

**Benton Advertising & Promotion Commission**  
**Agenda**  
**February 12, 2025**  
**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>
Frank Baptist	_____	_____
Steve Brown	_____	_____
Alison Burch	_____	_____
Bill Eldridge	_____	_____
Elgin Hamner IV	_____	_____
Luke Moody	_____	_____
Greg Shinn	_____	_____

**III. Minutes from January Meeting**

**IV. Financial Reports**

- A. Profit and Loss Reports – Jordan Woolbright
- B. Bank Balances and Collections Report – Mandy Spicer
- C. 2025 Budgets – Jordan Woolbright / Bill Eldridge

**V. Administrative**

Delinquency Report – Mandy Spicer

**VI. Funding**

- A. Saline County Fair Association – 2<sup>nd</sup> Reading and Vote
- B. Saline County Art League – 1<sup>st</sup> Reading
- C. The Royal Players – 1<sup>st</sup> Reading

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

**VIII. Report on the Development of Exit 114 Property – Bill Eldridge**

**IX. Old Business**

A&P Marketing Committee – Steve Brown

**X. New Business**

Next Meeting Date – March 12

**XI. Other Business**

**XII. Adjournment**

# BENTON ADVERTISING & PROMOTION COMMISSION

## Minutes

January 8, 2025

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on January 8, 2025, at 3:30 pm at the Benton Municipal Complex in Council Chambers.

II. ROLL CALL

Commissioners in attendance include: Bill Eldridge, Steve Brown, Frank Baptist, Luke Moody, Elgin Hamner and Greg Shinn. Alison Burch was absent.

III. MINUTES

Luke Moody made a motion to approve the minutes of the December 11, 2024 meeting. Steve Brown seconded. Motion carried.

IV. FINANCIAL REPORTS

A. Profit & Loss Reports

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of December 31, 2024:

Bank OZK – Focus Group Project	\$647,845.75
Bank OZK – A&P	\$137,242.80
Bank OZK – Event Center	\$456,070.48
Bank OZK – Savings	<u>\$394,898.98</u>
Total Checking/Savings	\$1,636,058.01

There is a liability of \$2,386.25 owed to the Arkansas Department of Finance for sales tax and to the City of Benton for sales tax.

A&P profit and loss statement: for the month of December 2024 total income of \$18,204.08 and total expenses of \$12,363.01 resulting in net income of \$5,841.07. For the year to date as of December 2024 total income of \$218,276.28, total operating expenses of \$176,874.06 resulting in net income of \$41,402.22.

Event Center profit and loss statement: for the month of December 2024 total income of \$62,925.98, total operating expenses of \$65,640.42 resulting in a net loss of (\$2,714.44). For the year to date as of December 2024 total income of \$729,687.12, total operating expenses of \$528,238.99 and capital expenditures of \$63,061.17 resulting in net income of \$138,386.96.

Focus Group profit and loss statement: for the month of December 2024 total income of \$19,882.19 and total expenses of \$0 resulting in net income of \$19,882.19. For the year to date as of December 2024 total income of \$235,053.35 and total expenses of \$0 resulting in net income of \$235,053.35.

**B. Bank Balances and Collections Report**

Mandy Spicer presented the bank accounts with the following balances as of December 31, 2024:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$5,249.24	\$5,615.94
Bond Account	Closed	Closed
A&P Large Project Checking	\$2,530,413.15	\$2,435,753.07
A&P Small Project Checking	\$1,257,128.75	\$1,218,458.06
A&P General Operating Checking	\$137,965.39	\$133,713.72
Benton Focus Group Checking	\$647,845.75	\$627,963.56
Benton Event Center Gen Operating Checking	\$454,274.77	\$458,402.91
Benton Event Center Savings	<u>\$394,898.98</u>	\$393,587.74
	<u>\$5,427,776.03</u>	

Mandy reported installment number three was paid on the Thomas property in January out of the large project account.

