

Hardy Advertising and Promotion Commission
301 West Main Street • PO Box 1005
Hardy, Arkansas 72542

Regular Meeting Minutes
October 28, 2019

Chairwoman Proulx called the meeting to order at 6:00 p.m. at the Hardy Civic Center, 301 West Main Street, Hardy, Arkansas, and led all present in the Pledge of Allegiance to the flag of our country.

Chairwoman Proulx requested Darlene Wilson call the roll. The following commissioners answered to their name: Freda Gamblin, Kristin Proulx, Jamie Reuter, Bruce Thurow, and Charles Wilson. Commissioners Mark Gordon and Tracie Moore were absent. Ms. Wilson stated there was a quorum.

Minutes from the regular meeting September 23, 2019 and the special meeting October 3, 2019 were provided for approval. Commissioner Reuter made a motion to approve the minutes. Commissioner Wilson seconded the motion. The Chairwoman asked for a voice vote. All present voting in the affirmative, motion carried.

Chairwoman Proulx requested guest speakers from the audience to sign in. She then recognized guest Tom Wilson to speak. Mr. Wilson asked the Commission about their use of funds collected from the A & P tax and made some suggestions on ways to advertise and promote the City.

Chairwoman Proulx stated there was one addition to the agenda, requested by Commissioner Thurow. She then approved the revised agenda.

Reports:

Chairwoman Proulx asked Commissioner Financial Secretary Reuter and Darlene Wilson to present financial reports. Commissioner Moore entered the meeting at this time. Commissioner Reuter stated that one tax collector business had sold and the prior owner owed delinquent taxes. Commissioner Wilson made a motion to write-off the amount owed. Commissioner Gamblin seconded the motion. Chairwoman Proulx called for a roll call vote. Gamblin – yes; Reuter – yes; Proulx – yes; Wilson – yes; Thurow – yes; Moore – yes. With 6 in favor and none opposed, motion carried.

Ms. Wilson presented financial statements by providing the Commissioners with a Balance Sheet, check registers for the Operating & Reserve Accounts, Profit & Loss YTD Comparison, and Profit & Loss Budget vs. Actual.

Chair Report and New Business:

Chairwoman Proulx stated that James Hurtt and Samantha Adams from Ozark Marketing/Ozark Radio Network were present to discuss advertising on their radio stations. They presented several options for advertising throughout the holiday season by branding "Happy Hardy Days" on the stations. Commissioner Thurow made a motion to purchase a package advertising on KKDY 102.5 and Q94 with five (5) 30-second spots per day for 6 weeks for a total cost of \$1,785.30 with the funds to come from the Radio line item in the budget. Motion was seconded by Commissioner Reuter. Chairwoman Proulx called for a roll call vote. Gamblin – yes; Reuter – yes; Moore – yes; Proulx – yes; Wilson – yes; Thurow – yes. With 6 in favor and none opposed, motion carried.

Commissioner Reuter made a motion to move \$1,470.30 from the Street Music budget line item to the Radio line item to fully cover the cost of the radio advertising. Commissioner Thurow seconded the motion. Chairwoman Proulx called for a roll call vote. Gamblin – yes; Reuter – yes; Moore – yes; Proulx – yes; Wilson – yes; Thurow – yes. With 6 in favor and none opposed, motion carried.

Chairwoman Proulx presented a request from Hardy business owner Tami Burns for advertising funds to promote a Hardy Christmas Open House scheduled for Sunday, November 10th from 2:00 pm to 5:00 pm. She requested \$150.00 to cover one-half the cost of an ad in the Villager Journal newspaper, with Ozark Gateway to cover the other one-half. Commissioner Thurow made a motion to spend \$150 from the Event Support budget line item for the Villager Journal advertising. Commissioner Wilson seconded the motion. Chairwoman Proulx called for a roll call vote. Gamblin – yes; Reuter – yes; Moore – yes; Proulx – yes; Wilson – yes; Thurow – yes. With 6 in favor and none opposed, motion carried.

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Chairwoman Proulx then recognized a request from Main Street of Hardy to cover costs for advertising the Fall 2019 Hardy Gun and Knife Show for a total of \$1,412.20. Commissioner Gamblin made a motion to pay for up to \$1,412.20 out of the Event Support line item for advertising the Main Street of Hardy's Fall 2019 Hardy Gun and Knife Show, upon presentation of receipts or invoices to the Hardy A & P Commission Financial Secretary. Commissioner Wilson seconded the motion. Chairwoman Proulx called for a roll call vote. Gamblin – yes; Reuter – yes; Moore – yes; Proulx – yes; Wilson – yes; Thurow – yes. With 6 in favor and none opposed, motion carried.

Chairwoman Proulx then recognized Darlene Wilson to discuss the proposed 2020 budget. Ms. Wilson presented a proposal for the 2020 budget to the Commissioners to review for further discussion and approval at the next meeting.

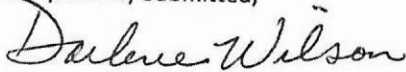
Chairwoman Proulx recognized Commissioner Thurow who presented a draft letter to send the King family regarding disposition of the Main Street property if the A and P Commission were to be dissolved. After some discussion, the matter was tabled until a future meeting.

Chairwoman Proulx asked the Commissioners to consider moving the next two meeting dates to avoid conflict with holidays. Commissioner Wilson made a motion to change the November meeting date to November 18th, and the December meeting date to December 16th. Commissioner Thurow seconded the motion. Chairwoman Proulx asked for a voice vote. All in favor; motion passed.

Commissioner Thurow made a motion to adjourn; Commissioner Reuter seconded the motion. All in favor, motion carried and the meeting adjourned at 7:42 p.m.

Next meeting scheduled for Monday, November 18, 2019 at 6:00 p.m. at the Hardy Civic Center, 301 West Main Street, Hardy, Arkansas.

Respectfully Submitted,


Darlene Wilson


PASSED AND APPROVED THIS 18th DAY OF November, 2019

APPROVED:


Kristin Proulx, Commission Chairwoman

ATTEST:


Bruce Thurow, Commission Secretary

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