

**CITY OF OSCEOLA
ADVERTISING & PROMOTION TAX COMMISSION
Minutes of the March 21, 2022 Meeting**

Commissioners Present: Dr. James R. Shemwell, Robert Zenanko, Councilman Greg Baker, Councilman Gary Cooper, & Harry Keatts

Commissioners Absent: Carrie Carr & Tim Redzepi

Others Present: Mayor Sally Wilson, Ray Fulmer (City of Osceola), & Megan Owens (Osceola/South Mississippi County Chamber of Commerce)

Dr. Shemwell, Chair, called the meeting to order and declared a quorum at 4:05 PM, March 21, 2022, at City Hall. The first order of business was to approve the meeting agenda. Cooper moved to approve, Zenanko seconded, and the motion carried unanimously. The second order of business was to approve the November 15 minutes of the Commission. Keatts moved to approve the minutes, Zenanko seconded, and the motion passed unanimously. Next, Commissioners reviewed a financial summary of the A & P Tax Fund. The Fund has a current balance of \$133,791 with outstanding commitments of \$1,620 toward the Trendsetter Award ad in *Arkansas Money & Politics*; \$14,773.50 toward the Son Seals Stage improvements; \$20,000 for the Our Town grant to be decided in April by the National Endowment for the Arts for the Our Town initiative; \$2,200 toward a Welcome to Osceola U. S. Steel ad in *Arkansas Money & Politics*; and, \$3,658 remaining toward the Civic Sign at Osceola Airport. Excepting commitments, the net available balance of A & P Funds was \$91,539.50

Commissioners discussed the proposal submitted by the Osceola/South Mississippi County Chamber of Commerce for an annual rotation of four billboard vinyls to be installed on the Interstate 55 billboard owned by the Chamber. Each of the four installations would cost \$1,500 each (\$100 per design, \$700 per vinyl production, & \$700 per installation). Additionally, there would be a one-time upfront cost of \$700 to add a heavy backing on the billboard structure to better preserve each vinyl after installation. Keatts inquired as to confidence that a Farmers Market actually would be held each Saturday from April through August. He also opined that an Osceola Heritage MusicFest banner might be preferred. No one present at the meeting was aware if a definite date for MusicFest had yet been established. Shemwell suggested that the Sans Souci Park vinyl could serve as the Spring banner with the Farmers Market banner appearing in the summer if Main Street Osceola was confident in a definite weekly schedule. Keatts made a motion to approve the cycle of 4 billboards over the next 12 months at a total cost of \$6,700, beginning with the Sans Souci Park vinyl for Spring and the Summer vinyl to be revisited at a later date. Zenanko seconded and the motion carried unanimously.

Next, the Commission was updated on the status of the Civic Sign at Osceola Airport. An invoice from D&H Signs for \$744.92 was received, covering 16 nine-inch plastic white lettering with the words "Welcome to Osceola" installed. Although the total project cost was previously approved by the Commission, Cooper motioned to ratify payment of the invoice, Zenanko seconded, and the motion carried unanimously.

Shemwell noted that, via email, the Commission approved \$2,200 earlier in March by way of a virtual vote for a Welcome to Osceola U. S. Steel ad in *Arkansas Money & Politics* magazine. Shemwell went on to explain that, with the COVID pandemic largely behind us, the Commission needed to return to live meetings to vote upon funding recommendations to the City Council in compliance with Freedom of Information Act laws.



P.O. Box 1617 Phone (870) 763-4100
 BLYTHEVILLE AR 72316
 1FAX (870) 763-8660

INVOICE

Client: Osceola Chamber of Commerce
 Attn: Shawn Chafin
 Address:
 City: Osceola
 State: AR
 Zip:
 Phone: 870-563-6695
 Date: January 28, 2022

NOW D&H SIGNS, LLC

Project Description:

Each Billboard design would be 100.00

Each Billboard cover would be 700.00 for a heavy weight billboard.

Each Install would be 700.00.

As discussed in 2019, a heavy backing should be installed prior to the first install at a cost of 700.00. *1-TIME*

7 1500

We talked about hopefully being able to use one of the old billboards as a backing since all of them were torn off during the storm a few weeks back. Someone needs to go to the site to check to see if any of those could be re-used.

