

Benton Advertising & Promotion Commission
Agenda of Special Called Agenda
November 16, 2022
3:30 pm at the Benton Municipal Complex in Council Chambers

I. Call to Order

II. Roll Call	Present	Absent
Steve Brown	_____	_____
Alison Burch	_____	_____
Bill Eldridge	_____	_____
Elgin Hamner IV	_____	_____
Steve Lee	_____	_____
Luke Moody	_____	_____

III. Reading of Civil Statement

IV. Minutes from October Meeting

V. Financial Reports

A. Profit and Loss Reports – Jordan Woolbright

B. Bank Balances and Collections Report – Mandy Spicer

VI. Administrative

Delinquency Report – Mandy Spicer

VII. Funding Request

None

VIII. Report from Benton Event Center – Nikki Chumley

IX. Old Business

Commissioner Applicant

X. New Business

None

XI. Other Business

XII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

October 19, 2022

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on October 19, 2022 at 3:31 pm at the Benton Municipal Complex in Council Chambers.

II. ROLL CALL

Commissioners in attendance included: Bill Eldridge, Steve Brown, Alison Burch, Elgin Hamner IV, Steve Lee and Luke Moody. No one was absent.

III. CIVIL STATEMENT

Bill Eldridge read the city's Civil Statement.

IV. MINUTES

Steve Brown made a motion to approve the minutes of the September 14, 2022 and September 22, 2022 meetings. Steve Lee seconded. Motion carried.

V. FINANCIAL REPORTS

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following reconciled balances as of September 30, 2022:

Bank OZK – Focus Group Project	\$151,015.56
Bank OZK – A&P	\$38,938.24
Bank OZK – Event Center	\$382,864.68
Bank OZK – Savings	<u>\$239,156.16</u>
Total Checking/Savings	\$811,974.64

A&P profit and loss statement: for the month of September 2022 total income of \$15,396.46 and total expenses of \$35,981.17 resulting in a net loss of (\$20,584.71). Jordan pointed out the \$27,761.54 funding expense item includes a \$20,000 payment to Saline County Economic Development Corporation for Retail Strategies that was previously approved. For the year to date thru September 2022 total income of \$137,450.87, total operating expenses of \$118,280.58 and capital expenditures of \$75,000.00 resulting in a net loss of (\$55,829.71).

Event Center profit and loss statement: for the month of September 2022 total income of \$55,901.45, total operating expenses of \$36,075.73 resulting in net income of \$19,825.72. For the year to date thru September 2022 total income of \$462,552.59, total operating expenses of \$332,846.92 and capital expenditures of \$276,242.25 resulting in a net loss of (\$126,536.58).

Focus Group profit and loss statement: for the month of September 2022 total income of \$15,400.12 and total expenses of \$0 resulting in net income of \$15,400.12. For the year to date thru September 2022 total income of \$137,460.79 and total expenses of \$0 resulting in net income of \$137,460.79.

City of Benton Financial Officer Mandy Spicer presented the bank account report with the following balances as of September 30, 2022:

A&P Collections General	\$1,402.13
Bond Account	Closed
A&P Large Project Checking	\$1,422,003.62
A&P Small Project Checking	\$267,420.53
A&P General Operating Checking	\$38,938.24
Benton Focus Group Checking	\$151,015.56
Benton Event Center Gen Operating Checking	\$403,141.22
Benton Event Center Savings	<u>\$239,156.16</u>
	\$2,523,077.46

- VI. Collections received in the month of September 2022 were \$155,200.96 which is 8% higher than collections in September 2021. Below are the amounts collected in September of this year along with September of the previous three years:

September 2022 Collections	\$155,200.96
September 2021 Collections	\$143,658.46
September 2020 Collections	\$126,876.64
September 2019 Collections	\$119,508.52

There are currently twelve delinquencies and all are expected to pay within the next 30 days. One of these is a new company that participated in Amplify and the other 11 are repeat offenders but always bring their accounts current.

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

- VII. FUNDING REQUEST
None.

- VIII. REPORT FROM BENTON EVENT CENTER

Director Nikki Chumley advised there have been 19 events held in the building since the last A&P meeting and it's been an extremely busy time. Some of the larger events include the ABA Ladies Retreat which was back to the attendance numbers as before Covid, the Arkansas Village Quilt Show, the Saline County Gun & Knife Show, the Second Chance Ranch Banquet and Benton Chamber's Bingo. Bookings for the remainder of 2022 are strong and include lots holiday parties.

