

**Benton Advertising & Promotion Commission**  
**Agenda**  
**December 14, 2022**  
**3:30 pm at the Benton Municipal Complex in Council Chambers**

**I. Call to Order**

<b>II. Roll Call</b>	<b>Present</b>	<b>Absent</b>
Steve Brown	✓	
Alison Burch	✓	
Scott Elliott	✓	
Bill Eldridge	✓	
Elgin Hamner IV	✓	
Steve Lee		
Luke Moody	✓	

**III. Reading of Civil Statement** ✓

**IV. Minutes from November Meetings** ✓

**V. Financial Reports**

A. Profit and Loss Reports – Jordan Woolbright ✓

B. Bank Balances and Collections Report – Jordan Woolbright ✓

**VI. Administrative**

Delinquency Report – Mandy Spicer ✓

**VII. Funding Request** ✓

None

**VIII. Report from Benton Event Center – Nikki Chumley**

**IX. Old Business**

Land Survey

**X. New Business**

A. Bid Process for Bank Accounts – Amy McCormick

B. Compensation for Commissioners

C. 2023 Budget Committee

- January 12 at 9:00am at Chamber

- January 19 at 9:00am at Chamber

**XI. Other Business**

**XII. Adjournment**

BENTON ADVERTISING AND PROMOTION COMMISSION  
MINUTES

November 9, 2022

At 3:47 pm on November 9, 2022, Chairman Bill Eldridge announced the scheduled meeting of the Benton Advertising and Promotion Commission was cancelled due to a lack of quorum.



---

Bill Eldridge, Chairman



---

Amy McCormick, Recording Secretary

**BENTON ADVERTISING & PROMOTION COMMISSION**  
**Minutes of Special Called Meeting**  
**November 16, 2022**

- I. **CALL TO ORDER**  
Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on November 16, 2022 at 3:33 pm at the Benton Municipal Complex in Council Chambers.
- II. **ROLL CALL**  
Commissioners in attendance included: Bill Eldridge, Steve Brown, Elgin Hamner IV, and Luke Moody. Steve Lee and Alison Burch were absent.
- III. **CIVIL STATEMENT**  
Bill Eldridge read the city's Civil Statement.
- IV. **MINUTES**  
Luke Moody made a motion to approve the minutes of the October 19, 2022 meeting. Elgin Hamner seconded. Motion carried.
- V. **FINANCIAL REPORTS**  
Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of October 31, 2022:
- |                                |                     |
|--------------------------------|---------------------|
| Bank OZK – Focus Group Project | \$166,786.74        |
| Bank OZK – A&P                 | \$43,687.29         |
| Bank OZK – Event Center        | \$413,969.35        |
| Bank OZK – Savings             | <u>\$239,206.94</u> |
| Total Checking/Savings         | \$863,650.32        |

A&P profit and loss statement: for the month of October 2022 total income of \$15,766.10 and total expenses of \$ 11,017.05 resulting in net income of \$4,749.05. For the year to date as of October 2022 total income of \$153,216.97, total operating expenses of \$129,297.63 and capital expenditures of \$75,000.00 resulting in a net loss of (\$51,080.66).

Event Center profit and loss statement: for the month of October 2022 total income of \$63,489.58, total operating expenses of \$32,272.81 resulting in a net income of \$31,216.77. For the year to date as of October 2022 total income of \$546,042.17, total operating expenses of \$365,119.73 and capital expenditures of \$276,242.25 resulting in a net loss of (\$95,319.81).

Focus Group profit and loss statement: for the month of October 2022 total income of \$15,771.18 and total expenses of \$0 resulting in net income of \$15,771.18. For the year to date as of October 2022 total income of \$153,231.97 and total expenses of \$0 resulting in net income of \$153,231.97.

City of Benton Financial Officer Mandy Spicer presented the bank account report with the following reconciled balances as of October 31, 2022:

A&P Collections General	\$2,692.18
Bond Account	Closed
A&P Large Project Checking	\$1,500,887.82
A&P Small Project Checking	\$298,961.42
A&P General Operating Checking	\$43,793.44
Benton Focus Group Checking	\$166,786.74
Benton Event Center Gen Operating Checking	\$413,995.59
Benton Event Center Savings	<u>\$239,206.94</u>
	\$2,666,324.13

- VI. Collections received in the month of October 2022 were \$158,573.06 which is 21% higher than collections in October 2021. There were 84 restaurants which is the highest number of restaurants collecting A&P taxes. Below are the amounts collected in October of this year along with October of the previous three years:

October 2022 Collections	\$158,573.06
October 2021 Collections	\$131,394.46
October 2020 Collections	\$119,983.38
October 2019 Collections	\$112,256.92

Luke Moody made a motion to accept the financial reports as presented. Elgin Hamner seconded. Motion carried.