**V. ADMINISTRATIVE**

Collections received in the month of December 2024 were \$177,658.47 which is 8.62% more than December 2023. The deadline for the current A&P tax payments due is later this week. Towards the last week in December, all payers who had not yet paid were contacted and reminded about the deadline.

Below are the amounts collected in December of this year along with December of the previous five years:

December 2024 Collections:	\$177,568.47
December 2023 Collections:	\$163,482.66
December 2022 Collections:	\$148,725.26
December 2021 Collections:	\$135,536.13
December 2020 Collections:	\$109,901.21
December 2019 Collections:	\$116,259.46

Luke Moody made a motion to accept the financial reports as presented by Jordan Woolbright and Mandy Spicer. Elgin Hamner seconded. Motion carried.

VI. FUNDING REQUESTS

A. AFC Benton – 2<sup>nd</sup> Reading and Vote – Bill Eldridge recognized Dan Wilson.

Discussion included: This is a special project and any approved funds would not be considered funding. The two projects recommended by the focus group several years ago were a RV park and a soccer complex. Dan Wilson confirmed that a \$50,000 sponsorship has been secured and additional sponsorships have been requested and are currently being considered. When asked by a commissioner, Dan stated that a total of \$100,000 would allow the club to complete one soccer field by fall. The commissioners confirmed that the proposed three soccer fields are located by Sunset Lake on property owned by the City of Benton and the fields could be converted to pickleball courts once the soccer complex is completed. It was added any approved funds would serve as the foundation for the property. Lighting for the fields was discussed (not included in the original \$225,240 project amount).

Luke Moody made a motion to approve \$50,000 from the Focus Group account and another \$50,000 in April to be used for lighting contingent on the AFC Benton club acquiring funding to complete the three fields.

B. Saline County Fair Association – 1<sup>st</sup> Reading – Bill Eldridge recognized Julie Kerr who said the request for \$7,500 is a small increase from 2024 due to increases in advertising rates. Approximately 35,000 people attended the fair in 2024 but an increase is expected this year since the interstate construction is complete. There were no questions from the commissioners. They will vote on the request at the next meeting.

VII. REPORT FROM BENTON EVENT CENTER

Nikki Chumley reported about ten events that have been hosted in the building since the last meeting, including several Christmas parties, a conference and a gun and knife show. Attendance since the building opened on October 1, 2013 is 978,900.

VIII. REPORT ON THE DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported all permits have been received by Buc-ees and the groundbreaking should be soon. As part of the agreement, the A&P Commission is responsible for paying for a temporary barbed wire fence (approximately 300 yards) that will be erected by the Buc-ees excavating company. The cost is to be determined.

IX. OLD BUSINESS

A. A&P Marketing Committee – Steve Brown reported the committee has not met since the last A&P meeting due to the holidays. Steve recognized two representatives from The Sells Agency who stated they intend to regularly attend A&P meetings to be available to answer questions and to provide updates.

B. 2025 Budget Committee – Bill Eldridge said the budget committee will meet on Thursday, January 16, at 9:00 am at the Chamber. The committee is Bill Eldridge, Luke Moody, Nikki Chumley, Gary James, Mandy Spicer, Jordan Woolbright and Amy McCormick.

X. NEW BUSINESS


The next meeting of the A&P Commission will be February 12, 2025.

XI. OTHER BUSINESS

None

XII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Elgin Hamner seconded. Motion carried. The meeting was adjourned at 4:00 pm.



