

**Hardy Advertising and Promotions Commission  
PO Box 1005 Hardy, AR 72542  
Regular Meeting Minutes  
December 28, 2021**

Commissioner Munroe called the meeting to order at 6:00 PM at the Hardy Civic Center, 301 West Main Street, Hardy AR and led the pledge of Allegiance to the Flag.

Commissioners present: Smith, Horrell, Moore, Munroe and Huscher. Absent: Garland, Circle.

There was a quorum.

Minutes from the 11-22-2021 meeting were approved.

Financial Report – Reconciled figures Operating Account \$110129.11 and Reserve Account \$1036.27. Current figures Operating Account \$67455.59 and Reserve Account \$1036.27. Financial reports were provided showing checks written and receipts.

**Old Business**

Commissioner Smith presented bids for the sign East of town. Motion made by Huscher to accept bid by Salem Graphics for \$5414 5X12 foot sign and installation seconded by Munroe. Motion passed. Highway dept contact has been made. No permit needed. No size restriction. They will mark the location.

Commissioner Smith presented building rental brochure ideas including rates, space and fixtures. Will move forward with needed information to get this done. Looking at a clickable on line access.

Commissioner Munroe gave an update on the parking lot status. Waiting on paperwork from the Sutherlands. First payment made. Second payment 2022 for \$50000 and final payment 2023 \$25000.

CJRW ad – Commissioners Munroe Garland and Smith attended. Spring River Country ad approved. Arkansas tourism website needing more business participation and photos. Smith will contact members in the business brochure. Discussed 36 hours in the Spring River area photo shoot and ideas to promote the area. There is currently no Hardy Post Card available. Needing calendar of events.

**New Business**

Phillip Horrell has filled the City Council position on the Commission.

Officers were elected for the year Jan1 to Dec 31 2022. Jeff Munroe Chairman and Tracie Moore Vice Chairman. Motion made and seconded to approve. Motion passed. Chairman Munroe appointed Mark Huscher as secretary. Motion made and seconded to approve motion passed. Will be looking to fill the Financial secretary position Munroe will continue in the interim.

Munroe will work on job descriptions for the officers., encouraged reading of the State statute for the A and P, municipal code, and bylaws.

Motion was made and seconded to update the FNBC signature cards on account numbers 10245152 & 10217150. Two signatures are required for all transactions.

Currently the authorized signers are:

Jeffrey Munroe

Bruce Thurow

Charles Wilson

We are REMOVING Charles Wilson and Bruce Thurow

We are ADDING Amanda Garland and Tracie Moore

Authorized Signers will now be:

Jeffrey Munroe

Amanda Garland

Tracie Moore

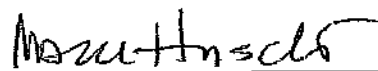
Munroe updated the Commission on building improvements and needs. Locks will be changed and will be monitored, programmable thermostats installed, communication with the city on rentals, circuit breakers, and taking over control of the A & P electronic sign and content. We will look into how we can spend our monies. Email communications. Improvements to the facility and possible grants. Assets such as Police Department camera trailer and usage for events.

Wayne Penner approached the Commission for rental of the front area for the Gem & Mineral Club. They have 8 meeting throughout the year, held the first Thursday of the month from 10 am to 12 pm. Motion made and approved with a \$25 rental. Motion passed.

No further business or Commissioner's comments. Commissioners thanked those in attendance. Motion made to adjourn, Motion passed.

Next regular meeting scheduled for January 24, 2022.

Minutes prepared and submitted by:



Mark Huscher, Secretary

12-30-2021

Date

**Hardy Advertising and Promotion Commission**

**PO Box 1005**

**Hardy, AR 72542**

**Regular Meeting Minutes**

**November 22, 2021**

Commissioner Munroe called the meeting to order at 6:00p.m. at the Hardy Civic Center, 301 West Main Street, Hardy, Arkansas, and led the Pledge of Allegiance to the Flag of our Country.