- VII. FUNDING REQUESTS  
None

- VIII. REPORT FROM BENTON EVENT CENTER  
Director Nikki Chumley reported about 15 events that have taken place in the venue since the last A&P meeting, including the AR Spinal Cord Commission, Glitz & Garland, AR Children's Leadership Conference and AR Children's Project Prevent Conference.

- IX. OLD BUSINESS  
Commissioner Applicant. Bill Eldridge explained that two people applied to fill the vacant commissioner position – Brandi Crabtree with Colton's and Scott Elliott with Niecy's. Brandi subsequently withdrew her submission. Bill recognized Scott Elliott who spoke to the commission. He said that he doesn't take the position lightly and is willing to step in and serve. Luke Moody made a motion to accept Scott's nomination. Elgin Hamner seconded. Motion carried. The recommendation will go before the City Council for a vote at the November 28<sup>th</sup> meeting.

- X. NEW BUSINESS  
No new business was discussed.

XI. OTHER BUSINESS

No other business was discussed.

XII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Steve Brown seconded. Motion carried. The meeting was adjourned at 3:46 pm.

  
\_\_\_\_\_  
Bill Eldridge, Chairman

  
\_\_\_\_\_  
Nikki Chumley, Interim Recording Secretary

**Benton A&P Commission**  
**Statement of Assets, Liabilites & Equity - Modified Cash Basis**  
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted  
As of November 30, 2022

	<u>Nov 30, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bank OZK - Focus Group Project	182,416.25
Bank OZK - A&P	50,586.94
Bank OZK - Event Center	441,447.09
Bank OZK - Savings	239,256.09
<b>Total Checking/Savings</b>	<u>913,706.37</u>
<b>Total Current Assets</b>	<u>913,706.37</u>
<b>TOTAL ASSETS</b>	<u><u>913,706.37</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Sales Tax Payable	1,616.84
<b>Total Other Current Liabilities</b>	<u>1,616.84</u>
<b>Total Current Liabilities</b>	<u>1,616.84</u>
<b>Total Liabilities</b>	1,616.84
<b>Equity</b>	
Retained Earnings	856,449.90
Net Income	55,639.63
<b>Total Equity</b>	<u>912,089.53</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>913,706.37</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - A&P - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**November 2022**

	<u>Nov 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	1.65	3.83	(2.18)	43.08%
Sales Tax Revenue	15,622.63	15,000.00	622.63	104.15%
<b>Total Income</b>	<u>15,624.28</u>	<u>15,003.83</u>	<u>620.45</u>	<u>104.14%</u>
<b>Gross Profit</b>	15,624.28	15,003.83	620.45	104.14%
<b>Expense</b>				
Accounting Services	225.00	225.00	0.00	100.0%
Advertising Expense	140.30	600.60	(460.30)	23.36%
Funding	951.00	3,333.33	(2,382.33)	28.53%
Legal Counsel	750.00	750.00	0.00	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
<b>Total Expense</b>	<u>8,724.63</u>	<u>11,567.26</u>	<u>(2,842.63)</u>	<u>75.43%</u>
<b>Net Ordinary Income</b>	<u>6,899.65</u>	<u>3,436.57</u>	<u>3,463.08</u>	<u>200.77%</u>
<b>Net Income</b>	<u><u>6,899.65</u></u>	<u><u>3,436.57</u></u>	<u><u>3,463.08</u></u>	<u><u>200.77%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - A&P - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**January through November 2022**

