



DISCOVER BELLA VISTA A&P COMMISSION MEETING MINUTES

DATE: January 30, 2025		TIME: 2:30 pm	LOCATION: POA Board Room		
Chair: Jayne Lowe		MEETING PURPOSE: REGULAR COMMISSION MEETING			
Commissioners Present: John Flynn, Ben Biesenthal, Tom Judson, Jayne Lowe, Melissa Wells, Muriel Garza Discover Bella Vista Present: Brandon Kelley, Sandy Martin					
Absent: Wendy Hughes			Guest: Auditor, Marc Lux		
All meetings are recorded and available upon request.					
AGENDA					
AGENDA #	TOPIC	PRESENTER	HIGHLIGHTS	MOTION/SECOND	PASSED
1	Call to Order & Public Comments	Lowe	No Public Comments		
2	Election of Officers	Lowe	Election of Lowe as Chair; Judson as Secretary/Treasurer	Judson/Biesenthal Lowe/Biesenthal	Yes Yes
3	Bank Signatories	Lowe	Remove Fowler; add Lowe and Judson	Garza/Biesenthal	Yes
4	Approval of Prior Meeting Minutes	Lowe		Judson/Biesenthal	Yes
5	Financials	Kelley/Martin	Review of 2024 year end with adjustments with adjustments if revenue would have been paid on time. Bottom line revenue: \$535,525; expenses \$506,311; Net revenue for 2024 \$29,214.	Flynn/Judson	Yes
6	Audit 2022,2023,2024	Lux	Auditor reviewed final 2022 audit reporting no issues; 2023 audit almost done; city request to get 2024 audit by end of April requested, Lux will begin & meet deadline		
7	Budget Amendment	Kelley	Addition of funding for 2024 audit; modifications in Community Promotion	Judson/Garza	Yes



			Amended revenue \$566,238; Amended expenses \$547,458 for Net Revenue of \$18,780		
8	Compliance	Martin	a. Resolution #0001-2024 b. Market Fund Policy clarifying approved categories for funding expenditures c. Policies & Procedures Manual	Biesenthal/Lowe Judson/Biesenthal Judson/Biesenthal	Yes Yes Yes
9	Marketing & Creative Report	Kelley	Review of marketing; discussion of Visitor's Guide; do lower cost over-run for extra copies for STR's. 3-sided Table Tents – no limit. Eric Porte video has hit 240,000 views!		
10	Old Business	Lowe	None		
11	New Business	Lowe	Commissioner Training agreed upon		
12	Next Meeting	Lowe	Meeting increased to every other month agreed upon		
12	Adjourn	Lowe	Meeting adjourned at 3:50pm	Judson/Biesenthal	yes
ACTION ITEMS					
ITEM #	ACTION ITEMS		OWNER	TARGET DATE	
1	New meeting schedule		Lowe/Kelley	2/10/25	
2	2024 Audit		Martin	4/28/25	