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Bill Eldridge, Chairman



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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 January 31, 2025**

	<b>Jan 31, 25</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bank OZK - Focus Group Project	635,417.71
Bank OZK - A&P	127,511.81
Bank OZK - Event Center	413,205.94
Bank OZK - Savings	382,140.48
<b>Total Checking/Savings</b>	1,558,275.94
<b>Total Current Assets</b>	1,558,275.94
<b>TOTAL ASSETS</b>	<b>1,558,275.94</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Sales Tax Payable	465.80
<b>Total Other Current Liabilities</b>	465.80
<b>Total Current Liabilities</b>	465.80
<b>Total Liabilities</b>	465.80
<b>Equity</b>	
Retained Earnings	1,633,671.76
Net Income	(75,861.62)
<b>Total Equity</b>	1,557,810.14
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,558,275.94</b>

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 2025**

	<u>Jan 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	422.57	350.00	72.57	120.73%
Sales Tax Revenue	0.00	18,868.00	(18,868.00)	0.0%
<b>Total Income</b>	<u>422.57</u>	<u>19,218.00</u>	<u>(18,795.43)</u>	<u>2.2%</u>
<b>Gross Profit</b>	422.57	19,218.00	(18,795.43)	2.2%
<b>Expense</b>				
Accounting Services	500.00	500.00	0.00	100.0%
Advertising Expense	0.00	64.30	(64.30)	0.0%
Comp. for Commissioners	750.00	750.00	0.00	100.0%
Funding	0.00	4,166.00	(4,166.00)	0.0%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Postage	224.92	225.00	(0.08)	99.96%
Repairs & Maintenance	820.31	825.00	(4.69)	99.43%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
<b>Total Expense</b>	<u>10,153.56</u>	<u>14,388.63</u>	<u>(4,235.07)</u>	<u>70.57%</u>
<b>Net Ordinary Income</b>	<u>(9,730.99)</u>	<u>4,829.37</u>	<u>(14,560.36)</u>	<u>(201.5%)</u>
<b>Net Income</b>	<u>(9,730.99)</u>	<u>4,829.37</u>	<u>(14,560.36)</u>	<u>(201.5%)</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**  
**January 2025**

	<u>Jan 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	2,669.58	2,300.00	369.58	116.07%
<b>Sales-Revenue</b>				
Alcohol Sales-Beer/Wine	344.69	2,700.00	(2,355.31)	12.77%
Alcohol Sales-Mixed Drinks	937.96	2,500.00	(1,562.04)	37.52%
Sales-Revenue - Other	23,650.40	52,325.00	(28,674.60)	45.2%
<b>Total Sales-Revenue</b>	<u>24,933.05</u>	<u>57,525.00</u>	<u>(32,591.95)</u>	<u>43.34%</u>
Sales Tax Revenue	17,764.73	18,868.00	(1,103.27)	94.15%
<b>Total Income</b>	<u>45,367.36</u>	<u>78,693.00</u>	<u>(33,325.64)</u>	<u>57.65%</u>
<b>Gross Profit</b>	45,367.36	78,693.00	(33,325.64)	57.65%
<b>Expense</b>				
Alcohol Expense	3,791.99	3,700.00	91.99	102.49%
Bank Service Fees	522.59	1,356.22	(833.63)	38.53%
Building Alarm System	147.61	147.61	0.00	100.0%
Cable TV	186.35	186.35	0.00	100.0%
Cleaning Service	1,180.71	1,345.00	(164.29)	87.79%
Contract Labor	5,601.50	5,625.00	(23.50)	99.58%
Health Insurance	1,159.85	1,159.85	0.00	100.0%
Internet/IT	323.95	2,193.00	(1,869.05)	14.77%
Labor Expenses	20,200.00	21,262.24	(1,062.24)	95.0%
Laundry Expense	4,007.70	4,000.00	7.70	100.19%
Linen & Supplies	677.32	675.00	2.32	100.34%
Office Expense	518.92	660.31	(141.39)	78.59%
Pest Control Expense	76.56	70.00	6.56	109.37%
Repairs & Maintenance	5,158.83	9,455.00	(4,296.17)	54.56%
Supplies	684.88	981.47	(296.59)	69.78%
Telephone Expense	107.84	117.00	(9.16)	92.17%
Trash Pickup	460.60	557.92	(97.32)	82.56%
Utilities	6,021.02	6,000.00	21.02	100.35%
Website	69.95	69.95	0.00	100.0%
<b>Total Expense</b>	<u>50,898.17</u>	<u>59,561.92</u>	<u>(8,663.75)</u>	<u>85.45%</u>
<b>Net Ordinary Income</b>	(5,530.81)	19,131.08	(24,661.89)	(28.91%)
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
<b>Capital Expenditures</b>				
Security Cameras	23,959.14	23,959.14	0.00	100.0%
LED Lights Change Out	6,447.91	6,447.91	0.00	100.0%
<b>Total Capital Expenditures</b>	<u>30,407.05</u>	<u>30,407.05</u>	<u>0.00</u>	<u>100.0%</u>
<b>Total Other Expense</b>	<u>30,407.05</u>	<u>30,407.05</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Other Income</b>	(30,407.05)	(30,407.05)	0.00	100.0%
<b>Net Income</b>	<u>(35,937.86)</u>	<u>(11,275.97)</u>	<u>(24,661.89)</u>	<u>318.71%</u>

