



Bella Vista A&P

Regular Meeting Agenda

Rev01.00

Date/Time: Thursday, Aug 20, 2026 at 3:00 PM

Location: Bella Vista POA Conference Room

Commission Members:

Anna Isbell

Tom Judson

Ben Biesenthal

Jayne Lowe

Wendy Hughes

Muriel Garza

Chair:

Jayne Lowe

Managing Director:

Brandon Kelley

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- I. Call to Order
 - II. Introduction of Potential Commission Member
 - III. Citizen Input Session
 - IV. Approval of Minutes
 - V. Approval of Financials
 - VI. Commissioner Reapproval – Ben Biesenthal
 - VII. Commissioner Nomination – Guadalupe Sicairos-Meza
 - VIII. Management Reports
 - a. Finance
 - b. Compliance
 - c. Legal
 - d. Marketing
 - e. Events
 - IX. Old Business
 - X. New Business
 - XI. Announcements
 - XII. Adjournment

BELLA VISTA ADVERTISING & PROMOTION COMMISSION MINUTES

DATE: 5-21-26		TIME: 3:00pm	LOCATION: Oz Bike Park		
Chair: Jayne Lowe		MEETING PURPOSE: Regular Commission Meeting			
Commissioners Present: Jayne Lowe, Wendy Hughes, Muriel Garza, Anna Isbell, Ben Biesenthal					
Discover Bella Vista Present: Brandon Kelley, Sandy Martin					
Absent: Melissa Wells, To Judson					
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	E-vote confirmation	Lowe	Previous minutes, financials & market fund requests-Farmer’s Market and July 4 th Parade	Wells/Garza	Yes
3	E-vote confirmation	Lowe	Emergency fund transfer	Garza/Wells	Yes
4	Approval of Feb. Meeting Minutes	Lowe		Hughes/Garza	Yes
5	Approval of Financials	Kelley	Presentation of January-April 2026 Executive Summary including detail of expenses; monthly financials statements with line-item detail; balance sheet; and Vello Media scope of services detailed. Financials will be simplified and posted on website along with meeting minutes.	Biesenthal/Isbell	Yes
6	Compliance	Martin	Update on JotForm online reporting; permits and certificates. City close to 600 cap; council may increase cap		
7	Marketing Update	Kelley	Presented progress reports; metrics and event highlights.		
8	Old Business	Kelley	None		

9	Old Business	Kelley	None		
10	New Business	Kelley	Presented option to do annual report; commission opted to do quarterly reports and roll-up at year end.		
11	New Business	Kelley	New home page developed- BVAPC to post financials and minutes		
12	Adjourn	Lowe	Meeting adjourned at 4:04pm	Biesenthal/Garza	Yes
	Next Meeting		August 20, 2026 3:00pm Campfire Ranch-Little Sugar		
ACTION ITEMS/PLAN					
ITEM #	ACTION ITEMS		OWNER	TARGET DATE	
1	Produce Quarterly financial/minute document/post on BVAP		Kelley	Quarterly follow commission approvals	
2	Research auto draft ACH for lodging & food		Martin	Will get info from Biesenthal - asap	

Bella Vista A & P Commission
Balance Sheet
As of Aug 19, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
ARVEST #7606	\$98,325.02
Total for Bank Accounts	\$98,325.02
Other Current Assets	
Accounts Receivable-Clearing	\$857.35
ARVEST #312145	\$19,232.42
ARVEST CD #2861	\$0.00
Due From Brandon	\$0.00
Prepaid Expenses	\$0.00
Undeposited Funds	\$0.00
Total for Other Current Assets	\$20,089.77
Total for Current Assets	\$118,414.79
Total for Assets	\$118,414.79
Liabilities and Equity	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Arkansas Department of Finance and Administration Payable	-\$4.00
Out Of Scope Agency Payable	\$0.00
Total for Other Current Liabilities	-\$4.00
Total for Current Liabilities	-\$4.00
Total for Liabilities	-\$4.00
Equity	
Retained Earnings	\$105,797.87
Net Income	\$12,620.92
Total for Equity	\$118,418.79
Total for Liabilities and Equity	\$118,414.79

Bella Vista A & P Commission

Profit and Loss

Jan 1 - Jul 31, 2026

	Total
Revenue	
A&P Tax Revenue-Food	150,393.28
A&P Tax Revenue-Lodging	155,973.79
Interest Income	539.97
Late Fee 5%	390.57
Total Revenue	\$307,297.61
Expenses	
Administrative Services	\$805.64
Associations Fees	\$6,000.00
Bank Charges & Fees	\$972.38
Community Promotion	\$58,488.00
Content Marketing	
Illustrated Trail Map - Update and Reprint	\$2,949.00
Photography and Video Production	\$8,009.43
Print - Printed Visitors Guide	\$4,921.00
Talent/Influencer Fees	\$5,682.06
IT/Website/SaaS	\$16,617.09
Marketing and Management Contractor	\$86,331.00
Other Expenses	
Digital Media Storage RAID System & Peripherals	\$4,653.73
General (Unspecified)	\$948.98
Storage (2025 & 2026)	\$4,851.89
Paid Advertising	
Outside Interactive	\$16,129.03
Paid Social	\$9,887.58
Print Advertising	\$17,310.00
Professional Services	
Accounting	\$3,975.00
Finance and Compliance Manager	\$21,000.00
Legal	\$1,925.00
Sales Tax Expense	\$3.00
Trade Shows/Brand Activations	\$10,649.54
Lifetime Sponsorship	\$5,500.00
Total Revenue	\$307,297.61
Total Expenses	\$287,609.35
Total Revenue and Expenses	\$19,688.26