THANK YOU

Dale Hinson

Sales tax will be added unless otherwise specified.

Terms: 50% deposit required. Balance due upon completion.

PRICE QUOTATION GOOD FOR 30 DAYS

	Price	Above
	Delivery/installation	
	Sub total	
	Sales Tax	
	Total	
	Deposit	
	Due upon completion	

SKETCH DEPOSIT: The sketch deposit covers minimal costs involved in developing a concept. It does not cover the actual purchase of a custom design, which would be figured at an hourly rate, with a quoted minimum price. The sketch remains the property of the designer.

PRICES as indicated above, are minimum estimates for art or sign work only. Photostats, typography, photographs, overtime, changes and/or additions, delays caused by the client, special consultations and all other work expense that cannot be estimated accurately in advance will be billed extra unless otherwise specified herein.

FINISHED art, mechanicals, and signs will be released for use by the client only. Mechanicals, original art, sketches and materials other than signs originated by the

designer are the property of the designer and will be held for the client, unless otherwise shown.

THE CLIENT agrees to pay all costs of collection in the event of default of payment by the client, including a reasonable attorney's fee. In the event of delinquent payments, the client will be charged a rate of 1-1/2% interest for every month after the first 30 days.

SPECIAL conditions on client's purchase orders in no way negate the above Conditions of Sale. In ordering the work described above, the client accepts all of these conditions whether noted on his purchase order or not.

THANK YOU FOR YOUR ORDER: This signed contract constitutes authorization to proceed.

SIGNATURE

COMPANY

DATE

Visit Sans Souci Park

Boat ramps

Picnic Pavilions

Civil War Monuments

Mark Twain History

on the **MIGHTY MISSISSIPPI**
Osceola, AR

HWY 198 JUST OFF HWY 61



Photo by: Justin Cissell

Join us in
Downtown
Osceola Arkansas
for the
Annual Car Show
October 8th

Christmas on the Square

Every Saturday in December
Downtown Osceola, AR





EVERY

SATURDAY

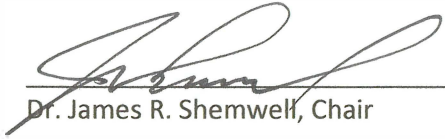
APRIL - AUGUST

DOWNTOWN OSCEOLA



FARMERS MARKET

There being no further business to come before the Commission, Cooper moved to adjourn, Keatts seconded, and the motion carried unanimously. Meeting adjourned.



Dr. James R. Shemwell, Chair

Carrie Carr, Secretary

GUESTS
OWNERS

City of Osceola

Advertising & Promotion Tax Commission

March 21, 2022

AGENDA

1. Welcome
2. Approval of Previous Minutes
3. Financial Update
4. Osceola/SMC Chamber of Commerce Billboard Proposal
5. Other Business

SHAWWELL
COOPER

KEATTS

ZEMANKO

MURPHY

- OPEN DISCUSSION ABOUT DESIGNS
- CONSISTENCY RE: FARMERS MKT?
- MUSIC FEST?

AGENDA
MOTION COOPER
2ND Z

MOTION COOPER

MINUTES
KEATTS
ZEMANKO 2ND

OTHER BUSINESS

- LETTING FOR CIVIC SIGNS

CMR

CUCULOUYSIONS
• START W/
JANUS SOLARI
PARK
KEATTS
2ND
MOTION
2ND
MOTION CARRIES

• WHITE
LETTERING
AMPHIB
COOPER MOTION
~~2~~ 2ND
MOTION CARRIES

→ ASK SHAWN ABOUT CIVIC SIGN REMAINDER?

• AMBA
AD
\$2,200

AD JOURNAL
MOTION KEATTS
COOPER 2ND

**CITY OF OSCEOLA
ADVERTISING & PROMOTION TAX COMMISSION
Minutes of the April 18, 2022 Meeting**

Commissioners Present: Dr. James R. Shemwell, Councilman Greg Baker, Councilman Gary Cooper (by phone), & Harry Keatts