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 2025**

	<u>Jan 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	2,042.50	1,500.00	542.50	136.17%
Sales Tax Revenue	17,764.73	18,868.00	(1,103.27)	94.15%
<b>Total Income</b>	<u>19,807.23</u>	<u>20,368.00</u>	<u>(560.77)</u>	<u>97.25%</u>
<b>Gross Profit</b>	<u>19,807.23</u>	<u>20,368.00</u>	<u>(560.77)</u>	<u>97.25%</u>
<b>Net Ordinary Income</b>	19,807.23	20,368.00	(560.77)	97.25%
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
Special Projects	50,000.00	50,000.00	0.00	100.0%
<b>Total Other Expense</b>	<u>50,000.00</u>	<u>50,000.00</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Other Income</b>	<u>(50,000.00)</u>	<u>(50,000.00)</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Income</b>	<u><u>(30,192.77)</u></u>	<u><u>(29,632.00)</u></u>	<u><u>(560.77)</u></u>	<u><u>101.89%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances  
January 31, 2025

Account Name		Acct #	Statement Balance	Previous Month's Balance
<b>Cash Accounts:</b>				
A&P Collections General		***1584	9,571.21	5,249.24
Bond Account		***1592	CLOSED	CLOSED
A&P Large Project Checking	50%	***0318	1,707,466.24	2,530,413.15
A&P Small Project Checking	20%	***0348	1,289,032.36	1,257,128.75
A&P General Op Checking	10%	***3297	127,511.81	137,965.39
Benton Focus Group Checking	10%	***2274	635,417.71	647,845.75
Benton Event Center General Op Checking	10%	***2640	442,002.12	454,274.77
Benton Event Center Savings		***9832	382,140.48	394,898.98
<b>TOTAL OPERATING CASH &amp; INVESTMENTS</b>			<u><u>4,593,141.93</u></u>	



Benton Focus Group		2025 Budget
<b>INCOME</b>		
Interest	\$	18,000.00
Sales Tax Revenue	\$	219,227.80
Gross Profit	\$	237,227.80
<b>EXPENSES</b>		
	\$	-
<b>SPECIAL PROJECTS</b>		
	\$	100,000.00
<b>NET INCOME</b>		
	\$	137,227.80

Benton A&P Commission		2025 Budget
<b>INCOME</b>		
Interest	\$	4,200.00
Sales Tax Revenue	\$	219,227.80
Gross Profit	\$	223,427.80
<b>EXPENSES</b>		
Accounting Services	\$	7,315.00
Advertising	\$	5,094.18
Comp. for Commissioners	\$	9,000.00
Funding	\$	50,000.00
Legal Counsel	\$	14,400.00
Office Expense	\$	-
Postage	\$	225.00
Repairs & Maintenance	\$	5,300.00
Service Agreement	\$	79,899.96
Total Expenses	\$	171,234.14
<b>NET INCOME</b>		
	\$	52,193.66

