

BELLA VISTA ADVERTISING & PROMOTION COMMISSION MINUTES

DATE: November 20, 2025		TIME: 3:00pm	LOCATION: POA Board Room		
Chair: Jayne Lowe		MEETING PURPOSE: Regular Commission Meeting			
Commissioners Present: Lowe, Flynn, Judson, Biesenthal, Hughes, Garza					
Discover Bella Vista Present: Brandon Kelley, Sandy Martin					
Absent: Wells					
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 3:05pm No public comments		
2	Approval of prior Meeting Minutes	Lowe		Judson/Flynn	Yes
3	Approval of Financials	Kelley	Reviewed financials; second payment of Pink Bike due January '26 \$45k in bank. Judson recommended looking into a sweep account for better interest and liquidity options.	Flynn/Judson	Yes
5	Compliance	Martin	Update on str activity and city permits		
6	Marketing Update	Kelley	Comprehensive review of marketing and promotion/events Garza recommended notifying collectors when events are happening so they can be better prepared. AIGA drove 100 overnight stays. Little Sugar/MTB had 1200 racers. Digital Visitor's Guide is live with longer articles.		
7	2026 Budget	Kelley	Presentation of budget with justification. Revenue is projected down slightly. Oz Trail Bike Park an unknown – scheduled to open mid-2026. New website; local outreach program put in place with e-	Judson/Flynn	Yes

			newsletter. Collectors will be able to pay online via PaySimple. Those owing no taxes will be communicated with through JotForm with a simple 2-click response back via email. State and local law still mandate monthly reporting; this is to make it as easy as possible.		
8	Old Business	Kelley	Printed Visitor Guide distribution was discussed. Mailing is costly; other alternative were mentioned – notify through the e-newsletter if they want one printed copy; perhaps use a coupon that they can use to pick up at a central location. If a replacement copy is needed; it will be billed to the collector at cost.		
9	New Business	Lowe/Kelley/ Martin	Executive meeting monthly beginning in January 2026		
10	Adjourn	Lowe	Meeting adjourned at 4:00pm	Judson/Flynn	Yes
	Next Meeting		February 17, 2026 3:00pm		
ACTION ITEMS/PLAN					
ITEM #	ACTION ITEMS			OWNER	TARGET DATE
1					
2					
3					
4					