



## Hardy Advertising and Promotion Commission

**City of Hardy, Arkansas**  
301 West Main Street, P.O. Box 1005  
Hardy, Arkansas 72542

**Chair:** Raymond Hicks (ex body)  
**Vice-Chair:** Kristin Proulx (collect)  
**Fin. Secretary:** Nimmi Desai (collect)  
**Secretary:** Freda Gamblin (at Large)  
**Commissioners:** Laura Smith (ex body)  
Charles Wilson (Trustee)

Regular Meeting February 12, 2018  
6:00 o'clock P.M.

Vice-Chairwoman Kristin Proulx called the meeting to order at 6:03PM February 12, 2018 at Hardy City Hall 124 Woodland Hills Road and led all present in the Pledge of Allegiance to the Flag of our Country.

Mr. Greg Bess called the roll for the Secretary and the following commissioners answered to their names: Kristin Proulx, Nimmi Desai, Laura Smith and Charles Wilson. Commissioners Freda Gamblin and Raymond Hicks were absent. Mr. Bess stated there were 4 of 6 commissioners present and as he understood the commission bylaws that would constitute a quorum. Vice-Chair Proulx asked if anyone from the audience wished to speak. Having no requests, Commissioner Desai invited Jeff Smith, a new A&P tax payer, to introduce himself. He stated that he and his wife have purchased the Riverview Compound and renamed it Riverview Falls. Vice-Chair Proulx asked for the commission's direction on the minutes of January 22, 2018. Commissioner Smith made a motion to accept the minutes as presented. Commissioner Wilson seconded the motion. The Chairwoman called for a voice vote. All answering in the affirmative, the motion to accept the minutes of January 22, 2018 was approved. Commissioner Desai asked that a topic of "Legal" be added under new business and Mr. Bess stated that there was no update on the LOGO issue so that topic could be postponed.

Commission Financial Secretary Nimmi Desai discussed the profit and loss year over year comparison of 2017 to 2018, the reconcile summaries for the Operating and Capital Reserve bank accounts, and the 2018 budget. All these items were presented as part of the agenda packet. Ms. Desai stated that on the collection side, even with several businesses closed for the season, they are mostly up to date on payments.

Commissioner Smith then spoke briefly on current media activities. Vice-Chair Proulx recognized newly sworn commissioner Charles Wilson to the commission. Vice-Chair Proulx recognized Mayor Jackson who asked to have a topic of "Grant" added to the agenda. She also recognized since commissioner Gamblin was absent, her action item report on the letter to Mashuga Marketing will be postponed.

Commissioner Desai then addressed the false information published in the Spring River Chronicle January 9, 2018. She stated that several documents would be placed on the City of Hardy website that disputes the article statements. Mr. Bess stated that he would make sure the budget for the commission is available on the A&P Website along with any other documents the commission wishes to post in order to continue to be fully transparent with data.

Vice-Chair Proulx recognized commissioner Desai to speak to the topic of Legal. Ms. Desai discussed the letter from Mr. John Baker possible conflicts of interest with those that serve the public on commissions or council.

Mayor Jackson then was asked by Vice-Chair Proulx to speak to the issue of Grants on the agenda. The Mayor discussed that the grant submittal for lighting, tables, chairs, and stage for the Civic Center was in progress. He stated that the dual ownership of the building may be an issue and that he is awaiting feedback on that issue. Mayor Jackson then stated there was a USDA grant available for \$50,000 with a 25% match to construct additional bathrooms and heat/air system for the civic center. He requested the commission's direction on proceeding with the USDA grant. Commissioner Smith made a motion to allocate \$16,000 in A&P funds to match for the UDSA Grant and to allow the Mayor of Hardy to take action to acquire the grant. Commissioner

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Proulx seconded the motion. Vice-Chair Proulx called for a roll-call vote. Mr. Bess called the roll for the vote: Proulx – Yes, Wilson – Yes, Desai – Yes, and Smith – Yes. The motion to allocate \$16,000 for a USDA Grant and to allow the Mayor to acquire the grant was approved.

Commissioner Desai made a motion to allow the Civic Center to be retrofitted as a Storm Shelter for the City of Hardy using funds from Mitigation Money from the Pocahontas flood. Commissioner Smith seconded the motion. The Chairwoman called for a voice vote. All answering in the affirmative, the motion to allow the Civic Center to be a Storm Shelter using mitigation funds was approved.

Vice-Chair Proulx then requested guest comments. Mr. Mark Huscher requested status on repairing the Hardy Logo street signs that are bending with wind and progress on new signage for the civic center. Commissioner Desai stated that commissioner Gamblin was handling that street sign effort and since she was absent this meeting, she would be asked to report next meeting. Commissioner Smith took an action to poll and investigate naming the civic center. Commissioner Desai took an action to work with Mayor Jackson to bring back a proposal for new or reworked signage for the civic center at the next meeting. There was also a question from the floor as to the lighting and cooling for the Civic Center for this summer and also, the signage on the Civic Center. Mayor Jackson stated these issues should be resolved by Summer given the lighting grant and steam cleaning of the sign.

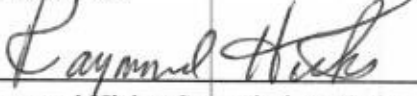
Commissioner Proulx made a motion to adjourn the meeting. Commissioner Wilson seconded the motion. All answering in the affirmative, the motion to adjourn was approved. The next meeting of the commission will be February 26, 2018 at 6PM at Hardy City Hall.

Respectively submitted,

Greg Bess


PASSED and APPROVED THIS 26<sup>th</sup> DAY OF February, 2018

APPROVED:

  
Raymond Hicks, Commission Chair

ATTEST:

  
Freda Gamblin, Commission Secretary

Filed 3/12/18   
City of Hardy  
Arkansas Clerk

