



DISCOVER BELLA VISTA A&P COMMISSION MEETING MINUTES

DATE: 8-15-24		TIME: 2:30 pm	LOCATION: POA Board Room		
Chair: Doug Fowler		MEETING PURPOSE: REGULAR COMMISSION MEETING			
Commissioners Present: Doug Fowler, Tom Judson, Jayne Lowe, Melissa Wells, Wendy Hughes, Muriel Garza Discover Bella Vista Present: Brandon Kelley, Sandy Martin					
Absent: Ben Biesenthal					
All commission meetings are recorded and available upon request.					
AGENDA					
AGENDA #	TOPIC	PRESENTER	HIGHLIGHTS	MOTION/SECOND	PASSED
1	Call to Order & Public Comments	Fowler	Called to order at 2:32pm. No public comments.		
2	Approval of May Minutes	Fowler		Lowe/Judson	Yes
3	Financials & Budget Report YTD by Month spreadsheet	Kelley/Martin	Revenue trend reports show increase YOY and Qtr over Qtr. Currently in the black and anticipating the same for the rest of the year.	Judson/Lowe	Yes
4	Compliance Report	Martin	620 Certificates issued; 14 no longer STR. City has issued 329 permits to date (non-owner occupied) Due to volume and activity, anticipate increase in CPA monthly retainer.		
5	Legal Report	Martin	Accounts receivable being cleaned up. One closed and has been written off. A restaurant is paying off past due	Motion to have attorney pursue litigation by Judson, seconded by Lowe.	Yes



			with a payment plan. Leaving one outstanding lodging management firm owing \$3,057.00. Collector has not responded to DBV multiple emails, phone calls and offers of a payment plan; DBV turned it over to attorney who sent several letters and emails – no response. Request to pursue legal lawsuit remedy as required by law.		
6	Old Business: P&P Manual	Martin	Semi-final draft provided to commissioners for review. Final version will be submitted prior to November meeting. Judson made several recommendations that will be incorporated in final version for approval at November meeting.		
7	New Business- Market Fund Requests	Kelley	Budgeted market funds have been spent with \$15k going to NWA BBQ/Art Fair. However, some of the requests fall into the marketing budget where there is funding available.		



			Three requests provided in the meeting packet.		
7.a	Market Fund Request – Cross Country	Justin Horschig; event producer	September 21, 2024, regional event; first time BV event; anticipated 600-1200 athletes plus spectators. Event will be branded with Discover Bella Vista.	Motion to approve \$2,000 by Judson; seconded by Lowe.	Yes
7.b	Bella Vista Enduro	Kelley	August 31-September 2, 2024, event. Produced by Oz Foundation and only BV cycling event. In discussion to have them add a kids and beginner Enduro.	Motion to approve \$3,000 by Judson; seconded by Hughes.	Yes
7.c	Market Fund Request – AJGA Golf Tournament 2025	Kelley	No action required at this meeting. Will have presentation at November meeting for 2025 event.		
7.d	Market Fund Request – Calico Quilt Event	Fowler	October 28, 2024, event.	Motion to approve \$450 by Judson; seconded by Wells.	Yes
8.	New Business: Non-Biking Content Development	Kelley	Kelley highlighted non-biking events supported by the commission. Among them; NWA Fest, Farmers Market, BV Arts Council, Flea in the Park, city Garage Sale (restaurant promotion), city		



			Events/milestones providing photography, Blue Crane/Runway development.		
9	Marketing Report	Kelley	Kelley presented comprehensive marketing report and showed video clips of new series with Lifetime event, new table tents and new website for the Arts Council.		
10	2025 Budget	Fowler	Consider adding line items to hire personnel to help with events to offload staff.		
11	Next Meeting	Fowler	Thursday, November 21, 2024; POA boardroom; 2:30pm		
12	Adjourn	Fowler	Meeting adjourned at 4:00pm	Lowe/Garza	Yes
ACTION ITEMS					
ITEM #	ACTION ITEMS		OWNER	TARGET DATE	
1	Market Funds: Kelley/Martin will identify existing line item budgets to fund the approved \$5,450 requests.		Kelley/Martin	8.20.24	
2	Budget-to-Actual for November meeting		Martin	10.31.24	
3	P&P Manual modifications and final version		Martin	9.30.24	
4	2025 Budget draft		Kelley/Martin/Fowler	10.1.24	