Commissioners Absent: Carrie Carr, Robert Zenanko, & Tim Redzepi

Others Present: Mayor Sally Wilson

Dr. Shemwell, Chair, called the meeting to order and declared a quorum at 4:05 PM, April 18, 2022, at City Hall. The first order of business was to approve the meeting agenda. Keatts moved to approve, Baker seconded, and the motion carried unanimously. The second order of business was to approve the March 21 minutes of the Commission. Cooper moved to approve the minutes, Baker seconded, and the motion passed unanimously. Next, Commissioners reviewed a financial summary of the A & P Tax Fund. The Fund has a current balance of \$120,922 with outstanding commitments of only \$2,200 toward a Welcome to Osceola U. S. Steel ad in *Arkansas Money & Politics* and, \$3,658 remaining toward the Civic Sign at Osceola Airport. Excepting commitments, the net available balance of A & P Funds was \$115,064. Mayor Wilson announced that the Our Town grant application was not successful; therefore, the \$20,000 commitment previously made by the A & P Commission is released and available for other projects.

Commissioners discussed the proposal submitted by Shawn Chafin for landscaping around the Civic Sign at Osceola Airport. A quote from the Red Barn Gardens in Blytheville for \$960 plus tax provided for 2 juniper bushes, 6 boxwood bushes, peat moss, black mulch, and associated labor. In response to a question raised concerning the ongoing maintenance of the proposed landscaping, Mayor Wilson committed that the City would provide ongoing maintenance for the sign landscaping. Baker made a motion to recommend the expenditure to the City Council in the amount of \$960 plus tax, Keatts seconded, and the motion carried unanimously. The approval of the landscaping completes the A & P Fund's commitment to the project, thereby releasing the remainder of the original commitment and freeing up approximately \$2,600 for other projects.

A question was raised concerning a request from the MusicFest Committee regarding a possible festival this year. Shemwell stated that he had not been contacted by anyone in this regard.

There being no further business to come before the Commission, Keatts moved to adjourn, Baker seconded, and the motion carried unanimously. Meeting adjourned.



Dr. James R. Shemwell, Chair

Carrie Carr, Secretary

City of Osceola

Advertising & Promotion Tax Commission

- SITEMWELL

• M. M. Wilson April 18, 2022

- BANKER

~~F. M. M. M.~~

- KEMTS

AGENDA

- COOPER (BY PHONE)

1. Welcome

2. Approval of Agenda HK mov, GB 2nd

3. Approval of Previous Minutes GC mov, 2nd GB

4. Financial Update

5. Airport Civic Sign Landscaping Proposal GB mov HK 2nd

6. Other Business

7. ADJOURNMENT - HK mov GB 2nd

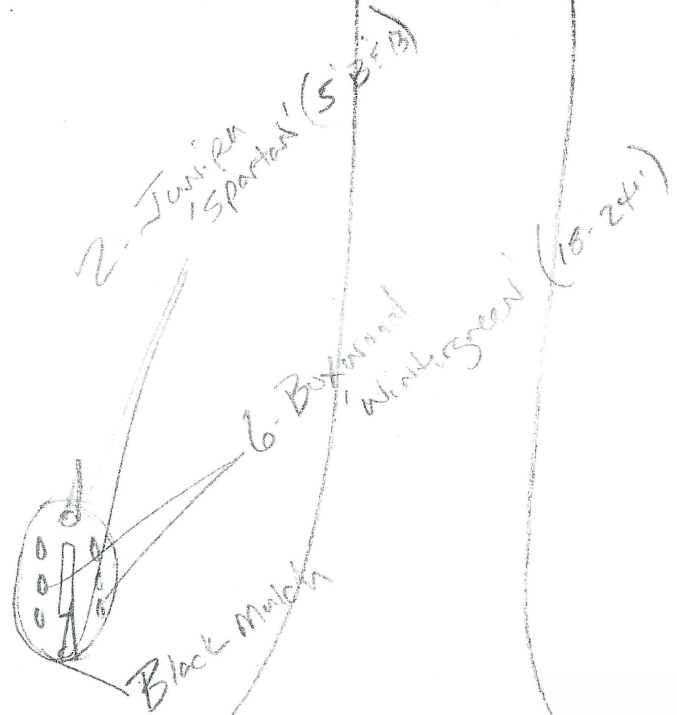
\$960 + PLUS TAX

Mayor reported OSC did not get their town element.

