

BELLA VISTA ADVERTISING & PROMOTION COMMISSION MINUTES

DATE: February 17, 2026		TIME: 3:00pm	LOCATION: POA Board Room		
Chair: Jayne Lowe		MEETING PURPOSE: Regular Commission Meeting			
Commissioners Present: Lowe, Flynn, Hughes					
Discover Bella Vista Present: Brandon Kelley, Sandy Martin					
Absent: Judson, Biesenthal, Wells and Garza – no quorum					
All meetings are recorded and available upon request.					
AGENDA					
AGENDA #	TOPIC	PRESENTER	HIGHLIGHTS	MOTION/SECOND	PASSED
1	Call to Order & Public Comments	Lowe	No public comments		
2	Approval of prior Meeting Minutes	Lowe	Will be approved via e-vote and reconfirmed at next meeting		
3	Approval of Financials	Kelley	Will be approved via e-vote and reconfirmed at next meeting. 2025 v 2024 +15% collections but slightly under budget projection.		
5	Compliance	Martin	Review of new MailChimp survey and digital monthly report and payment platforms. Status: 728 in database; 560 permits issued to date; 52 responses to date; no bounce backs; 3 no longer str. Reminder will go out 2/18/26, and another 3/1/26. Next phase will be emailed to provide monthly report link and instructions. For Airbnb/VRBO/Vacasa only – link will be to Jotform. For all others who pay the tax – link will be to PaySimple for ACH. Phase 3 will be launching quarterly		

			newsletters with events and other BV news.		
6	Marketing Update	Kelley	Updates on Rule of Three, Bentonville Bike Fest, Bike-a-Palooza, Ozark Stage Race, Little Sugar, Pink Bike Field Test. Overview of analytics and campaign results for Pink Bike: 3065 hours viewing and 13 hours of video views. Web upgrades for SEO/GEO; development for updates on Bike Park, AI and Golf.		
7	Old Business	Kelley	None		
8	New Business	<ol style="list-style-type: none"> 1. Farmer's Market Request 2. 4th of July Parade 	Presentation well received; request for \$7,400. Needs e-vote Request for \$1,500 – needs e-vote.		
9	Adjourn	Lowe	Meeting adjourned at 3:45pm	Flynn/Hughes	Yes
	Next Meeting		June 17, 2026 3:00pm		

ACTION ITEMS/PLAN

ITEM #	ACTION ITEMS	OWNER	TARGET DATE
1	Confirm e-votes on financials, minutes and Farmer's Market	Kelley	May meeting
2			
3			
4			