



DISCOVER BELLA VISTA A&P COMMISSION MEETING MINUTES

DATE: January 18, 2024		TIME: 2:30 pm	LOCATION: POA Board Room		
Chair: Doug Fowler		MEETING PURPOSE: REGULAR COMMISSION MEETING			
Commissioners Present: Doug Fowler, Ben Biesenthal, Tom Judson, Jayne Lowe, Melissa Wells, Wendy Hughes Discover Bella Vista Present: Brandon Kelley, Sandy Martin					
Absent: None					
AGENDA					
AGENDA #	TOPIC	PRESENTER	HIGHLIGHTS	MOTION/SECOND	PASSED
1	Call to Order & Public Comments	Fowler	No public comments		
2	Approval of Prior Meeting Minutes	Fowler	November 2023 minutes	Judson /Lowe	Yes
3	Approval of Financials	Kelley	2023 year-end financials & cash flow	Biesenthal/Wells	Yes
4	Old Business – Market Fund Request	NWA Festival	Motion to approve \$15,000 only after written agreement with Cooper for confirmation of land use is submitted to A&P	Judson/Fowler	Yes
5	Old Business – Granicus	Kelley/Martin	Granicus update: Address ID module only renewed and split with city; A&P share reduced to \$5700		
6	Old Business - online pay portal	Kelley/Martin	New online payment portal with PaySimple in final stages. Will start with lodging and then open it to food.		
7	New Business - New commissioner	Fowler/Kelley	Motion to approve Muriel Garza as new commissioner	Fowler/Lowe	Yes
8	New Business - Bylaws	Fowler/Martin	Motion to approve Amended A&P Bylaws as presented	Judson/Lowe	Yes
9	Reports - Compliance	Martin	456 CoC’s issued against 519 active STR’s. City permits issued - 386		
10	Reports – 2023 Year-end Review	Kelley	Presentation of 2023 year in review & A&P economic impact report		



11	New Business - Marketing	Kelley	Presentation of new creative with focus on using local artists and production sources; marketing stats and merchandise updates		
12	Adjourn	Fowler	Meeting adjourned at	Hughes /Lowe	Yes
ACTION ITEMS					
ITEM #	ACTION ITEMS			OWNER	TARGET DATE
1	Policy Manual is in progress			Martin/Kelley	April 2024