

Minutes

Attendance

<u>Voting Members</u>	<u>Staff</u>	<u>Guest</u>
Chris Sooter, Chair	Kalene Griffith	None
Luke Wetzel, Vice Chair	Alison Nation	
Daniel Hintz, Secretary/Treasurer	Wes Oliver	
Patti Constantakis, At Large	Julie Drager	
Ricky Cortes, Restaurant	Jana Evans	
Eric Heaney, Lodging	Nicole Curbow	
Aubrey Patterson, City Council	Morgan Johnson	

1) Call March 18, 2025, meeting to order at 4:05 PM

Roll Call recorded by Julie Drager

Introduction of new staff

Kalene Griffith introduced new staff, Nicole Curbow, Outdoor Events and Sales Manager and Jana Evans, Accountant.

2) Review and Approval of February 27, 2025, Minutes

Chris Sooter entertained a motion to approve the minutes as submitted. Luke Wetzel made a motion to approve the minutes as submitted. Aubrey Patterson seconded the motion. Motion carried.

3) Review and Approval of Financial Reports

January Collections - Paid in February- Reported in March

	Collections	Change over previous year:
Lodging	\$109,153	-0.1%
Restaurant	\$199,821	6.4%

January Split \$88,730

Sooter entertained a motion to approve the financial reports as submitted. Wetzel made a motion to approve the financial reports as submitted. Ricky Cortes seconded the motion. Motion carried.

Griffith wanted to go on record that the BAPC is now reporting 55 additional restaurants and one hotel in 2024 over 2023.

Sooter asked about the \$20,000 in Special Events Expense on the January 2025 P&L Budget Performance Accrual Basis. This is administration money that has been saved over many years from various grants for a time such as this. The money was used to pay some of the expenses for hosting the 2025 AR Governor's Conference. Some promised funds from a local company fell through and with this money we were able to continue with the event as planned.

Bentonville Advertising & Promotion Commission
March 18, 2025 - 4:00 PM
406 SE 5th Street, Suite 6, Bentonville, AR 72712

4) Incentive Funding

Event	Recommendation
Heartland Challenge Startup Competition	\$5,000
Bentonville BBQ Festival	\$5,000
Go Nuts or Go Home Enduro	\$5,000
14 th Annual Trifest for MS	\$7,500
Ladies for Leather in Motorcycle Parade & Rally	\$5,000
Embark Retail Innovation Summit	\$10,000
Big Diamond Comedy Festival	\$5,000
Ladies Allride Signature Camp	\$2,000
Total	\$44,500

The Estimated Economic Impact Value has been added to has been added to the recommendations. Once the event has happened the actual Economic Impact Value will be updated to the actual.

Daniel Hintz led a discussion about brand strategy for the events that we give funding. Griffith said this will be addressed in the Destination Master Plan.

Based on the discussion the incentive funding the Commission proposed amounts listed below.

Event	Commissioner Proposed
Heartland Challenge Startup Competition	\$5,000
Bentonville BBQ Festival	\$5,000
Go Nuts or Go Home Enduro	\$5,000
14 th Annual Trifest for MS	\$2,500
Ladies for Leather in Motorcycle Parade & Rally	\$5,000
Embark Retail Innovation Summit	\$10,000
Big Diamond Comedy Festival	\$5,000
Ladies Allride Signature Camp	\$2,000
Total	\$39,500

Sooter entertained a motion to approve the incentive funding for the above events for the adjusted recommended amount of \$39,500. Patterson made a motion to approve \$39,500 for the incentive funding as listed above. Cortes seconded the motion. Motion carried.

5) President's Report

Griffith gave kudos to the Visit Bentonville team and the hard work everyone is putting in daily. The organization has gone from a staff of five to our current staff of 16. Because of the growth all operational processes and guidelines are being reviewed and updated as needed.

Bentonville Advertising & Promotion Commission
March 18, 2025 - 4:00 PM
406 SE 5th Street, Suite 6, Bentonville, AR 72712

Sooter complimented Griffith and Alison Nation on how they handled a situation regarding OSHA call for the mobile unit. Griffith immediately informed Sooter of a report that was made to OSHA by a staff member. Sooter appreciated that within 24 hours of the report Griffith and Nation had the beginnings of policies and guidelines addressing the issue. Griffith spoke about the importance of the safety of the staff.

Lodging, occupancy and ADR reports were reviewed.

6) Staff Reports

Communication and Marketing – Nation gave a report
Sales – Wes Oliver gave a report

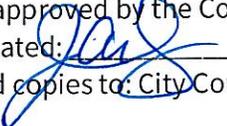
7) Other Business

8) Adjourn

***Patterson made a motion to adjourn. Sooter seconded the motion. Motion carried.
Meeting adjourned at approximately 5:23 pm.***

Minutes submitted by: Julie Drager

Minutes approved by the Commission on 2025/04/29

Signed/Dated:  2025/04/29

Approved copies to: City Council

Appendix

YTD History of Collections

Delinquent Accounts

Collection Activity Report

Community Development – Griffith complimented Morgan Johnson for her work on Community Development. Johnson has met with over 100 of our restaurants. She held the first quarterly meeting with restaurants, hotels, short-term rentals, and retail business March.