Benton Advertising & Promotion Commission
Agenda
December 17, 2015

4:00 pm in the Benton Area Chamber Board Room

I. Call to Order

II. Roll Call

	Present	Absent
Mark Fikes	✓	
Elgin Hamner IV		
Luke Moody		
Bill Eldridge	✓	
Jerry Ponder	✓	
Bill Donnor	✓	
Alison Burch	✓	

III. Minutes

IV. Report from Event Center Director Nikki Chumley

V. Old Business

VI. New Business
1. LED – MARK
2. Salary Review GARY

VII. Funding Requests

VIII. Administrative – Jerry Ponder
Delinquency Report

IX. Financial Reports

X. Other Business

XI. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
November 19, 2015

I. CALL TO ORDER

Chairman Mark Fikes called the regularly scheduled meeting of the Benton Advertising & Promotion Commission to order on November 19, 2015 at 4:08 p.m. in the boardroom of the Benton Area Chamber of Commerce.

II. ROLL CALL

Commissioners in attendance included: Mark Fikes, Bill Eldridge, Jerry Ponder, Elgin Hamner IV and Alison Burch. Commissioners Bill Donnor and Luke Moody were absent.

III. MINUTES

Jerry Ponder made a motion to approve the minutes of the regular October meeting. Bill Eldridge seconded. Motion carried.

IV. REPORT FROM NIKKI CHUMLEY, BENTON EVENT CENTER

Nikki reported that 30 events have been held in 35 days at the Event Center. It has been a busy month. The chamber staff will help the Event staff on Monday with a cleaning day.

V. OLD BUSINESS

None

VI. NEW BUSINESS

A. Jerry Ponder nominated Mark Fikes as chairman for 2016. Bill Eldridge seconded. All agreed.

VII. FUNDING REQUESTS

None

VIII. ADMINISTRATIVE

Jerry Ponder reported that were no delinquencies. He will make contact with Tara Morris regarding her decision to handle the delinquencies.

IX. FINANCIAL REPORTS

Mark Fikes asked Gary James to share the financial reports. Sales revenue at the Event Center in October was $44,220.59. Net income was $23,837.55. If the sales tax revenue were deducted, the profit would still be approximately $15,000 for the month. He called attention to the Repairs & Maintenance charge of $7880.70. This was for the landscaping work done. Estimation is the Event Center should finish the year with a $43,000 profit on its own. This is due to control of labor charges and rental fees. Also, there is a constant watch on expenses. He mentioned that there may need to be a replacement of carpet earlier than first anticipated because of the number of events and people.

X. OTHER BUSINESS

Jerry Ponder made the suggestion that the Commission consider in December changing our legal counsel retainer from a monthly retainer to an "as needed" charge.

XI. ADJOURNMENT

The meeting was adjourned on the motion of Jerry Ponder at 4:38.

_____ _____

Mark Files
Chairman

Jerry Beaty
Recording Secretary

Benton Event Center-Event Report

November 20, 2015 to December 16, 2015

October 1, 2013 to November 19, 2015 **180,012**

	Date(s)	# of Attendees
Mayor's Press Conference & Luncheon	11/20/15	125
Stepping Up for Ouachita	11/21/15	350
Corey & Patrick's Comedy Show	11/21/15	200
Mid-State Horse Show	11/22/15	120
Gilliam & Nail Wedding & Reception	11/22/15	225
Gracepoint Church- Thanksgiving	11/23/15	150
McCorkle Wedding	11/28/15	150
Pam Gibson- Tuesday Dinner Club	12/1/15	14
Benton Chamber of Commerce Merry Member Mixer	12/3/15	75
Hodkins/Stone Rehearsal Dinner	12/4/15	50
Benton Vet Clinic	12/4/15	40
Bryant Family Pharmacy Christmas Party	12/4/15	50
Hodkins/Stone Wedding	12/5/15	150
Baby Shower- Zuber	12/5/15	40
Baby Shower- Fugate	12/5/15	40
AR Crawler's 4 x 4 Christmas	12/5/15	100
Rotary Christmas Party	12/8/15	60
SC Executive Association	12/9/15	40
Benton Utilities Holiday Luncheon	12/10/15	175
Memphis Flea Market	12/12-12/13	3,000
CAPC Christmas Party	12/15/15	50
Benton Jr High Football Banquet	12/15/15	325
SC Executive Association	12/16/15	40
	TOTAL # OF ATTENDEES	**5,569**

TOTAL # OF ATTENDEES TO DATE **185,581**

Benton A&P Commission
Statement of Assets, Liabilities & Equity-Income Tax Basis
As of November 30, 2015