Commissioner Munroe call roll. The following Commissioners answered to their names: Tracie Moore, Nathan Circle, Amanda Garland, Amanda Smith, and Jeff Munroe. Charles Wilson has resigned his position and Mark Gordon as also resign from all City of Hardy offices. Commissioner Munroe stated there was a quorum. Minutes from the regular meeting October 25, 2021, were provided for approval. Commissioner Smith made a motion to approve the minutes, seconded by Commissioner Garland. Commissioner Munroe asked for a voice vote. All present voting in the affirmative, motion carried.

**FINANCIAL REPORTS:**

Financial Secretary Munroe presented the financial reports. Commissioner Munroe reported October's reconciled balances: Operating Account \$99,408.99 and Capital Reserve Account \$1,036.25. Current balances: Operating Account \$102,027.11 and Capital Reserve Account \$1,036.25. Financial reports were also provided. Commissioner Munroe stated a check for \$1,500.00 was Issued to the Sutherlands for our 2022 Parking Lot Lease obligation.

**OLD BUSINESS:**

Commissioner Smith addressed her work on the proposed sign east of Hardy on the leased Jackson Property. She presented a handout with Contact information for related agencies and bids from various contractors. Cupples Sign Co. - \$4,500.00 plus tax, Canedy Sign & Graphics - \$24,710.43 tax included, Salem Graphix – awaiting bid. She was informed by the Arkansas Highway Department that location and the size of the sign needs to be verified and their office will be in contact with us. It was agreed to revisit ongoing details at next month's meeting.

**Hardy Advertising and promotion Commission**

**Regular Meeting Minutes**

**November 22, 2021**

**OLD BUSINESS:**

Commissioner Munroe then explained the results of the Commission's Letter of Intent to initiate their option on purchasing the Parking Lot Lease Property. The Sutherland's wishes are to accept our offer on the following terms: Closing in 60 – 90 days with the 2022 / \$1,500.00 payment being applied to the first \$50,000.00 payment (\$1,500.00 + \$48,500.00), Second payment of \$50,000.00 due 10.31.2022 and the final payment of \$25,000.00 due 10.31.23. The mortgage will be zero % interest as our previous one was with them. The documents are being prepared by the City's attorney. A motion was then made by Commissioner Circle and seconded by Commissioner Moore. Commissioner Munroe called for a voice vote. All present voting in the affirmative, motion carried.

No action has been taken on the commission's ad with Explore More Advertising to date.

**NEW BUSINESS:**

Amanda Garland has been approved by the city council and has been sworn into office by Mayor Rose. With Mark Gordon resigning from City offices a vacancy for a new City council member is open on the Commission. This position will to be filled by the mayor. Discussion then moved to the election of officers for the year 2022, elections are held in December each year. At this time Commissioner Munroe stated that Mark Huscher was willing to continue as Secretary and if no one else volunteered he would be willing to act as Chairman. The office of Financial Secretary is still open, if left vacant Commissioner Munroe stated that he currently holds that position and would continue until such time as a replacement was found.

Commissioner Munroe spoke of meeting he had with Tiffany of CIRW an Advertising firm used by the Cherokee Village A & P. Ads that are jointly done between CV A & P and Hardy A & P are due to go to print shortly and he questioned the contents/proofs of such ads. Commissioner Smith attended the meeting by way of internet. After some discussion it was decided that a future meeting would be held on Wednesday December 01, 2021 at 5:00 at the Cherokee Village Innovation Hub. All interested parties from both commissions are invited to attend.

**Hardy Advertising and Promotion Commission**

**Regular Meeting Minutes**

**November 22, 2021**

**NEW BUSINESS:**

A bill has been present by Darlene Wilson representing City merchants for payment of ads placed in the Areawide Record and Villager Journal promoting a Holiday Open House in Hardy. The total cost of the ads = \$240.00, a discussion was held with all present approving payment, however without a motion for payment or vote being held issue will be tabled until December's meeting.