	<u>Jan - Nov 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	19.50	48.20	(28.70)	40.46%
Sales Tax Revenue	168,821.75	160,000.00	8,821.75	105.51%
<b>Total Income</b>	<u>168,841.25</u>	<u>160,048.20</u>	<u>8,793.05</u>	<u>105.49%</u>
<b>Gross Profit</b>	168,841.25	160,048.20	8,793.05	105.49%
<b>Expense</b>				
Accounting Services	2,575.00	2,475.00	100.00	104.04%
Advertising Expense	1,614.50	1,610.30	4.20	100.26%
Funding	49,269.46	36,666.66	12,602.80	134.37%
Legal Counsel	8,250.00	8,250.00	0.00	100.0%
Miscellaneous	2,966.58	0.00	2,966.58	100.0%
Office Expense	27.34	0.00	27.34	100.0%
Postage	77.75	0.00	77.75	100.0%
Service Agreement	73,241.63	73,241.63	0.00	100.0%
<b>Total Expense</b>	<u>138,022.26</u>	<u>122,243.59</u>	<u>15,778.67</u>	<u>112.91%</u>
<b>Net Ordinary Income</b>	30,818.99	37,804.61	(6,985.62)	81.52%
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
Capital Expenditures	75,000.00	75,000.00	0.00	100.0%
<b>Total Other Expense</b>	<u>75,000.00</u>	<u>75,000.00</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Other Income</b>	(75,000.00)	(75,000.00)	0.00	100.0%
<b>Net Income</b>	<u>(44,181.01)</u>	<u>(37,195.39)</u>	<u>(6,985.62)</u>	<u>118.78%</u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.



**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - Event Center - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**November 2022**

	Nov 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	66.24	40.52	25.72	163.48%
<b>Sales-Revenue</b>				
Alcohol Sales-Beer/Wine	2,699.55	1,579.89	1,119.66	170.87%
Alcohol Sales-Mixed Drinks	2,668.41	981.44	1,686.97	271.89%
Sales-Revenue - Other	34,080.98	32,000.00	2,080.98	106.5%
<b>Total Sales-Revenue</b>	<b>39,448.94</b>	<b>34,561.33</b>	<b>4,887.61</b>	<b>114.14%</b>
Sales Tax Revenue	15,622.63	15,000.00	622.63	104.15%
<b>Total Income</b>	<b>55,137.81</b>	<b>49,601.85</b>	<b>5,535.96</b>	<b>111.16%</b>
<b>Gross Profit</b>	<b>55,137.81</b>	<b>49,601.85</b>	<b>5,535.96</b>	<b>111.16%</b>
<b>Expense</b>				
Alcohol Expense	384.00	0.00	384.00	100.0%
Bank Service Fees	679.53	638.35	41.18	106.45%
Building Alarm System	0.00	40.00	(40.00)	0.0%
Cable TV	175.70	175.70	0.00	100.0%
Contract Labor	4,461.12	3,530.00	931.12	126.38%
Fire Alarm System	147.60	71.10	76.50	207.6%
Health Insurance	1,182.66	1,182.66	0.00	100.0%
Internet	323.95	410.92	(86.97)	78.84%
Labor Expenses	12,149.42	12,176.55	(27.13)	99.78%
Laundry Expense	0.00	400.00	(400.00)	0.0%
Linen & Supplies	350.85	400.00	(49.15)	87.71%
Mileage Reimbursement	0.00	45.00	(45.00)	0.0%
Office Expense	245.63	0.00	245.63	100.0%
Pest Control Expense	0.00	65.63	(65.63)	0.0%
Repairs & Maintenance	2,337.80	2,700.00	(362.20)	86.59%
Supplies	693.80	1,000.00	(306.20)	69.38%
Telephone Expense	231.79	281.00	(49.21)	82.49%
Trash Pickup	307.92	252.00	55.92	122.19%
Utilities	5,070.94	5,300.00	(229.06)	95.68%
Website	59.95	59.95	0.00	100.0%
<b>Total Expense</b>	<b>28,802.66</b>	<b>28,728.86</b>	<b>73.80</b>	<b>100.26%</b>
<b>Net Ordinary Income</b>	<b>26,335.15</b>	<b>20,872.99</b>	<b>5,462.16</b>	<b>126.17%</b>
<b>Net Income</b>	<b>26,335.15</b>	<b>20,872.99</b>	<b>5,462.16</b>	<b>126.17%</b>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - Event Center - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**January through November 2022**