IX. OLD BUSINESS

- A. Benton Event Center Cleaning Service – Nikki Chumley reported that five bids were submitted in response to the request that was published. The project scope was: Cleaning of the Benton Event Center on a multiple times per week schedule provided to the vendor at the beginning of the month. Vendor will clean bathrooms, lobby area and kitchen. All prices are for a two man crew.

The bids received were:

1 st Impressions	\$32.00 per hour
Bagby Co. Commercial	\$80.00 per hour
Billy's Janitorial Services	\$90.00 per hour
Jan-Pro of Arkansas	\$54.75 per hour
Oasis Facility Solutions	\$50.84 per hour

Nikki advised that four of these companies scheduled meetings with her. The one that did not was Billy's Janitorial Services. She told the commissioners none of them would include signing a contract and she would feel confident moving forward with any of the companies.

Steve Brown made a motion to hire 1st Impressions to perform cleaning services since it's the lowest bid. Luke Moody seconded. Motion carried.

- B. Surveyor – Bill Eldridge reported that one company submitted a bid in response to the request that was published. There is approximately 600 acres of land located on the north side of Interstate 30 at Exit 114 that could possibly be a good location for a RV park along with other City projects but a survey is required to determine its feasibility. The bid received is from Rasburry Surveying LLC in the amount of \$73,784.00. Bill explained that this amount does not apply toward a purchase of the land.

Steve Lee made a motion to hire Rasburry Surveying LLC to prepare a survey on the approximately 600 acres of land located on the north side of Interstate 30 at Exit 114. The amount will be paid from the Small Project account. Luke Moody seconded. Motion carried.

- C. Commissioner Term Expiration – Bill Eldridge reported that Brandi Crabtree's term expired earlier this month and notices from two applicants have been received who would like to serve on the commission. The two applicants are Brandi Crabtree and Scott Elliott. Bill suggested the two applicants be invited to the next A&P meeting to answer questions from the commissioners who will then vote on the person to join the commission. Everyone agreed this would be a good way to move forward. Amy McCormick will reach out to the applicants and invite them to the November 9 meeting and the commissioners will provide Amy with the questions.


X. NEW BUSINESS
None.

XI. OTHER BUSINESS
None.

XII. ADJOURNMENT
Luke Moody made a motion to adjourn the meeting. Allison Burch seconded. Motion carried. The meeting was adjourned at 3:51 pm.



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

Benton A&P Commission
Statement of Assets, Liabilities & Equity-Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
As of October 31, 2022

	<u>Oct 31, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
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	239,206.94
Total Checking/Savings	<u>863,650.32</u>
Total Current Assets	<u>863,650.32</u>
TOTAL ASSETS	<u><u>863,650.32</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	368.92
Total Other Current Liabilities	<u>368.92</u>
Total Current Liabilities	<u>368.92</u>
Total Liabilities	<u>368.92</u>
Equity	
Retained Earnings	856,449.90
Net Income	6,831.50
Total Equity	<u>863,281.40</u>
TOTAL LIABILITIES & EQUITY	<u><u>863,650.32</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
October 2022

	<u>Oct 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	1.35	4.90	(3.55)	27.55%
Sales Tax Revenue	15,764.75	14,500.00	1,264.75	108.72%
Total Income	<u>15,766.10</u>	<u>14,504.90</u>	<u>1,261.20</u>	<u>108.7%</u>
Gross Profit	15,766.10	14,504.90	1,261.20	108.7%
Expense				
Accounting Services	225.00	225.00	0.00	100.0%
Advertising Expense	197.60	0.00	197.60	100.0%
Funding	3,135.65	3,333.33	(197.68)	94.07%
Legal Counsel	750.00	750.00	0.00	100.0%
Postage	50.47	0.00	50.47	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>11,017.05</u>	<u>10,966.66</u>	<u>50.39</u>	<u>100.46%</u>
Net Ordinary Income	<u>4,749.05</u>	<u>3,538.24</u>	<u>1,210.81</u>	<u>134.22%</u>
Net Income	<u><u>4,749.05</u></u>	<u><u>3,538.24</u></u>	<u><u>1,210.81</u></u>	<u><u>134.22%</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 October 2022

