

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

Regular Meeting Minutes  
February 24, 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.

Minutes from the regular meeting January 27, 2020 were provided for approval. Commissioner Reuter made a motion to approve the minutes. Commissioner Moore 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 for discussion about business directories.

**Financial Reports:**

Chairwoman Proulx asked Commissioner Financial Secretary Reuter and Darlene Wilson to present financial reports. Commissioner Reuter reported balances in the Operating Account \$20,133.58 and Capital Reserve Account \$50,914.94. She also reported that since the City is now accepting all payments for the A&P, they will also enforce the Delinquent Tax Collection Procedures approved at the last meeting. She explained that the Mayor requested that no tax collector should be able to see any other tax collector's reports. Ms. Wilson reported that she had not received information on all recent deposits from the City yet, and explained that she should be able to get the financial statements up to date by the next regular meeting.

**Old Business:**

Chairwoman Proulx asked Commissioner Wilson to provide Civic Center updates. Commissioner Wilson reported that the roof leaks had not yet been fixed as of today's rain. He will check on the status of the repairs with the Mayor. He is also still checking on a price for the roll-up door for the concession stand, and will verify the vent requirements for a stove.

**New Business:**

Chairwoman Proulx reported that at the Regional A&P meeting earlier in the month, a request was made for participation in an ad which would cost each of the 3 commissions \$116.25. Subsequent to that meeting, the Mammoth Spring A&P Commission has stated they will no longer participate in the joint ads. Pacesetter Times, who will publish the ad, has stated that they will still honor the three-way split cost for Hardy and Cherokee Village Commissions. Chairwoman Proulx also reported another opportunity from the Regional A&P meeting to split the cost of an interstitial ad on the Arkansas Tourism website which would result in a cost of \$250.00 to the Hardy A&P Commission; another split ad in the 2020 Arkansas Water & Woods outdoor magazine with a cost of \$843.75 to Hardy A&P; and the Spring Issue of the Arkansas Times/Arkansas Wild magazine with a cost of \$387.50 after the Ozark Gateway match. Commissioner Thurow made a motion to approve all four ads for a total of \$1,597.50. Commissioner Wilson seconded the motion. Chairwoman Proulx called for a roll call vote. Reuter – yes; Moore – yes; Proulx – yes; Munroe – yes; Thurow – yes; Wilson – yes. With all in favor and none opposed, motion carried.

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City of Hardy  
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Commissioner Reuter reported on the Spring River Fest meeting she attended in Mammoth Spring. She stated that the City of Mammoth Spring and the State Park are planning for a regional event for the entire weekend of September 25 – 27 and are asking all three cities to plan activities for the weekend. She stated that the Spring River Fest committee will be meeting about once per month to continue to plan the event.

Guest Speaker:

Chairwoman Proulx recognized guest Susan Jett from Mission of Hope who spoke to the Commissioners about the upcoming concert events to be held in the Civic Center on the first Saturdays of April, May, and June. The Mission of Hope nonprofit organization will be the recipient of some of the proceeds from the events and she explained about the tickets and sponsorships available.

Commissioner Comments:

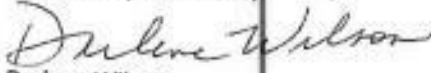
Commissioner Thurow explained that new Business Directories are being revised and made a motion to be allowed to proceed with ordering 2,500 new directories, after first consulting with Cathy Drew at Ozark Gateway who may be able to provide matching funds. Commissioner Reuter seconded the motion. Chairwoman Proulx called for a roll call vote. Reuter – yes; Moore – yes; Proulx – yes; Munroe – yes; Thurow – yes; Wilson – yes. With all in favor and none opposed, motion carried.

Commissioner Moore reported that she is working on bands for Saturdays in Dr. Thompson Park. She reported that the band she is scheduling for Memorial Day weekend will also be available to perform on that Sunday. Discussion was held about help with setting up canopies and chairs for the Dr. Thompson Park music throughout the summer. In addition to Commissioner Thurow, David Garland co-owner of The Brass Cat building, and Commissioner Jeff Munroe will help.

Commissioner Thurow made a motion to adjourn; Commissioner Moore seconded the motion. All in favor, motion carried and the meeting adjourned at 6:50 p.m.

Next regular meeting scheduled for Monday, March 23, 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 18<sup>th</sup> DAY OF May, 2020

APPROVED:

  
Kristin Proulx, Commission Chairwoman

ATTEST:

  
Bruce Thurow, Commission Secretary

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