



## Regular Monthly Meeting Minutes

11/28/2023

### City Hall

- Chairman Howell called the meeting to order at 8:59am
- Commissioners Centola, Hale, House, Jones, Orozco, and Patel were present
- Approval of Minutes: Jones motioned to approve, Orozco seconded. Vote to approve was unanimous.
- Mr. Blansett presented the financial report for October. Total fund balance as of 10/31/23 was \$1,59,973.69. Restricted Fund Balance is \$417,775.03 and the Unrestricted Fund Balance is \$1,042,198.66. Collections for the month of August were for Lodging \$33,457.86, Prepared Foods \$99,368.97. Interest & Penalties on late payments \$140.79. Early Payment Discounts (\$2,573.08). Interest Income on Deposits \$1,438.66. Expenditures were: Eclipse Committee \$16,416.64, Halloween on the Square \$5,000.00, Good Morning Arkansas \$8,500.00, New Years eve Bash \$5,000.00, Legal Services \$4,425.00, Professional Services \$3,255.00, Merchant Fees \$266.72, Website and Social Media Expense \$4,500.00. Net income for October 2023 \$84,469.84.
- Master Plan Update Richard Stafford, Dave Roberts with Crafton Tull & Paul Phillips with Crews and Associates presented. Mr Stafford gave a brief update on the results of the master plan along with comments from Mr. Roberts and Phillips.

- Rebranding Update Marco Orozco. Commissioner Orozco stated that the rebranding of the city is very close. He will push for the A&P logo to be next in line.
- 2024 Marketing Plan Michelle Pugh presented. Ms. Pugh presented a very comprehensive plan including Campaign Creative Development, Video/Photography (quarterly community shoot, NYE, Eclipse, Fourth of July, Beats & Eats Popup, Fair, GDDT, HOL, Special Olympics), building a Community Asset Library (Software and Management), Experience Searcy Collateral (banners, yard signs, etc.), Quarterly Good Morning Arkansas segments, Holiday of Lights Promotion, Searcy Business Facebook Group (Creation and Management) Quarterly Community E-Newsletter, Ambassador Program, SEM Campaign, Banner Ads on Arkansas.com, Quarterly AY Magazine Print Ads and the extras with them, Website Update with the new branding, & the Main Street Billboard. Patel motioned to approve the plan of \$75,036, Hale seconded. The vote to approve was 6-0 with Howell absent.
- In the absence of Chairman Howell, Commissioner Centola adjourned the meeting at 10:03am.