

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

Regular Meeting Minutes
June 22, 2020

Vice-Chair Charles Wilson 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.

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

Minutes from the regular meeting May 18, 2020 were provided for approval. Commissioner Gordon made a motion to approve the minutes. Commissioner Reuter seconded the motion. The Vice-Chair asked for a voice vote. All present voting in the affirmative, motion carried.

Financial Reports:

Vice-Chair Charles Wilson asked Commissioner Financial Secretary Reuter to present financial reports. Commissioner Reuter reported balances in the Operating Account \$38,939.50 and Capital Reserve Account \$50,955.55. She reported that she will be working on a comparison to last year and hopes to have a 6-month comparison by the next meeting to determine how the COVID-19 pandemic has affected our tax revenue. Financial statements were provided.

Old Business:

Vice-Chair Charles Wilson had nothing new to report regarding Civic Center updates at this time.

Vice-Chair Charles Wilson reported that he had placed the ad in the Jonesboro Sun which came out on Sunday and showed the half-page ad to the Commissioners. Commissioner Munroe stated that he thought the Memphis Commercial Appeal and the Memphis Flyer would be a good market for our advertising and it was agreed to check into advertising in those publications.

New Business:

Vice-Chair Charles Wilson recognized guest Ron Martin from Main Street Hardy. Mr. Martin presented two packages from the Gun and Knife Shows for Fall 2019 and Spring 2020 with requests for assistance with advertising costs. He also stated that he had a check for \$500 for repairs to the gazebo at Dr. Thompson Park that he wished to donate to the City, and he stated that he would take the check to the City Recorder/Treasurer Greg Bess.

Commissioner Reuter stated that the Commission had approved \$1,412.20 last year for the Fall 2019 Gun and Knife Show and that she was waiting for the invoices to make the payment. Commissioner Reuter then made a motion to reimburse Main Street Hardy for the \$1,412.20 advertising costs for the Fall 2019 Gun and Knife Show out of the 2020 Event Support line item; Commissioner Gordon seconded the motion. Vice-Chair Charles Wilson called for a roll call vote. Reuter – yes; Gordon – yes; Munroe – yes; Thurow – yes; Wilson – yes. With all in favor and none opposed, motion carried.

Commissioner Reuter made a motion to not reimburse Main Street Hardy for the Spring 2020 Gun and Knife Show advertising costs; Commissioner Gordon seconded the motion. Vice-Chair Charles Wilson called for a voice vote. With all in favor and none opposed, motion carried.

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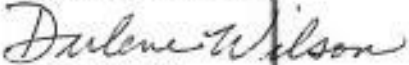
Guest Speakers:

Vice-Chair Charles Wilson recognized James Hurtt from the Ozarks Radio Network in West Plains who presented a package for the Commission to consider for radio advertising. No action was taken.

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

Next regular meeting scheduled for Monday, July 27, 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 27th DAY OF July, 2020

APPROVED:


Kristin Proulx, Commission Chairwoman

ATTEST:


Bruce Thurow, Commission Secretary

Filed 8/4/20 CBS
City of Hardy
Arkansas Clerk