

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

Regular Meeting Minutes
January 27, 2020

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: Tracie Moore, Jeff Munroe, Kristin Proulx, Jamie Reuter, Bruce Thurow, and Charles Wilson. Mark Gordon was absent. Ms. Wilson stated there was a quorum.

Chairwoman Proulx requested guest speakers from the audience to sign in. There were none.

Minutes from the regular meeting December 16, 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 asked for any revisions needed to the agenda. Commissioner Thurow requested addition under new business for discussion about billboard sign advertisements.

Reports:

Chairwoman Proulx asked Commissioner Financial Secretary Reuter and Darlene Wilson to present financial reports. Ms. Wilson presented final financial statements for 2019 including a Balance Sheet, Profit & Loss, and Profit & Loss Budget = Actuals. Commissioner Thurow made a motion to approve the 2019 final financial statements. Commissioner Reuter seconded the motion. Chairwoman Proulx called for a roll call vote. Reuter – yes; Moore – yes; Proulx – yes; Wilson – yes; Munroe – yes; Thurow – yes. With 6 in favor and none opposed, motion carried. Ms. Wilson then presented year-to-date financial statements including a Balance Sheet, check register for the Operating Account, Profit & Loss, and Profit & Loss Budget vs. Actual.

Commissioner Financial Secretary Reuter presented a request from Mashuga Marketing for overseeing the website for \$300.00 for the 2020 calendar year. Commissioner Reuter made a motion to renew the contract and pay the \$300.00 out of the Digital budget line item. Commissioner Thurow seconded the motion. Chairwoman Proulx called for a voice vote. All present voting in the affirmative, motion carried.

Commissioner Financial Secretary Reuter presented proposed Delinquent Tax Collection Procedures to be used now that the City is collecting the A&P taxes. She reported that there are seven A&P tax collectors with delinquent reports or payments, with total estimated outstanding taxes of \$3,780.00. Commissioner Thurow made a motion to approve the Delinquent Tax Collection Procedures. Commissioner Wilson seconded the motion. Chairwoman Proulx called for a voice vote. All present voting in the affirmative, motion carried.

Old Business:

Chairwoman Proulx asked Commissioner Wilson to provide Civic Center updates from the Planning Committee. Commissioner Wilson reported that current needs discussed at the last committee meeting included improved lighting such as dimmers and/or spotlights; restrooms addition; parking lot improvement; skirting for the stage; roll-up door for the concession stand; and repairing a roof leak in the southwest corner. Commissioner Wilson also reported that the City has hired, through a senior jobs program, a custodian who will take care of some City buildings, including the Civic Center. Commissioner Wilson also requested a decision be made regarding the painting loaned to the A & P by Greg Bess. Commissioner Wilson made a motion to re-hang the painting in the front room of the Civic Center. Commissioner Munroe seconded the motion. Chairwoman Proulx called for a roll call vote. Reuter – yes; Moore – yes; Proulx – yes; Wilson – yes; Munroe – yes; Thurow – no. With 5 in favor and one opposed, motion carried.

Chairwoman Proulx reported that Mayor Rose had informed her the City does not want any ownership in the Pocket Park.

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New Business:

Chairwoman Proulx read the Mission Statement for the A&P Commission, reminding Commissioners and those in attendance about the Commission's objectives for the year.

Chairwoman Proulx stated the need for someone to schedule music in Dr. Thompson Park for this year. Commissioner Moore volunteered to take on the task, with Commissioner Thurow volunteering to help with set up of canopies and chairs as needed, and suggested that perhaps the new custodian could help also.

Chairwoman Proulx announced that there will be a Regional A&P lunch meeting hosted by the Cherokee Village A&P Commission at noon on Tuesday, February 11th. She will let everyone know the exact time and place when it is determined.

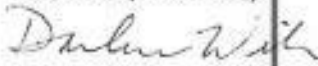
Chairwoman Proulx recognized Commissioner Thurow who spoke about billboard sign advertising, stating that the Commission should consider renting three of the big billboards advertising Hardy. The subject was tabled.

Chairwoman Proulx then recognized guest Al Corte who spoke to the Commission about an upcoming event he is planning. The event is a three-month series of concerts entitled the Memphis Blues Live Spring Concert Series, to be held on the first Saturday of each month in April, May, and June. Mr. Corte requested \$500 for each concert for advertising. Commissioner Reuter made a motion to approve up to \$500 for each concert to be paid out of the Event Support budget line item; to waive the policy for collecting rent before reserving Civic Center dates, allowing Mr. Corte to pay the \$200.00 per day rent 30 days in advance of each concert date instead; and with the agreement that Mr. Corte is responsible for providing an appropriate number of porta potties since the restroom expansion in the Civic Center will not be completed before the concerts. Commissioner Wilson seconded the motion. Chairwoman Proulx called for a roll call vote. Reuter – yes; Moore – yes; Proulx – yes; Wilson – yes; Munroe – yes; Thurow – yes. With all in favor and none opposed, motion carried.

Commissioner Thurow made a motion to adjourn; Commissioner Moore seconded the motion. All in favor, motion carried and the meeting adjourned at 7:20 p.m.

Next regular meeting scheduled for Monday, February 24, 2020 at 6:00 p.m. at the Hardy Civic Center, 301 West Main Street, Hardy, Arkansas.

Respectfully Submitted,


Darlene Wilson

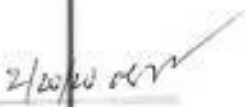
PASSED AND APPROVED THIS 24th DAY OF February, 2020

APPROVED:


Kristin Proulx, Commission Chairwoman

ATTEST:


Bruce Thurow, Commission Secretary

Filed 2/20/20 
City of Hardy
Arkansas Clerk