### **Benton Advertising & Promotion Commission** Agenda

## November 8, 2023 3:30 pm at the Benton Municipal Complex in Council Chambers

I.	Call to Order						
II.	Roll Call Steve Brown Alison Burch Bill Eldridge Elgin Hamner IV Steve Lee Luke Moody Greg Shinn	Present	Absent				
III.	Minutes from October Meeting						
IV.	Financial Reports  A. Profit and Loss Reports – Jord B. Bank Balances and Collection						
V.	Administrative Delinquency Report – Mandy Spicer						
VI.	Funding Literacy Action of Central Arkans	sas					
VII.	Report from Benton Event Center – Nikki Chumley						
VIII.	Report on the Development of E	xit 114 Prop	erty – Bill Eldridge				
IX.	Old Business None						
Х.	New Business						
XI.	Other Business						
XII.	Adjournment						

## BENTON ADVERTISING & PROMOTION COMMISSION Minutes October 18, 2023

#### CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on October 18, 2023 at 3:32 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, Luke Moody and Greg Shinn. Steve Lee was absent.

### III. MINUTES

Luke Moody made a motion to approve the minutes of the September 13, 2023 meeting. Steve Brown seconded. Motion carried.

### IV. FINANCIAL REPORTS

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of September 30, 2023:

Bank OZK – Focus Group Project	\$358,334.58
Bank OZK – A&P	\$77,419.63
Bank OZK – Event Center	\$334,538.29
Bank OZK – Savings	\$374,685.47
Total Checking/Savings	\$1,144,977.97

There is a liability of \$872.89 owed to the Arkansas Department of Finance for sales tax.

A&P profit and loss statement: for the month of September 2023 total income of \$17,672.19 and total expenses of \$14,017.85 resulting in net income of \$3,654.34. For the year to date as of September 2023 total income of \$154,692.84, total operating expenses of \$133,865.21 resulting in net income of \$20,827.63.

Event Center profit and loss statement: for the month of September 2023 total income of \$54,314.96, total operating expenses of \$41,772.19 resulting in net income of \$12,542.77. For the year to date as of September 2023 total income of \$562,611.03, total operating expenses of \$399,761.25 and capital expenditures of \$121,498.78 resulting in net income of \$41,351.00.

Focus Group profit and loss statement: for the month of September 2023 total income of \$18,600.32 and total expenses of \$0 resulting in net income of \$18,600.32. For the year to date as of September 2023 total income of \$161,044.25 and total expenses of \$0 resulting in net income of \$161,044.25.

In the absence of City of Benton Financial Officer Mandy Spicer, Jordan Woolbright presented the bank account report with the following balances as of September 30, 2023:

	Statement	Prev. Month's
	Balance	Balance
A&P Collections General (clearing account)	\$4,057.07	\$4,026.67
Bond Account	Closed	Closed
A&P Large Project Checking (50% distribution)	\$1,435,459.83	\$1,371,158.56
A&P Small Project Checking (20% distribution)	\$680,999.57	\$643,920.40
A&P General Operating Checking (10% distribution	\$82,417.45	\$77,974.29
Benton Focus Group Checking (10% distribution)	\$358,334.58	\$339,734.26
Benton Event Center Gen Operating Checking		
(10% distribution)	\$336,878.92	\$342,728.24
Benton Event Center Savings	\$374,685.47	\$373,409.74
	\$3,272,832.89	

V. Collections received in the month of September 2023 were \$173,416.93 which is 12% higher than collections in September 2022. Below are the amounts collected in September of this year along with September of the previous four years:

September 2023 Collections	\$173,416.93
September 2022 Collections	\$155,200.96
September 2021 Collections	\$143,658.46
September 2020 Collections	\$126,876.64
September 2019 Collections	\$119,508.52

Jordan Woolbright informed the commissioners that the two business that were grossly overdue have brought the accounts current and hearings were not needed.

### VI. FUNDING REQUESTS None.

### VII. REPORT FROM BENTON EVENT CENTER

Nikki Chumley reported that there have been 27 events since the last meeting including the ABA Ladies Retreat and the International Conference of Police Chaplains. She explained that there were many multi-day and overlapping events within the past month. Bookings continue to be strong through the end of the year.

Nikki explained the riding vacuum cleaner is having many maintenance issues and needs to be replaced. It was purchased before the building opened ten years ago. She's received two prices for a replacement that are each under the \$20,000 threshold that requires going through the bidding process. Luke Moody made a motion that a new

riding vacuum cleaner be purchased and the cost doesn't exceed \$20,000. Steve Brown seconded. Motion carried.