Benton Event Center		2025 Budget
<b>INCOME</b>		
Interest	\$	27,600.00
Alcohol Sales-Beer/Wine	\$	13,800.00
Alcohol Sales-Mixed Drinks	\$	9,400.00
Refunds/Returns	\$	-
Sales-Revenue-Other	\$	475,353.00
Sales Tax Revenue	\$	219,227.80
Gross Profit	\$	745,380.80
<b>EXPENSES</b>		
Advertising	\$	2,000.00
Alcohol	\$	7,941.41
Alcohol Permit	\$	3,576.00
Bank Service Fees	\$	6,810.89
Building Alarm Systems	\$	3,569.13
Cable TV	\$	2,236.20
Cleaning Service	\$	16,140.00
Contract Labor	\$	48,025.00
Dues & Membership	\$	1,279.95
Health Insurance	\$	15,965.00
Insurance (Building)	\$	26,298.13
Internet / IT	\$	26,316.00
Labor	\$	187,969.46
Laundry	\$	25,582.45
Linens & Supplies	\$	2,139.48
Mileage Reimb.	\$	-
Office Expense	\$	4,530.54
Pest Control	\$	1,115.00
Repairs & Maintenance	\$	86,715.09
Supplies	\$	18,164.60
Telephone	\$	1,404.00
Trash	\$	6,716.16
Utilities	\$	77,266.18
Website	\$	878.45
Total Expenses	\$	572,639.12
<b>CAPITAL EXPENDITURES</b>		
Painting	\$	9,316.00
Chair replacement	\$	10,337.00
Light retrofitting	\$	19,447.91
Security cameras	\$	23,959.14
Total Capital Expenditures	\$	63,060.05
<b>NET INCOME</b>		
	\$	109,681.63

## NOTES ON 2025 BUDGETS

### BENTON FOCUS GROUP BUDGET

1. Sales tax revenue budgeted to increase 3%

### BENTON ADVERTISING & PROMOTION BUDGET

1. Sales tax revenue budgeted to increase 3%
2. Funding budget remains at \$50,000 - will transfer unused funds to Focus Group account to use on RV park project

#### 2024 Funding:

budgeted	\$ 50,000.00
total approved funding paid	\$ (40,330.84)
amt to transfer to Focus Group	\$ 9,669.16

3. Repairs & Maintenance - maintenance contract with Lights by Sparky - \$750/quarter plus \$2,000 for misc. repairs

### BENTON EVENT CENTER BUDGET

1. Sales tax revenue budgeted to increase 3%
2. Rental income budgeted to increase 3%
3. Contract labor - increased hourly rate by \$1.00
4. Dues & memberships - Nikki joined Heart of Arkansas \$1,000
5. Capital expenditures:
  - will transfer exact amount of expenditure from BEC savings to BEC operating as expense is incurred
  - paint all event rooms & lobby
  - chair replacement
  - LED light change out
  - final payment for security cameras (1st payment made in 2024)
6. Transfer \$10,000 each month from BEC operating to BEC savings

# Benton Event Center-Event Report

January 8, 2025 to February 9, 2025

October 1, 2013 to January 7, 2025

**978,800**

	<b>Date(s)</b>	<b># of Attendees</b>
Vietnamese New Year Celebration	1/11-1/12/2025	<b>700</b>
PLANTS Convention	1/13-1/14/2025	<b>325</b>
Padala Anniversary Party	1/18/2025	<b>400</b>
Sportscard & Memorabilia Show	1/25/2025	<b>300</b>
Duck Duck Goose Children's Consignment Sale	1/26/2025-2/3/2025	<b>4000</b>
Varsity Cheer Conference	2/4-2/5/2025	<b>600</b>
Yea! Recycle Saline Banquet	2/6/2025	<b>300</b>
FACS Pillar Community Awards	2/8/2025	<b>60</b>
JA Charity Gala	2/8/2025	<b>250</b>
Rhea Lana's Children's Consignment Sale	2/9-2/23/2025	<b>TBD</b>

# of Events: 10

**TOTAL: 6,935**

**TOTAL: 985,735**