	Jan - Nov 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
Interest	441.87	512.49	(70.62)	86.22%
Sales-Revenue				
Alcohol Sales-Beer/Wine	12,572.90	10,994.99	1,577.91	114.35%
Alcohol Sales-Mixed Drinks	6,624.64	3,993.55	2,631.09	165.88%
Refunds/Returns	(828.10)	0.00	(828.10)	100.0%
Sales-Revenue - Other	413,494.76	299,000.00	114,494.76	138.29%
Total Sales-Revenue	431,864.20	313,988.54	117,875.66	137.54%
Sales Tax Revenue	168,821.75	160,000.00	8,821.75	105.51%
Total Income	601,127.82	474,501.03	126,626.79	126.69%
Gross Profit	601,127.82	474,501.03	126,626.79	126.69%
Expense				
Advertising Expense	2,364.00	2,000.00	364.00	118.2%
Alcohol Expense	5,974.22	5,726.23	247.99	104.33%
Alcohol Permit Expense	3,500.00	3,500.00	0.00	100.0%
Bank Service Fees	5,526.29	4,991.31	534.98	110.72%
Building Alarm System	147.60	850.00	(702.40)	17.37%
Cable TV	1,931.98	1,932.70	(0.72)	99.96%
Contract Labor	38,007.53	36,471.00	1,536.53	104.21%
Dues & Memberships	325.00	823.62	(498.62)	39.46%
Fire Alarm System	2,602.69	1,411.02	1,191.67	184.46%
Health Insurance	13,009.26	12,654.48	354.78	102.8%
Internet	3,938.56	4,520.12	(581.56)	87.13%
Labor Expenses	145,739.15	146,262.58	(523.43)	99.64%
Laundry Expense	10,290.83	5,200.00	5,090.83	197.9%
Linen & Supplies	1,712.02	2,000.00	(287.98)	85.6%
Mileage Reimbursement	413.31	495.00	(81.69)	83.5%
Office Expense	2,630.88	372.68	2,258.20	705.94%
Pest Control Expense	995.37	995.37	0.00	100.0%
Postage	0.00	77.13	(77.13)	0.0%
Repairs & Maintenance	61,196.30	47,797.00	13,399.30	128.03%
Supplies	18,571.35	16,050.00	2,521.35	115.71%
Telephone Expense	2,356.01	2,914.85	(558.84)	80.83%
Trash Pickup	3,083.93	2,870.00	213.93	107.45%
Utilities	66,660.73	58,300.00	8,360.73	114.34%
Website	2,949.40	699.40	2,250.00	421.7%
Total Expense	393,926.41	358,914.49	35,011.92	109.76%
Net Ordinary Income	207,201.41	115,586.54	91,614.87	179.26%
Other Income/Expense				
Other Expense				
Capital Expenditures	276,242.25	276,242.25	0.00	100.0%
Total Other Expense	276,242.25	276,242.25	0.00	100.0%
Net Other Income	(276,242.25)	(276,242.25)	0.00	100.0%
Net Income	(69,040.84)	(160,655.71)	91,614.87	42.97%

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - Focus Group - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**November 2022**

	Nov 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	6.88	0.00	6.88	100.0%
Sales Tax Revenue	15,622.63	15,000.00	622.63	104.15%
Total Income	15,629.51	15,000.00	629.51	104.2%
Gross Profit	15,629.51	15,000.00	629.51	104.2%
Net Ordinary Income	15,629.51	15,000.00	629.51	104.2%
Net Income	15,629.51	15,000.00	629.51	104.2%

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - Focus Group - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**January through November 2022**

	<u>Jan - Nov 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	39.73	0.00	39.73	100.0%
Sales Tax Revenue	168,821.75	160,000.00	8,821.75	105.51%
Total Income	168,861.48	160,000.00	8,861.48	105.54%
Gross Profit	168,861.48	160,000.00	8,861.48	105.54%
Net Ordinary Income	168,861.48	160,000.00	8,861.48	105.54%
Net Income	168,861.48	160,000.00	8,861.48	105.54%

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances  
November 30, 2022

Account Name		Acct #	Reconciled Balance
Cash Accounts:			
A&P Collections General		***1584	535.83
Bond Account		***1592	CLOSED
A&P Large Project Checking	50%	***0318	1,579,062.77
A&P Small Project Checking	20%	***0348	330,219.01
A&P General Op Checking	10%	***3297	51,612.64
Benton Focus Group Checking	10%	***2274	182,416.25
Benton Event Center General Op Checking	10%	***2640	442,424.64
Benton Event Center Savings		***9832	239,256.09
TOTAL OPERATING CASH & INVESTMENTS			<u>2,825,527.23</u>