	<u>Jan - Oct 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	17.85	44.37	(26.52)	40.23%
Sales Tax Revenue	153,199.12	145,000.00	8,199.12	105.65%
Total Income	<u>153,216.97</u>	<u>145,044.37</u>	<u>8,172.60</u>	<u>105.64%</u>
Gross Profit	153,216.97	145,044.37	8,172.60	105.64%
Expense				
Accounting Services	2,350.00	2,250.00	100.00	104.44%
Advertising Expense	1,474.20	1,009.70	464.50	146.0%
Funding	48,318.46	33,333.33	14,985.13	144.96%
Legal Counsel	7,500.00	7,500.00	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	66,583.30	66,583.30	0.00	100.0%
Total Expense	<u>129,297.63</u>	<u>110,676.33</u>	<u>18,621.30</u>	<u>116.83%</u>
Net Ordinary Income	23,919.34	34,368.04	(10,448.70)	69.6%
Other Income/Expense				
Other Expense				
Capital Expenditures	75,000.00	75,000.00	0.00	100.0%
Total Other Expense	<u>75,000.00</u>	<u>75,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Net Other Income	<u>(75,000.00)</u>	<u>(75,000.00)</u>	<u>0.00</u>	<u>100.0%</u>
Net Income	<u><u>(51,080.66)</u></u>	<u><u>(40,631.96)</u></u>	<u><u>(10,448.70)</u></u>	<u><u>125.72%</u></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
October 2022

	<u>Oct 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	67.57	36.40	31.17	185.63%
Sales-Revenue				
Alcohol Sales-Bear/Wine	2,396.97	1,672.39	724.58	143.33%
Alcohol Sales-Mixed Drinks	299.16	176.20	122.96	169.79%
Refunds/Returns	(241.10)	0.00	(241.10)	100.0%
Sales-Revenue - Other	45,202.23	27,000.00	18,202.23	167.42%
Total Sales-Revenue	47,657.26	28,848.59	18,808.67	165.2%
Sales Tax Revenue	15,764.75	14,500.00	1,264.75	108.72%
Total Income	63,489.58	43,384.99	20,104.59	146.34%
Gross Profit	63,489.58	43,384.99	20,104.59	146.34%
Expense				
Advertising Expense	189.80	0.00	189.80	100.0%
Alcohol Expense	1,055.68	358.70	696.98	294.31%
Bank Service Fees	574.82	497.72	77.10	115.49%
Building Alarm System	0.00	40.00	(40.00)	0.0%
Cable TV	175.70	175.70	0.00	100.0%
Contract Labor	2,925.00	3,529.00	(604.00)	82.89%
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	2,195.49	400.00	1,795.49	548.87%
Mileage Reimbursement	0.00	45.00	(45.00)	0.0%
Office Expense	245.86	0.00	245.86	100.0%
Pest Control Expense	65.63	65.63	0.00	100.0%
Repairs & Maintenance	1,493.64	3,500.00	(2,006.36)	42.68%
Supplies	2,392.79	1,000.00	1,392.79	239.28%
Telephone Expense	231.75	281.00	(49.25)	82.47%
Trash Pickup	342.78	252.00	90.78	136.02%
Utilities	6,520.29	5,300.00	1,220.29	123.02%
Website	59.95	59.95	0.00	100.0%
Total Expense	32,272.81	29,345.93	2,926.88	109.97%
Net Ordinary Income	31,216.77	14,039.06	17,177.71	222.36%
Net Income	31,216.77	14,039.06	17,177.71	222.36%

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 October 2022

	<u>Jan - Oct 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	375.63	471.97	(96.34)	79.56%
Sales Revenue				
Alcohol Sales-Beer/Wine	9,950.76	9,415.10	535.66	105.69%
Alcohol Sales-Mixed Drinks	3,956.23	3,912.11	944.12	131.34%
Refunds/Returns	(628.10)	0.00	(828.10)	100.0%
Sales-Revenue - Other	379,388.53	267,000.00	112,388.53	142.09%
Total Sales-Revenue	392,467.42	279,427.21	113,040.21	140.45%
Sales Tax Revenue	153,199.12	145,000.00	8,199.12	105.68%
Total Income	546,042.17	424,899.18	121,142.99	126.51%
Gross Profit	546,042.17	424,899.18	121,142.99	126.51%
Expense				
Advertising Expense	2,364.00	2,000.00	364.00	116.2%
Alcohol Expense	5,590.22	5,726.23	(136.01)	97.63%
Alcohol Permit Expense	3,500.00	3,500.00	0.00	100.0%
Bank Service Fees	4,842.74	4,352.96	489.78	111.25%
Building Alarm System	147.60	810.00	(662.40)	18.32%
Cable TV	1,756.28	1,757.00	(0.72)	99.96%
Contract Labor	33,546.41	32,941.00	605.41	101.84%
Dues & Memberships	325.00	823.62	(498.62)	39.46%
Fire Alarm System	2,455.09	1,339.82	1,115.17	183.23%
Health Insurance	11,826.60	11,471.82	354.78	103.03%
Internet	3,614.61	4,109.20	(494.59)	87.96%
Labor Expenses	133,589.73	134,086.03	(496.30)	99.63%
Laundry Expense	10,290.83	4,800.00	5,490.83	214.39%
Linen & Supplies	1,351.17	1,600.00	(238.83)	85.07%
Mileage Reimbursement	413.31	456.00	(36.69)	91.85%
Office Expense	2,385.25	372.68	2,012.57	640.03%
Pest Control Expense	995.37	929.74	65.63	107.06%
Postage	0.00	77.13	(77.13)	0.0%
Repairs & Maintenance	56,658.60	45,097.00	13,761.60	130.52%
Supplies	17,877.55	15,050.00	2,827.55	116.79%
Telephone Expense	2,124.22	2,633.85	(509.63)	80.66%
Trash Pickup	2,776.01	2,618.00	158.01	106.04%
Utilities	61,589.79	53,000.00	8,589.79	116.21%
Website	2,889.45	639.45	2,250.00	451.87%
Total Expense	365,119.73	330,165.63	34,954.10	110.59%
Net Ordinary Income	180,922.44	94,713.55	86,208.89	191.02%
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	(95,319.81)	(181,528.70)	86,208.89	62.51%

