



DISCOVER BELLA VISTA A&P COMMISSION MEETING MINUTES

DATE: May 29, 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, Wendy Hughes, Muriel Garza Discover Bella Vista Present: Brandon Kelley, Sandy Martin					
Absent: Melissa Wells					
Meeting recording available upon request					
AGENDA					
AGENDA #	TOPIC	PRESENTER	HIGHLIGHTS	MOTION/SECOND	PASSED
1	Call to Order & Public Comments	Fowler	Called to order 2:30pm No public comments		
2	Approval of Prior Meeting Minutes	Fowler	March, 2024	Lowe/Judson	Yes
3	Financials & Budget Report	Kelley/Martin	Jan-April financials, cash flow and revenue trend comps 1 st Qtr 2021-2024	Judson/Lowe	Yes
5	Compliance Report	Martin	532 Certificates issued against 541 active; city has issued 448 permits; 409 against 600 cap		
6	Marketing & Creative Report	Kelley	Review of BikeFest; merchandise, creative and performance metrics		
7	Old Business: A&P Handbook	Martin	95% complete; will be distributed for review prior to next meeting		
9	New Business: Funding Request	Kelley	Bella Vista Ultratrail-the Ironman Group - TBD		
9	Next Meeting	Fowler	August 15, 2024 2:30pm @ POA		
10	Adjourn	Fowler	Adjourned at 3:28pm	Hughes/Garza	Yes
ACTION ITEMS					
ITEM #	ACTION ITEMS			OWNER	TARGET DATE
1	Biesenthal & Kelley to discuss broader Bella Vista advertising			Kelley	Next 2 weeks
2	Research Ultratrails; get details; suggest date during slow time			Kelley	By next meeting
3	Follow up - partner with Walgreens for aid station			Kelley	Within month
4	Develop print and digital restaurant brochures; BellaVistaEats			Kelley	asap
5	Develop discount option & materials for STR owners			Kelley	asap
6	Distribute final draft of A&P Handbook to commissioners			Martin	July