**BENTON ADVERTISING &  
PROMOTION COLLECTIONS -**

	Dec	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov	Dec	TOTAL
<b>RESTAURANTS:</b>														
<b>TOTAL RESTAURANTS</b>	138,701.68	119,554.09	117,688.28	143,916.24	143,592.95	151,734.16	135,689.27	152,275.77	142,865.15	144,088.35	138,856.39	21,924.55		1,550,886.88
# of Businesses	80	77	79	76	81	82	77	79	79	84	78			
<b>FOOD TRUCKS:</b>														
<b>TOTAL FOOD TRUCKS</b>	868.56	490.17	462.81	719.15	789.03	1,166.55	698.89	1,057.12	724.77	1,707.03	481.40	514.33		9,679.81
# of Businesses	17	12	10	13	15	19	20	20	19	23	17			
<b>MOTEL &amp; HOTEL:</b>														
<b>TOTAL MOTEL &amp; HOTEL</b>	4,265.87	3,610.86	3,404.78	5,335.04	5,238.39	5,184.85	6,003.37	5,123.00	4,007.00	4,976.47	5,941.16	0.00		53,090.79
# of Businesses	8	9	8	8	9	8	9	8	9	9	10			
<b>CONVENIENCE STORE:</b>														
<b>TOTAL C-STORE</b>	2,508.52	2,363.47	1,981.29	2,561.47	2,863.60	3,311.01	2,951.18	3,572.16	3,363.88	2,969.64	3,948.31	299.01		32,679.40
OTHER:	18	14	16	15	17	17	16	19	16	17	17			
<b>TOTAL OTHER</b>	5,386.47	1,683.98	2,169.87	4,067.72	1,912.84	3,549.31	7,816.33	4,400.58	1,964.28	2,220.49	1,999.87	1,767.75		38,853.37
# of Businesses	7	8	8	10	6	8	11	10	12	14	13			
<b>GROCERY:</b>														
<b>TOTAL GROCERY</b>	2,364.82	1,935.59	2,223.46	2,059.58	2,413.53	3,073.28	1,309.22	4,561.25	2,275.88	2,611.08	2,817.42	0.00		27,645.11
# of Businesses	3	3	3	3	3	3	1	3	3	3	3			
<b>GRAND TOTALS</b>	154,095.92	129,638.16	127,930.49	158,659.20	156,810.34	168,019.16	154,468.26	170,989.88	155,200.96	158,573.06	154,044.55	24,505.64		1,712,835.36

2021 Collections	136,911.96	109,322.08	114,271.51	150,715.18	147,830.27	152,994.36	148,740.03	160,523.11	143,658.46	131,394.46	141,463.51	135,536.13	
2020 Collections	127,256.22	117,613.40	111,444.38	105,889.39	97,678.07	123,024.71	115,292.01	134,831.92	126,876.64	119,983.38	129,755.98	109,901.21	
2019 Collections	117,759.17	107,528.57	110,355.97	129,020.47	120,664.42	135,416.48	123,451.44	131,093.40	119,508.52	112,256.92	119,762.25	116,259.46	
% Increase from 2021 to 2022	13%	19%	12%	5.27%	6.07%	10%	4%	7%	8%	21%	9%	-82%	

# Benton Event Center-Event Report

November 15, 2022 to December 13, 2022

October 1, 2013 to November 15, 2022

**751,228**

	<b>Date(s)</b>	<b># of Attendees</b>
Duck Duck Goose Children's Consignment Sale	11/13-11/21/2022	4,500
Blood Drive	11/22/2022	150
AR Sign & Barricade Thanksgiving Lunch	11/23/2022	90
Toy Drive	11/26/2022	300
AR Society of Accountant	11/28-11/29/2022	300
Alcoa FCU Chapter Meeting	11/28/2022	50
Juice Plus- Joni Hartman	11/28/2022	25
Palestinian Culture Night Fundraiser	12/2/2022	200
Dixie Car Club Christmas Party	12/3/2022	85
AFMC Annual Medicaid Conference	12/5-12/6/2022	350
Big Red Christmas Party	12/7/2022	150
Me & Meth Conference	12/8/2022	125
Engage Med Leadership Development	12/8/2022	120
Baldwin & Shell Christmas Party	12/9/2022	350
Campbell Christmas Party	12/10/2022	240
Barnes 50th Anniversary Party	12/11/2022	108
Home Depot Christmas Party	12/11/2022	100
PUC Public Meeting	12/12/2022	185
Officer of the Year	12/13/2022	625

**8,053**

**19 events**

**TOTAL: 759,281**