

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

Regular Meeting Minutes
May 18, 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 February 24, 2020 were provided for approval. Commissioner Reuter made a motion to approve the minutes. Commissioner Thurow seconded the motion. The Chairwoman asked for a voice vote. All present voting in the affirmative, motion carried.

Financial Reports:

Chairwoman Proulx asked Commissioner Financial Secretary Reuter and Darlene Wilson to present financial reports. Commissioner Reuter reported balances in the Operating Account \$33,784.52 and Capital Reserve Account \$50,947.50. She also reminded the Commissioners that since the City is now accepting all payments for the A&P, they will also enforce the Delinquent Tax Collection Procedures. Financial statements were provided, with the explanation that a list of deposits is being provided by the City Recorder/Treasurer on a quarterly basis.

Old Business:

Chairwoman Proulx asked Commissioner Wilson to provide Civic Center updates. Commissioner Wilson had nothing new to report at this time.

Commissioner Thurow reported that he has held off on ordering new Business Directories due to the COVID-19 pandemic situation and uncertainty of business openings and hours at this time.

New Business:

Chairwoman Proulx reported that Hometown Radio has a special package for \$230.00 providing several ads on all 3 stations for one month and another set of ads for 13 weeks. Commissioner Moore made a motion to approve the Hometown Radio ad package for \$230.00 out of the Radio Ads budget line item. Commissioner Munroe 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.

Chairwoman Proulx stated that she could place an ad on the Hardy A & P Commission Facebook page for \$100 and reach a fairly wide audience. Commissioner Thurow made a motion to spend up to \$100 for the Facebook ad out of the Digital budget line item. Commissioner Moore 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 Wilson asked the Commissioners if they would be interested in placing an ad in the Jonesboro Sun. Commissioner Moore stated that the Merchandiser would also be a good place to advertise. Commissioner Wilson made a motion to place an ad in the Jonesboro Sun and possibly the Merchandiser, with a budget of up to \$500 from the Magazine Ads budget line item. Commissioner Thurow seconded the

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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 Comments:

Commissioner Moore stated that Southern Rain is set to play music at Dr. Thompson Park for Memorial Day Weekend for Saturday and Sunday.

Commissioner Wilson stated that Susan Jett has contacted him regarding the Red Cross Blood Drives being scheduled at the Civic Center. Since the Civic Center is not currently being rented, the Commissioners agreed that it could be used for some nonprofit events during the weekdays when it is not scheduled for a paid rental.

Commissioner Thurow made a motion to adjourn; Commissioner Wilson seconded the motion. All in favor, motion carried and the meeting adjourned at 6:33 p.m.

Next regular meeting scheduled for Monday, June 22, 2020 at 6:00 p.m. at the Hardy Civic Center, 301 West Main Street, Hardy, Arkansas.

Respectfully Submitted,

Darlene Wilson
Darlene Wilson

PASSED AND APPROVED THIS 22nd DAY OF June, 2020

APPROVED:

Charles E. Wilson
~~Kristin Proulx, Commission Chairwoman~~
Charles Wilson Vice Chair

ATTEST:

Bruce Thurow
Bruce Thurow, Commission Secretary

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