- VIII. REPORT ON THE DEVELOPMENT OF EXIT 114 PROPERTY

  Bill Eldridge provided that vendors continue to work on the required engineering,
  cultural resource study, flood work survey, etc. on the Thomas property. Reports are
  expected within the next 2-3 weeks.
- IX. OLD BUSINESS None.
- X. NEW BUSINESS

<u>Commissioner Term Expiration</u> — Bill Eldridge explained that Alison Burch's term expires this month. An ad was placed according to the rules of the ordinance and one letter of interest was received to fill the position. The letter of interest was from Alison Burch and she wishes to continue to serve for another term of four years. Luke Moody made a motion to recommend Alison Burch to be approved by the Benton City Council to serve on the A&P Commission. Elgin Hamner seconded. Motion carried.

- XII. OTHER BUSINESS None.
- XIII. ADJOURNMENT
  Luke Moody made a motion to adjourn the meeting. Elgin Hamner seconded. Motion carried. The meeting was adjourned at 3:45 pm.

Bill Eldridge, Chairman

Amy McCormick, Recording Secretary

## Statement of Assets, Liabilites & Equity-Modified Cash Basis Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted As of October 31, 2023

	Oct 31, 23
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Project	375,903.69
Bank OZK - A&P	81,705.07
Bank OZK - Event Center	357,980.67
Bank OZK - Savings	376,097.98
Total Checking/Savings	1,191,687.41
Total Current Assets	1,191,687.41
TOTAL ASSETS	1,191,687.41
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	696.25
Total Other Current Liabilities	696.25
Total Current Liabilities	696.25
Total Liabilities	696.25
Equity	
Retained Earnings	920,882.20
Net Income	270,108.96
Total Equity	1,190,991.16
TOTAL LIABILITIES & EQUITY	1,191,687.41

## 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 2023

	Oct 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	269.09	125.00	144.09	215.27%
Sales Tax Revenue	16,216.33	15,765.00	451.33	102.86%
Total Income	16,485.42	15,890.00	595.42	103.75%
Gross Profit	16,485.42	15,890.00	595.42	103.75%
Expense				
Accounting Services	500.00	500.00	0.00	100.0%
Advertising Expense	776.00	150.00	626.00	517.33%
Comp. for Commissioners	600.00	750.00	(150.00)	80.0%
Funding	2,445.25	3,334.00	(888.75)	73.34%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Postage	20.40	0.00	20.40	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	12,199.98	12,592.33	(392.35)	96.88%
Net Ordinary Income	4,285.44	3,297.67	987.77	129,95%
Net Income	4,285.44	3,297.67	987.77	129.95%

# 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 2023

	Jan - Oct 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	2,097.75	1,130.00	967.75	185.64%
Sales Tax Revenue	169,080.51	153,199.00	15,881.51	110.37%
Total Income	171,178.26	154,329.00	16,849.26	110.92%
Gross Profit	171,178.26	154,329.00	16,849.26	110.92%
Expense				
Accounting Services	4,575.00	5,000.00	(425.00)	91.5%
Advertising Expense	24,611.20	23,500.00	1,111.20	104.73%
Comp. for Commissioners	4,950.00	6,000.00	(1,050.00)	82.5%
Funding	32,475.11	33,334.00	(858.89)	97.42%
Legal Counsel	11,550.00	12,000.00	(450.00)	96.25%
Office Expense	127.42	0.00	127.42	100.0%
Postage	148.63	150.00	(1.37)	99.09%
Repairs & Maintenance	1,044.53	0.00	1,044.53	100.0%
Service Agreement	66,583.30	66,583.30	0.00	100.0%
Total Expense	146,065.19	146,567.30	(502.11)	99.66%
Net Ordinary Income	25,113.07	7,761.70	17,351.37	323.55%
et Income	25,113.07	7,761.70	17,351.37	323.55%

## Profit & Loss Budget vs. Actual - Event Center - Modified Cash Basis Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted October 2023

