

Minutes

Attendance

Voting Members

Chris Sooter, Chair
Luke Wetzel, Vice Chair
Daniel Hintz, Secretary/Treasurer
Patti Constantakis, At Large
Ricky Cortes, Restaurant
Eric Heaney, Lodging
Aubrey Patterson, City Council

Staff

Kalene Griffith
Alison Nation
Wes Oliver
Julie Drager
Jana Evans
Morgan Johnson

Guest

1) Call April 29, 2025, meeting to order at 4:09 PM

Roll Call recorded by Julie Drager

2) Review and Approval of March 18, 2025, Minutes

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

3) Review and Approval of Financial Reports

February Collections - Paid in March- Reported in April

	Collections	Change over previous year:
Lodging	\$114,505	-1.28%
Restaurant	\$194,398	-2.17%
February Split \$73,725		

The three business days of snow in February were hard on the hospitality businesses.

Daniel Hintz asked if we are seeing a decline in our international travelers. He specifically asked about travelers from Canada and Mexico. Kalene Griffith stated that she is watching the tariffs and how they might affect our international visitors.

Sooter entertained a motion to approve the financial reports as submitted. Daniel Hintz made a motion to approve the financial reports as submitted. Heaney seconded the motion. Motion carried.

4) President's Report

Budget Adjustment – Downtown Bentonville, Inc. (DBI) has always been paid out of Advertising budget. Kalene proposed DBI to move this to Parks budget. The events hosted by DBI are in alignment with Parks.

Bentonville Advertising & Promotion Commission
April 29, 2025 - 4:00 PM
406 SE 5th Street, Suite 6, Bentonville, AR 72712

Sooter entertained a motion to approve the move DBI from Advertising budget to Parks budget. Hintz made a motion to approve the budget adjustment. Ricky Cortes seconded the motion. Motion carried.

Public Art-Interactive

Proposal for a large chess set to be placed in Lawrence Plaza as interactive public art. We are seeking approximately \$1,000 to cover the cost of the set. Money to cover the costs of usage-monitoring equipment has been provided by the Bentonville Moves Coalition.

Sooter entertained a motion to approve the expense of \$1,000 for the interactive public art to be placed at Lawrence Plaza. Luke Wetzel made a motion to approve the expense. Heaney seconded the motion. Motion carried.

Incentive Funding

Event	Recommendation
NWA Council – VC Immersion	\$7,500

Sooter entertained a motion to approve the incentive funding for NWA Council – VC Immersion for up to \$7,500. Hintz made a motion to approve for the incentive funding as listed above. Cortez seconded the motion. Motion carried.

Wayfinding Proposals

Walmart and Sam's Club Signage

Best Sign Group \$651,216.94

Arkansas Sign and Banner \$863,548.76

Please note these prices will change. We were just advised last week that they found some of our signs on City Property. We have 10 poles in a pile on City Property. It may save us some money, but it depends on what can be used. They will have to review them to make sure they are still in good condition when the company reviews them to see if they can use it.

We have allocated 142,000 from 2024 for signage

We have allocated 150,000 from 2025 for signage.

Sooter entertained a motion to approve the Wayfinding Proposal from Best Sign Group for \$651,216.94. Heaney made a motion to approve for the Wayfinding Proposal as listed above. Cortez seconded the motion. Motion carried.

Destination Master Plan

Five RFP's were

Recommendation is to have Hunden Partners, MMGY NextFactor, and Clarity of Place present to the commissioners. The budget for this project is \$200,000. The presentations will take place next week.

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Lodging Campaign Initiative

Griffith discussed the need for a Commission vote to assemble a committee to move forward with the tax increase of 1% for lodging. Tax our visitors to benefit our citizens and community.

Sooter entertained a motion to assemble a committee to move forward with the tax increase of 1% for lodging. Wetzel made a motion to approve Griffith to assemble the committee. Heaney seconded the motion. Motion carried.

5) Staff Reports

Communication and Marketing

Sales

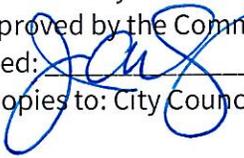
6) Other Business

7) Adjourn

Heaney made a motion to adjourn. Sooter seconded the motion. Motion carried. Meeting adjourned at 5:07 pm.

Minutes submitted by: Julie Drager

Minutes approved by the Commission on 2025/05/27

Signed/Dated:  2025/05/27

Approved copies to: City Council

Appendix

YTD History of Collections

Delinquent Accounts

Collection Activity Report

Community Development