→ REMOVED REMAINING COMMITMENT

Osceola Welcome Sign
 - Civic clubs / Airport Road

↑
 Airport



plants	2 - Juniper, 'Spartan' (5' B&B) @ 160	320 -
	6 - Boxwood, 'Wintersgreen' (18-24") @ 40	240 -
		<u>560</u>
	Peat Moss / Black Mulch	100 -
	Labor	<u>300 -</u>

Total Project

\$960 plus sales tax

Highway 140

4-1-22

Mark A. Maseley
 Red Barn Gardens

ADVERTISING AND PROMOTION COMMISSION FINANCIALS

2021	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														95,557.03
Receipts														
Days Inn	1,111.00	1,344.00	1,164.00	1,502.00	2,086.00	1,923.00	1,613.00	1,989.00	1,585.00	1,775.00	1,737.00	1,596.00		
Deerfield Inn	560.00	467.00	698.00	853.00	772.00	639.00	565.00	729.00	753.00	663.00	663.00	740.00		
Judge Motel	254.00	313.00	267.00	304.00	388.00	317.00	325.00	300.00	260.00	224.00	224.00	276.00		
Rodeway	364.22	401.89	502.08	523.65	964.95	400.56	464.83	463.06	407.08	1,511.97	1,511.97	458.85		
Total Receipts	2,289.22	2,525.89	2,631.08	3,182.65	4,210.95	3,279.56	2,967.83	3,481.06	3,005.08	4,173.97	4,135.97	3,070.85	38,954.11	
Expenses														
				2,777.40 Hills graph			1,500.00 Mainstreet							
							2,543.00 Airport sign							
Total Expenses	-			2,777.40			4,043.00						6,820.40	
Net Total	2,289.22	2,525.89	2,631.08	405.25	4,210.95	3,279.56	(1,075.17)	3,481.06	3,005.08	4,173.97	4,135.97	3,070.85	32,133.71	127,690.74
2022	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														127,690.74
Receipts														
Days Inn	1,651.00	2,002.00	1,857.00											
Deerfield Inn	584.00	511.00	565.00											
Judge Motel	142.00	195.00	202.00											
Rodeway	559.57	455.37	900.52											
Total Receipts	2,936.57	3,163.37	3,524.52										9,624.46	
Expenses														
		1,620.00 Trendsetter Coston	14,773.50 Son Seals Stage											
Total Expenses	-	1,620.00	14,773.50										16,393.50	
Net Total	2,936.57	1,543.37	(11,248.98)					-	-	-			(6,769.04)	120,921.70



ADVERTISING AND PROMOTION COMMISSION FINANCIALS

2021	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														95,557.03
Receipts														
Days Inn	1,111.00	1,344.00	1,164.00	1,502.00	2,086.00	1,923.00	1,613.00	1,989.00	1,585.00	1,775.00	1,737.00	1,596.00		
Deerfield Inn	560.00	467.00	698.00	853.00	772.00	639.00	565.00	729.00	753.00	663.00	663.00	740.00		
Judge Motel	254.00	313.00	267.00	304.00	388.00	317.00	325.00	300.00	260.00	224.00	224.00	276.00		
Rodeway	364.22	401.89	502.08	523.65	964.95	400.56	464.83	463.06	407.08	1,511.97	1,511.97	458.85		
Total Receipts	2,289.22	2,525.89	2,631.08	3,182.65	4,210.95	3,279.56	2,967.83	3,481.06	3,005.08	4,173.97	4,135.97	3,070.85	38,954.11	
Expenses														
				2,777.40 Hills graph			1,500.00 Mainstreet							
							2,543.00 Airport sign							
Total Expenses				2,777.40			4,043.00						6,820.40	
Net Total	2,289.22	2,525.89	2,631.08	405.25	4,210.95	3,279.56	(1,075.17)	3,481.06	3,005.08	4,173.97	4,135.97	3,070.85	32,133.71	127,690.74
2022	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														127,690.74
Receipts														
Days Inn	1,651.00	2,002.00												
Deerfield Inn	584.00	511.00												
Judge Motel	142.00	195.00												
Rodeway	559.57	455.37												
Total Receipts	2,936.57	3,163.37												
Expenses														
Total Expenses														
Net Total	2,936.57													

6,800
sonnets
sign

- 1,600 Trendsetter Award Custom ad
 - 14,773.50 Son Seals Stage
 - 20,000 Our Town