



Minutes From July 11th, 2013

Members Present: Mike Chandler, Lynn Maxedon, Thomas Dunlap,
and Chuck Kristopeit

Also Present: Julie Decker, Pat Clary, and Chuck McMahon

Not Present: Scott Paul, Carmen Evance

Mike Chandler opened the meeting at 8:05 am.

Reviewed the Minutes from the June 13th meeting.

Lynn started off meeting welcoming Pat Clary, Chuck McMahon, and Julie Decker as the new commissioners of the A&P Commission, to our meeting. Members of the commission are Chair Person Pat Clary, and members Julie Decker, Linda O'Neal (City Council Member), Chuck McMahon (City Council Member), Jonathan Rhodes, Jenyne Sneed, and Doug Driesel,

Mike Chandler handed out the pricing structure for getting into the Arkansas Tour Guide. Our target goal is to have a ½ page exposure in the Arkansas guide and a 4 page exposure in the Ozark Gateway Visitors Guide. Mike and Chuck are going to contact last year's sponsors in the Ar. Guide, to see if they would be willing to support again this year.

Lynn reviewed our working budget, and noted that we are paying for postage for mailing out information packet requests made to City Hall. Suggestion was made that we could possibly start a request data-base, so we can do follow up mailings to interested parties.

We discussed the success of Thunderfest. Several businesses in the area reported a record sales week (best week ever) for the 4th of July. Thomas suggested we study and take note of what worked to make this a great week for the local economy.

Lynn gave a presentation about how we now live in an experience economy and how we can compete. We can do this by focusing on making our events and activities a meaningful experience for our visitors.

Next meeting will be Thursday, August 8th at 8:05 am.

Meeting concluded at approximately 9:25 am.
Minutes respectfully submitted by Chuck Kristopeit.