lots of green space, walking trail and 1,000 curbed parking spaces.

Jerry Morgan, A&P Chairman continued the report with details of financing. We have now completed the Concept phase, the Design phase, about to complete the pricing phase, then the financing phase will complete their work. When a firm price is determined, Raymon James will be consulted again and Steve Purtee, City of Jonesboro, will work to complete financing phase. The City of Jonesboro accounting department is very instrumental in managing the finances. When asked about when ground breaking is expected to occur, Morgan stated they estimate end of 2024 or 1st quarter of 2025. An 18 month construction period is expected.

Executive Director's Report – Craig Rickert

- The Entertainment District was opened for the first time and attendance downtown surpassed expectations. Many college students really supported it.
- Many sports events were held over the weekend. ASU held a home game, NEA Gamefest, Professional Bowlers Tournament with 123 pro bowlers in town.
- Upcoming conventions: Archeological Society, County Judges Association, AR Recreation and Parks Association. When conventions are held, attendees are invited to see Jonesboro's features such as the shooting range, Craighead Forest Parks, and others.

Other Business:

- For Sports Complex financing purposes, an updated feasibility study has been requested by Raymon James. A third party reviews the current plan to ensure its viability. Chris Gibson moved and Tom Fielder seconded. Motion approved.
- The By-laws for A&P were reviewed for the second time and a motion to adopt was made. By-laws were approved and adopted.
- A grant request was made by Jordan Carlow representing the NEA Childrens Museum, a 501 c (3). The request is for \$10,000 to match funds given by Arkansas Parks and Tourism and the City of Jonesboro to provide a feasibility study to build a Childrens Museum in Jonesboro. The cost of the study is \$40,000. Tracy Owens moved to approve and Chris Gibson seconded. Motion carried.

Mr. Morgan opened questions from the floor. Patty Lack noted there is a nation-wide shortage of life guards. Mr. Morgan stated this is a concern that is being addressed. Because the indoor pools will be open year-around, there are plans to train life-guards to meet this need. Mr. Richardson from the City of Jonesboro Mayor's office spoke to thank A&P for all they do for the

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City. Especially all the work done by volunteers to make the Sports Complex a reality. With no other questions, Mr. Fielder moved to adjourn the meeting and Mr. Gibson seconded. Motion was approved and the meeting was adjourned at 11:05 a.m.

Submitted by

Christy Appleton
Administrative Officer

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