



# Hardy Advertising and Promotion Commission

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

Chair: Raymond Hicks (Gov Body)  
Vice-Chair: Kristin Proulx (Collector)  
Fin. Secretary: Nimmi Desai (Collector)  
Secretary: Freda Gamblin (At Large)  
Commissioners: Laura Smith (Gov Body)  
Charles Wilson (Tourism)

Regular Meeting December 17, 2018  
6:00 O'clock P.M.

Vice Chairwoman Proulx, serving as the meeting Chair, called the meeting to order at 6:00PM December 17, 2018 at the Hardy Civic Center, 301 Main Street, Hardy, AR and led all present in the Pledge of Allegiance to the Flag of our Country.

The Chairwoman requested that Commission Secretary, Freda Gamblin, call the roll. The following commissioners answered to their names: Nimmi Desai, Laura Smith, Kristen Proulx, Charles Wilson, and Freda Gamblin. Commissioner Raymond Hicks and Jeff Smith were absent. Commissioner Gamblin stated there was a quorum. The Chair requested if there were speakers from the audience.

Commissioner Desai made a motion to accept the minutes of the regular meeting of November 29, 2018 as presented. Commissioner Gamblin seconded the motion. The Chair called for a voice vote, all present answering in the affirmative, the motion carried.

It was requested that the agenda be modified to add "Legal" under new old business and "discover spring river" under new business. It was also decided to add "new council recommendations" and "election of officers" under new business.

### Reports

Financial Secretary Desai informed the commissioners that the balance of the Capital Reserve Fund is \$72,737 and the Operating Fund is \$10,185 with all checks issued.

### Old Business

Commissioner Wilson stated the Civic Center Flyer was being proposed as a means to advertise the services to the public. Commissioner Wilson made a motion to table discussion on the flier to a later date. Commissioner L. Smith seconded the motion. The Chair called for a voice vote, all present answering in the affirmative, the motion carried.

Commissioner Wilson stated that he was delayed on the LED sign pending information for Mayor Jason Jackson on the box sign. He stated he had talked to Arkansas Sign and Neon. Commissioner Desai took an action to discuss the box sign, which was being repurposed from the Simmons bank salvage, with Mayor Jackson.

Commissioner Desai stated that she had discussed the use of building a structure on donated property. She stated that the attorney advised that a legal document stating the "legal right" to the space for a number of years would be required. Commissioner L. Smith took an action to get the legal description of the property and work the document needs with the donor.

### New Business

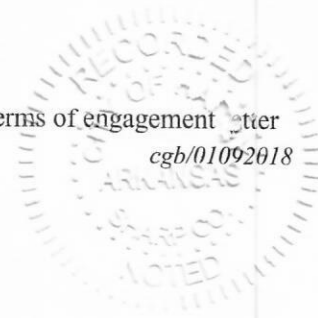
Commissioner Desai made a motion to award the engagement to firms subject to terms of engagement letter

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concerning to the Hotels.com class litigation. Commissioner Gamblin seconded the motion. The Chair called for a voice vote, all present answering in the affirmative, the motion carried.

Commissioner Gamblin discussed the Memorandum of Understanding for the Regional A&P group. Commissioner L. Smith made a motion to accept the updated MOU. Commissioner Wilson seconded the motion. The Chair called for a voice vote, all present answering in the affirmative, the motion carried.

Commissioner Gamblin presented the latest logo for "discover spring river" for the regional A&P group. Commissioner L. Smith made a motion to approve the new discover spring river logo as presented. Commissioner Wilson seconded the motion. The Chair called for a voice vote, all present answering in the affirmative, the motion carried.

There was some discussion as to how to provide a recommendation to the new Hardy City Council as to the selection of new members from the Council. After discussion, the agreement was to request time on the Hardy City council agenda to discuss the topic and to be prepared to suggest recommendations to the new council if possible.

Commissioner Desai nominated Kristen Proulx for the position of Commission Chairman. Commissioner Wilson seconded the nomination. With no further nominations from the floor. The Chair called for a voice vote, with exception of Commissioner Proulx who abstained, all others present answering in the affirmative, the motion carried. Commissioner L. Smith nominated Charles Wilson to be vice-chair. The nomination was seconded by Commissioner Proulx. The Chair called for a voice vote, all present answering in the affirmative, the motion carried.

Commissioner Gamblin agreed to serve as Commission Secretary. Commissioner Desai agreed to serve as Commission Financial Secretary.

Commissioner Desai made a motion to go with the 4-way split on funding the "AY" magazine advertising resulting in \$500 from Hardy A&P. Commissioner L. Smith seconded the motion. The Chair called for a voice vote, all present answering in the affirmative, the motion carried.

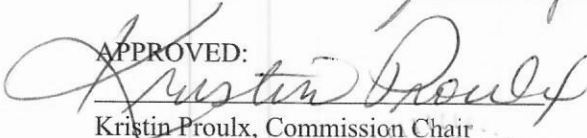
Commissioner L. Smith made a motion to adjourn. Commissioner Proulx seconded the motion. All answering in the affirmative the meeting adjourned at 7:00 PM. The next regular meeting of the A&P Commission will be Monday January 28, 2018 at 6PM at the Hardy Civic Center 301 Main Street.

Respectfully submitted,

Greg Bess

PASSED and APPROVED THIS 28<sup>th</sup> DAY OF January, 2019

APPROVED:

  
Kristin Proulx, Commission Chair

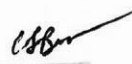
ATTEST:

  
Freda Gamblin, Commission Secretary

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