



DISCOVER BELLA VISTA A&P COMMISSION MEETING MINUTES

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| DATE: August 21, 2025 | | TIME: 3:00 pm | LOCATION: POA Board Room | | |
| Chair: Jayne Lowe | | MEETING PURPOSE: REGULAR COMMISSION MEETING | | | |
| Commissioners Present: Jayne Lowe, John Flynn, Ben Biesenthal, Tom Judson, Wendy Hughes | | | | | |
| Discover Bella Vista Present: Brandon Kelley, Sandy Martin | | | | | |
| Absent: Melissa Wells, Muriel Garza | | | | | |
| All meetings are recorded and available upon request. | | | | | |
| AGENDA | | | | | |
| AGENDA # | TOPIC | PRESENTER | HIGHLIGHTS | MOTION/SECOND | PASSED |
| 1 | Call to Order & Public Comments | Lowe | Call to order at 3:02p No public comments | | |
| 2 | Approval of Prior Meeting Minutes | Lowe | | Judson/Biesenthal | Yes |
| 3 | Financials & Budget Report | Kelley/Martin | Adjusted – AI from IT to TV production | Judson/Biesenthal | Yes |
| 4 | Compliance Report | Martin | 2024 Audit is complete and accepted by the Commission. Recommendation for DBV to do a public Annual Report. | | |
| 5 | Marketing & Creative Report | Kelley | Extensive presentation of projects and new videos. | | |
| 5-b | Marketing-Outside Pink bike sponsorship | Kelley | Opportunity to sponsor with brand preference. Sponsorship will be split 2025/2026. Kelley pursuing co-sponsors (city and POA) Unbudgeted item. | Biesenthal/Judson | Yes |
| 6 | Old Business | Lowe/Kelley | AJGA moved to Country Club | | |
| 7 | New Business | Lowe | None | | |