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
October 2022

	<u>Oct 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	6.43	0.00	6.43	100.0%
Sales Tax Revenue	15,764.75	14,500.00	1,264.75	108.72%
Total Income	15,771.18	14,500.00	1,271.18	108.77%
Gross Profit	15,771.18	14,500.00	1,271.18	108.77%
Net Ordinary Income	15,771.18	14,500.00	1,271.18	108.77%
Net Income	15,771.18	14,500.00	1,271.18	108.77%

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 October 2022

	<u>Jan - Oct 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	32.85	0.00	32.85	100.0%
Sales Tax Revenue	153,199.12	145,000.00	8,199.12	105.66%
Total Income	153,231.97	145,000.00	8,231.97	105.68%
Gross Profit	153,231.97	145,000.00	8,231.97	105.68%
Net Ordinary Income	153,231.97	145,000.00	8,231.97	105.68%
Net Income	153,231.97	145,000.00	8,231.97	105.68%

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances
October 31, 2022

Account Name		Acct #	Reconciled Balance
<u>Cash Accounts:</u>			
A&P Collections General		***1584	2,692.18
Bond Account		***1592	CLOSED
A&P Large Project Checking	50%	***0318	1,500,887.82
A&P Small Project Checking	20%	***0348	298,961.42
A&P General Op Checking	10%	***3297	43,793.44
Benton Focus Group Checking	10%	***2274	166,786.74
Benton Event Center General Op Checking	10%	***2640	413,995.59
Benton Event Center Savings		***9832	239,206.94
TOTAL OPERATING CASH & INVESTMENTS			<u><u>2,666,324.13</u></u>

Recd in Jan	Recd in Feb	Recd in Mar	Recd in April	Recd in May	Recd in June	Recd in July	Recd in Aug	Recd in Sept	Recd in Oct	Recd in Nov	Recd in Dec
DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV

-100%

Benton Event Center-Event Report

October 19, 2022 to November 15, 2022

October 1, 2013 to October 18, 2022

744,328

	Date(s)	# of Attendees
AR Spinal Cord Commission	10/20-21/2022	
Sports card & Memoribilla show	10/22/2022	250
Madison Sweet 16 Party	10/22/2022	40
Calhoun Anniversary Party	10/23/2022	75
AAEA- AASCD Conference	10/24/2022	150
AAEA-CASBO Conference	10/25-27/2022	350
McGhee Baby Shower	10/29/2022	40
Warford Baby Shower	10/29/2022	40
McPherson 60th Birthday Party	10/29/2022	50
AR Rural Educators Association	10/30-10/31/2022	250
Glitz & Garland	11/1-11/5/2022	4,550
ACH Leadership Conference	11/7-11/8/2022	425
ACH Project Prevent Conference	11/9/2022	400
Ramirez Wedding Reception	11/12/2022	280
Duck Duck Goose Children's Consignment Sale	11/13-11/21/2022	TBD

6,900

15 events

TOTAL: 751,228

FROM THE DESK OF
Scott Elliott

September 21, 2022

A&P Commission

Dear commission,

I am a local business owner and resident of Benton and would like to be considered as a member of the A&P Commission. I own several businesses in the city of Benton in diverse sectors including Holy Roller bike shop, Niecy's restaurant, Tyndall Park Concessions and Economy Care Services which assembles bikes across Arkansas and other states.

Our family has a vested interest in the city and moving it forward for the betterment of the community. I believe I can contribute to that betterment as a member of the commission and appreciate your consideration.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'Scott Elliott', with a large, stylized initial 'S'.

Scott Elliott