	Oct 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				H
Income				
Interest	2,710.31	400.00	2,310.31	677.58%
Sales-Revenue			,	
Alcohol Sales-Beer/Wine	2,751.81	2,397.00	354.81	114.8%
Alcohol Sales-Mixed Drinks	656.79	299.00	357.79	219.66%
Refunds/Returns /	(425.00)	0.00	(425.00)	100.0%
Sales-Revenue - Other	38,630.03	45,227.00	(6,596.97)	85.41%
Total Sales-Revenue	41,613.63	47,923.00	(6,309.37)	86.83%
Sales Tax Revenue	16,216.33	15,765.00	451.33	102.86%
Total Income	60,540.27	64,088.00	(3,547.73)	94.46%
Gross Profit	60,540.27	64,088.00	(3,547.73)	94.46%
Expense				
Alcohol Expense	121.01	1,500.00	(1,378.99)	8.07%
Bank Service Fees	541.41	578.84	(37.43)	93.53%
<b>Building Alarm System</b>	147.61	148.00	(0.39)	99.74%
Cable TV	184.22	175.70	8.52	104.85%
Cleaning Service	1,006.25	1,200.00	(193.75)	83.85%
Contract Labor	4,147.35	2,925.00	1,222.35	141.79%
Health Insurance	1,165.63	1,165.63	0.00	100.0%
Internet	323.95	325.00	(1.05)	99.68%
Labor Expenses	12,838.16	12,864.92	(26.76)	99.79%
Laundry Expense	0.00	2,195.49	(2,195.49)	0.0%
Mileage Reimbursement	73.25	0.00	73.25	100.0%
Office Expense	3,705.63	245.86	3,459.77	1,507.21%
Pest Control Expense	65.63	65.63	0.00	100.0%
Repairs & Maintenance	826.69	1,075.00	(248.31)	76.9%
Supplies	2,626.06	2,392.79	233.27	109.75%
Telephone Expense	84.40	231.75	(147.35)	36.42%
Trash Pickup	386.49	342.78	43.71	112.75%
Utilities	6,308.19	7,498.00	(1,189.81)	84.13%
Website	59.95	59.95	0.00	100.0%
Total Expense	34,611.88	34,990.34	(378.46)	98.92%
Net Ordinary Income	25,928.39	29,097.66	(3,169.27)	89.11%
t Income	25,928.39	29,097.66	(3,169.27)	89.11%

### 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 2023

	Jan - Oct 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	23,207.80	3,750.00	19,457.80	618.88%
Sales-Revenue				
Alcohol Sales-Beer/Wine	17,125.62	9,952.00	7,173.62	172.08%
Alcohol Sales-Mixed Drinks	5,062.08	3,955.00	1,107.08	127.99%
Refunds/Returns	(1,634.00)	(300.00)	(1,334.00)	544.67%
Sales-Revenue - Other	410,171.69	379,413.00	30,758.69	108,11%
Total Sales-Revenue	430,725.39	393,020.00	37,705.39	109,59%
Sales Tax Revenue	169,080.51	153,199.00	15,881.51	110,37%
Total Income	623,013.70	549,969.00	73,044.70	113,28%
Gross Profit	623,013.70	549,969.00	73,044.70	113.28%
Expense			,	
Advertising Expense	2,186.50	2,000.00	186.50	109.33%
Alcohol Expense	17,117.60	6,246.43	10,871.17	274.04%
Alcohol Permit Expense	3,500.00	3,500.00	0.00	100.0%
Bank Service Fees	6,720.59	4,846.76	1,873.83	138.66%
Building Alarm System	2,443,96	2,536.00	(92.04)	96.37%
Cable TV	1,825.16	1,757.00	68.16	103,88%
Cleaning Service	14,721.57	12,000.00	2,721.57	122,68%
Contract Labor	42,571.30	33,546.41	9,024.89	126.9%
Dues & Memberships	325.00	325.00	0.00	100.0%
Health Insurance	11,306.60	11,306.60	0.00	100.0%
Internet	3,239.50	3,250.00	(10.50)	99.68%
Labor Expenses	140,266.43	140,951.76	(685.33)	99,51%
Laundry Expense	14,185.73	10,290.83	3,894.90	137,85%
Linen & Supplies	447.91	754.02	(306.11)	59.4%
Mileage Reimbursement	366,28	360.99	5.29	101.47%
Office Expense	7,307.09	3,640.44	3,666.65	200.72%
Pest Control Expense	1,203.18	995.37	207.81	120.88%
Repairs & Maintenance	80,622.87	61,375.00	19,247.87	131.36%
Supplies	18,048.52	17,877.55	170.97	100.96%
Telephone Expense	1,888.88	2,124.22	(235.34)	88.92%
Trash Pickup	3,649.10	2,776.01	873.09	131.45%
Utilities	60,549.17	68,216.24	(7,667.07)	88.76%
Website	639.45	639.45	0.00	100.0%
Total Expense	435,132.39	391,316.08	43,816.31	111.2%
Net Ordinary Income	187,881.31	158,652.92	29,228.39	118.42%
Other income/Expense	=		-	
Other Expense				
Capital Expenditures	121,498.78			
Total Other Expense	121,498.78			
Net Other Income	(121,498.78)			
et income	66,382.53			

## Profit & Loss Budget vs. Actual - Focus Group - Modified Cash Basis Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted October 2023