	Nov 30, 15
ASSETS	
Current Assets	
Checking/Savings	
Bank of the Ozarks	224,642.52
Total Checking/Savings	224,642.52
Total Current Assets	224,642.52
Fixed Assets	
Machinary & Equipment	3,690.74
Total Fixed Assets	3,690.74
TOTAL ASSETS	**228,333.26**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	360.00
Total Other Current Liabilities	360.00
Total Current Liabilities	360.00
Total Liabilities	360.00
Equity	
Retained Earnings	84,903.03
Net Income	143,070.23
Total Equity	227,973.26
TOTAL LIABILITIES & EQUITY	**228,333.26**

FEB 2015
#118,114.48

See Accountant's Compilation Report

Benton A&P Commission
Profit & Loss by Class - Modified Cash Basis
November 2015

	A&P Comm.	Event Center	TOTAL
Income			
Interest	0.00	9.58	9.58
Sales-Revenue	0.00	16,084.66	16,084.66
Sales Tax Revenue	9,148.90	9,148.91	18,297.81
Total Income	9,148.90	25,243.15	34,392.05
Gross Profit	9,148.90	25,243.15	34,392.05
Expense			
Accounting Services	225.00	0.00	225.00
Advertising Expense	1,500.00	4,332.00	5,832.00
Cable TV	0.00	144.81	144.81
Contract Labor	0.00	2,432.43	2,432.43
Credit Card Fees	0.00	225.61	225.61
Door Mats	0.00	157.22	157.22
Insurance	0.00	10,470.00	10,470.00
Janitorial Supplies	0.00	127.05	127.05
Laundry Expense	0.00	607.60	607.60
Legal Counsel	750.00	0.00	750.00
Office Expense	0.00	33.32	33.32
Payroll Expenses	0.00	9,419.36	9,419.36
Pest Control Expense	0.00	65.40	65.40
Repairs & Maintence	0.00	159.03	159.03
Service Agreement	2,356.33	3,333.33	5,689.66
Telephone Expense	0.00	263.30	263.30
Trash Pickup	0.00	171.66	171.66
Utilities	0.00	4,893.79	4,893.79
Website	0.00	49.95	49.95
Total Expense	4,831.33	36,885.86	41,717.19
Net Income	**4,317.57**	**-11,642.71**	**-7,325.14**

See Accountant's Compilation Report

Benton A&P Commission
Profit & Loss by Class - Modified Cash Basis
January through November 2015

	A&P Comm.	Event Center	TOTAL
Income			
Interest	0.00	74.45	74.45
Sales-Revenue	0.00	290,002.27	290,002.27
Sales Tax Revenue	95,169.66	95,169.70	190,339.36
Total Income	95,169.66	385,246.42	480,416.08
Gross Profit	95,169.66	385,246.42	480,416.08
Expense			
Accounting Services	2,250.00	0.00	2,250.00
Advertising Expense	16,899.18	5,298.60	22,197.78
Alarm System	0.00	1,238.67	1,238.67
Alcohol Expense	0.00	6,471.66	6,471.66
Alcohol Permit Expense	0.00	6,050.00	6,050.00
Automatic Door	2,180.00	0.00	2,180.00
Bank Service Fees	15.00	0.00	15.00
Cable TV	0.00	991.86	991.86
City Tax	0.00	706.01	706.01
Contract Labor	0.00	19,127.48	19,127.48
Credit Card Fees	0.00	2,308.45	2,308.45
Direct TV	0.00	569.67	569.67
Door Mats	0.00	1,570.63	1,570.63
Dues & Memberships	210.00	825.00	1,035.00
Insurance	0.00	10,470.00	10,470.00
Janitorial Supplies	0.00	4,834.82	4,834.82
Kitchen Supplies	0.00	3,335.70	3,335.70
Laundry Expense	0.00	3,429.00	3,429.00
Legal Counsel	9,952.18	0.00	9,952.18
Linen & Supplies	4,659.75	1,928.05	6,587.80
Meals & Entertainment	0.00	206.10	206.10
Mileage Reimbursement	0.00	15.85	15.85
Office Expense	53.70	1,337.90	1,391.60
Payroll Expenses	0.00	103,913.12	103,913.12
Pest Control Expense	0.00	654.00	654.00
Postage	24.36	4.44	28.80
Repairs & Maintence	7,880.70	6,601.24	14,481.94
Service Agreement	25,919.63	25,194.15	51,113.78
Supplies	0.00	3,052.13	3,052.13
Telephone Expense	0.00	2,404.36	2,404.36
Temporary Employees	0.00	1,068.75	1,068.75
Trash Pickup	0.00	1,870.85	1,870.85
Utilities	0.00	49,988.41	49,988.41
Website	0.00	1,434.45	1,434.45
Window Cleaning Expense	0.00	400.00	400.00
Total Expense	70,044.50	267,301.35	337,345.85
Net Income	**25,125.16**	**117,945.07**	**143,070.23**

See Accountant's Compilation Report