



## DISCOVER BELLA VISTA A&P COMMISSION MEETING MINUTES

<b>DATE: 4-24-25</b>		<b>TIME: 3:00 pm</b>	<b>LOCATION: POA Board Room</b>		
<b>Chair: Jayne Lowe</b>		<b>MEETING PURPOSE: REGULAR COMMISSION MEETING</b>			
<b>Commissioners Present:</b> Ben Biesenthal, Jayne Lowe, John Flynn, Melissa Wells, Wendy Hughes, Muriel Garza <b>Discover Bella Vista Present:</b> Brandon Kelley, Sandy Martin					
<b>Absent:</b> Tom Judson					
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 3:01pm No public comments		
2	Approval: Jan 25 Meeting Minutes	Lowe		Flynn/Wells	Yes
3	Approval of March Financials	Lowe/Kelley	Review of 1 <sup>st</sup> Qtr financials. Kelley explained large upfront payments for community support and production. Will be in the black by July.	Flynn/Hughes	Yes
4	Compliance Report	Martin	Increase in activity and new STR permit applicants. As of today, DBV has issued 740 CoC's. Flynn reported increase in new housing construction this year over last.		
5	Legal Report	Kelley	No legal activity currently		
6	Marketing	Kelley	In-depth report on creative, campaign metrics and creative RFP process. No longer shying away from lake activity – must stay overnight and get a pass. Feaatured “where the big kids play”		