	Oct 23	Budget	\$ Over Budget	% of Budget	
Ordinary Income/Expense					
Income					
Interest	1,352.78	300.00	1,052.78	450.93%	
Sales Tax Revenue	16,216.33	15,764.75	451.58	102.86%	
Total Income	17,569.11	16,064.75	1,504.36	109.36%	
Gross Profit	17,569.11	16,064.75	1,504.36	109.36%	
Net Ordinary Income	17,569.11	16,064.75	1,504.36	109.36%	
Net income	17,569.11	16,064.75	1,504.36	109.36%	

## 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 2023

	Jan - Oct 23	Budget	\$ Over Budget	% of Budget	
Ordinary Income/Expense					
Income					
Interest	9,532.85	2,700.60	6,832.25	352.99%	
Sales Tax Revenue	169,080.51	153,199.12	15,881.39	110.37%	
Total Income	178,613.36	155,899.72	22,713.64	114.57%	
Gross Profit	178,613.36	155,899.72	22,713.64	114.57%	
Net Ordinary Income	178,613.36	155,899.72	22,713.64	114.57%	
Net Income	178,613.36	155,899.72	22,713.64	114.57%	
				The second secon	

### Benton Advertising & Promotion Commission Bank Account Balances October 31, 2023

Account Name		Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:				
A&P Collections General	-	***1584	5,470.66	4,057.07
Bond Account		***1592	CLOSED	CLOSED
				0.00
A&P Large Project Checking	50%	***0318	1,518,466.02	1,435,459.83
A&P Small Project Checking	20%	***0348	716,003.34	680,999.57
A&P General Op Checking	10%	***3297	81,705.07	82,417.45
Benton Focus Group Checking	10%	***2274	375,903.69	358,334.58
				0.00
Benton Event Center General Op Checking	10%	***2640	371,243.83	336,878.92
Benton Event Center Savings		***9832	376,097.98	374,685.47

TOTAL OPERATING CASH & INVESTMENTS

3,444,890.59

BENTON ADVERTISING & PROMOTION COLLECTIONS - FY2023 - NET

MARCH APRIL MAY HINF HILV ALIGHET CENT COM	מברת וויי לפוד	ייברת ווי זמון שברת ווו ובים שברת ווו	Vecu III INI	neca in April	Keco In May	Kecd In June	Kecd in July	Recd in Aug	April Recd in May Kecd in June Recd in July Recd in Aug Recd in Sept Recd in Oct Recd in Nov R	Recd in Oct	Recd in Nov	Recd in Dec
	DEC	JAN	FE8	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SFPT	Ę	VON

	1		20.00	3	ואישוריו	AFRIL	APRIL IMAT	JUNE	JUNE	AUGUSI	SEPT	٥٥	NOV.
RESTAURANTS:													
TOTAL RESTAURANTS		139,535.30	139,535.30 154,235.68	138,188.73	138,188.73 160,752.77 147,520.29 168,107.36 145,225.43 168,352.64 158,032.33 147,777.87	147,520.29	168,107.36	145,225.43	168.352.64	158.032.33	142 727 87	8	000
	# of Businesses	82	81	79	80	82	80	78	84	83	78	8	8
FOOD TRUCKS:													
TOTAL FOOD TRUCKS		712.24	479.70	1,158.80	541.34	1,022.90	541.34 1,022.90 1,053.82 1,032.36	1.032.36		871.73 1 308.67 734.90	734 90	8	800
								2		200	20.50	30.5	

TOTAL FOOD TRUCKS	712.24	712.24 479.70	1,158.80	541.34	1,022.90	1,053.82 1,032.36	1.032.36	871.73	821.73 1 308 67	734 90	000	1
the of Designation		,	1						10:00:61	201101	00.0	00.0
# OI businesses	ses &	g	10	∞	12	15	7.7	18	24	15		
MOTEL & HOTEL:												
TOTAL MACTIC O LIGHTLE												
TOTAL MOTEL & HOTEL	5,316.49	5,316.49 4,595.48	4,388.11	5,251.69	5,565.80	5,565.80 7,435.44 6,219.59 6,601.72 5,286.50 5,721.20	6.219.59	6.60172	5 286 50		000	l
									00:00		00.0	00.0
# of businesses	ses 10	10	10	10	10	-	11	10	10	11		

