

BELLA VISTA ADVERTISING & PROMOTION COMMISSION SPECIAL MEETING MINUTES

DATE: 10-15-2026		TIME: 3:00pm		LOCATION: POA Boardroom	
Chair: Jayne Lowe		Meeting Purpose: Special Commission Meeting			
Commissioners Present: Jayne Lowe, Wendy Hughes, Murial Garza, Anna Isbell, Ben Biesenthal, Tom Judson, Guadalupe Sicarios-Mesa					
All meetings are recorded and available upon request.					
AGENDA					
AGENDA #	TOPIC	PRESENTER	HIGHLIGHTS	MOTION/SECOND	PASSED
1	Call to Order	Lowe			
2	Introduction of topic	Kelley	The current marketing and management contract for the Bella Vista A&P will expire on December 31, 2026. The current contractor – Vello Media, LLC. – will not submit a bid. The special meeting was called to inform the commissioners of this so that the RFQ/RFP could be issued sooner than the November meeting and the recruiting process could begin before the holiday season.		
3	Transition Process	Hughes	Recommended that a full inventory of equipment and the financial be conducted. That the transition should include the handoff of passwords and data. The audit should include all subcontractors including Procomm.		
4	Financial Reporting	Isbell	Isbell suggested implementing more robust financial reporting following best practices as a go forward. Including finding a 3-party auditor to determine the way forward.		
5	Contractor or Employee	Hughes	Hughes suggested an employee to fill the position rather than a subcontractor and that the accountant prepare the financials rather than the contractor.		
6	Auditor, RFP, and Job Qualifications	Judson	Judson suggested contacting the current auditor for an audit, that the commission should meet monthly, that all financials should be posted to the website. Judson asked Kelley to put together a list of duties to be used for the preparation of the RFP.		

7	Info from Procomm	Hughes	Hughes requested a job description/scope of work from contractor Procomm.		
8	Primary Scope of Work	Kelley	Kelley agrees to deliver a scope of work within a week.		
9	Meeting Length	Lowe	Lowe suggests the commission meeting be lengthened.		
10	Procomm contract	Kelley	Kelley agrees to find Procomm contract or request it from Martin.		
11	Next Meeting Date	Lowe, Judson, Biesenthal, Isbell	Discussion of possible meeting time. Nov 18 at 3PM is decided.		
12	Adjourn	Lowe	Meeting is adjourned.	Judson/Biesenthal	Yes
ACTION ITEMS/PLAN					
ITEM #	ACTION ITEMS	OWNER		TARGET DATE	
1	Produce scope of work for RFP creation	Kelley		Wed, Oct 21	
2	Produce scope of work for RFP creation	Martin		TBD	