	8		000	0.00
200				
6,213.39 6,601.72 5,286.50 5,731.29 0.00	11		3,229.98 3,189.04 3,390.42 1.825.50 3,640.15 2,737.86 2,160.43 5,000.55	20
5,286.50	10		2 160 43	16
0,5UL./2	10		2.737.86	19
60.612,0	11		3.640.15	20
t+'CC+'	11		1.825.50	19
להלילילי מסירמריה המידהדיה	10		3,390.42	18
20000	10		3,189.04	17
	10		3,229.98	19
ar read.	10		2,762.41	17
	10		3,765.75 2,762.41	17
	# of Businesses			# of Businesses
		CONVENIENCE STORE:	TOTAL C-STORE	отнек:

									20010		2,22,30	3.5	30.5
ОТНЕК:	# Of Businesses	17	17	19	17	18	19	20	19	16	20		
TOTAL OTHER		3,059.82	2,969.53	4,155.16	2,368.03	7.428.34	4.713.90	5.096.84	5 512 OF	A 080 21	4,155.16 2,368.03 7,428.34 4,713.90 5,046.84 5,517.05 4,060.24 2,005.72	000	
	H - C D						2000	10:000	CC-34010	4,000,31	77.000'0	0.00	0.00
	# or businesses	E	12	11	12	12	12	12	13	14	17		Ì
GROCERY:													

TOTAL COOCERV		10 60 0		ľ		l	l						
IOIAL GROCERY		3,163,96	3,163.96 2,419.25	2,646.78	2,343.76	2.913.60	2.953.95	2,889 50	3 202 5		7520 60 3764 07	8	000
	A -E Danies and		1			ı	I	1	- 1	- 1	70.4.07	0.00	0.00
	# of Businesses	m	m	m	m	m	m	m	м	3	6		
	GRAND TOTALS 155 553 56 157 463 08	155 553 55	30 63 453	22 424 634	444	4							
		100,000,00	CO"70+110T	T22,/07,20	1/4,440.03	1/4,440.03 10/,841.35	186,089.97	164,103.87	55 186,089.97 164,103.87 187,330.46 173,416.93 161.766.76	173,416.93	161,766,76	00.00	800

2022 Collections	154,095.92 129,638.16	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 O44 EE	70 700 00 1
2021 Collections	136,911.96	109,322.08	114,271.51	150,715.18	147,830,27	152,994.36	148,740.03	160 573 11	143 658 46	121 204 46	141 462 54	140,723.20
2020 Collections	127.256.22	117,613.40	111 444 38	105 889 30	50 953 50	17 400 501	115 203 04	424 924 90	04-90-0-0-4	101,004.40	141,403.51	135,536,13
2010 Collections	1110	101001101	000000000000000000000000000000000000000	CC-COO'COT	10.010,15	17.470,621	10.262,611	134,831.92	126,876.64	119,983.38	129,755.98	109,901.21
SOLD CONSTITUTION	11/,/29.1/	10/,528.5/	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 2022 to 2023	1%	79%	70%	10%	7%	11%	%9	10%	12%	7%	-100%	-100%

### 2023 Advertising and Promotion Funding

Sponsor/Event	Requested	Approved	Paid
Royal Players	\$ 12,860.00	\$ 12,860.00	\$ 7,423.00
Saline County Comic Expo	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00
Juneteenth Celebration	\$ 500.00	\$ 500.00	\$ 400.00
Amplify	\$ 25,000.00	\$ 15,000.00	\$ 14,028.95
Saline County Art League	\$ 3,150.00	\$ 3,150.00	\$ 744.84
Saline County Fair & Rodeo	\$ 6,500.00	\$ 6,500.00	\$ 5,067.82
Old Fashioned Day	\$ 5,000.00	\$ 5,000.00	\$ 2,719.00
Totals	\$ 55,110.00	\$ 45,110.00	\$ 32,483.61

Total Budgeted for 2023 Funding	\$ 40,000.00
Unused from 2022 Budgetd Funds	\$ 11,440.69
Unused Budgeted Funds	\$ 51,440.69

Available Uncommitted Funds:	
(51,440.69-45,110)	\$ 6,330.69

### **Benton Event Center-Event Report**

October 18, 2023 to November 7, 2023

October 1, 2013 to October 17, 2023

858,086

	Date(s)	# of Attendees
ACH Project Provention Youth Conference	10/18/2023	460
McGraw Realtor Training	10/19/2023	75
CHI/STVI Service Awards	10/19/2023	270
SportsCard & Memorbilla Show	10/21/2023	225
Evans Baby Shower	10/22/2023	50
Rental Concepts	10/23/2023	65
Chamber Bingo	10/25-10/26/2023	850
Arana Wedding Reception	10/27-10/28/2023	320
Glitz & Garland	11/1-11/4/2023	5300
AFMC Billing Meeting	11/7/2023	227
	TOTAL:	7,842

# of Events: 10

TOTAL: 865,928