**COMMISSIONER COMMENTS:**

Commissioner Garland brought up the subject of banners for light/utility poles as a method of enhancing the streets for themes and seasons. Christmas decorations were also mentioned with Commissioner Munroe stating the city is waiting on Entergy to install said decorations. The city does not have a bucket truck needed to install the decorations and that could be an issue to investigate pertaining to proposed banners. She also brought up the sign in Thompson Park and the fact that it is showing some wear. Discussion followed on various signs advertising Hardy, who owns them and who is maintaining them? Commissioner Moore asked if Main Street Hardy was still functioning and what their role might be in this issue.

Commissioner Munroe brought up the subject of communication with various other entities City of Hardy, Main Street Hardy, Chamber of Commerce and Hardy A & P. He said he would contact them for an informal gathering to share contact information and hopefully update the commission at next month's meeting.

**Hardy Advertising and Promotion Commission**

**Regular Meeting Minutes**

**November 22, 2021**

With no further business at hand Commissioner Moore made a motion to adjourn, Commissioner Smith seconded the motion. All in favor, motion carried, and meeting was adjourned at 6:58p.m.

Next regular meeting scheduled Monday, December 27, 2021 at 6:00p.m. at the Hardy Civic Center  
301 West Main Street, Hardy, Arkansas.

Respectfully Submitted,

Jeff Munroe / Financial Secretary

PASSED AND APPROVED THIS 27 DAY OF DECEMBER 2021

APPROVED:

  
\_\_\_\_\_  
Acting Chairman Commissioner Munroe



Hardy Advertising and Promotions Commission  
PO Box 1005  
Hardy Arkansas 72642  
Regular Meeting Minutes 10-25-2021

Chairman Wilson called the meeting to order at 6:00 PM

Pledge of Allegiance

Commissioners present Huscher, Smith, Moore, Munroe, Wilson. Absent Circle, Gordon.

There was a quorum.

Minutes from the regular meeting 9-27-2021 were presented. Motion by Munroe seconded by Moore to approve. Motion carried.

Financial Report – Financial secretary Munroe presented the financial report. Reconciled Operating Account \$89785.98, Reserve Account \$1033.60. Today's balances Operating Account \$100828.99. Reserve Account \$1033.60. \$50000 final payment made on the Civic Center building. Checks written. See financial report for details.

Smith presented sign design for the East entrance to Hardy. Design approved. Munroe will secure 3 bids for approval of construction.

Lease agreement for the parking lot area was discussed. Title company will prepare the proposal. Wilson will prepare a letter of intent.

Explore Mor advertising was discussed with Ozark Gateway to share the cost. 2022 issue. \$1650 for full page ad. Concentrating on bringing people to Hardy targeting NE Arkansas. Cost includes website. Motion made by Munroe second by Huscher to approve. 4 were for. 1 abstain. Motion carried.

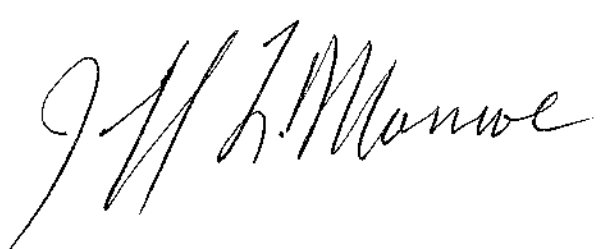

Smith volunteered to be graphic designer for the Commission. Artwork for future use to be put on file.

Discussion to have a consultant to give recommendations for advertising going forward. Needing a Director of A and P marketing. Preacher at Highland Assembly will be approached. Would like to have someone in place to coordinate upcoming Eclipse event and future events and promotions.

Amanda Garland applied for the Board vacancy. Motion made by Huscher to accept second by Moore. Motion passed.

Election committee appointed by Wilson to present a slate of officers at the next meeting. Huscher, Smith and Moore.

Motion made by Wilson to adjourn second by Munroe. Motion passed  
Next regular meeting – Monday Nov 22, 2021 at 6:00 PM. At the Civic Center.  
Mark Huscher Secretary

11/22/2021 6:00 PM  
 

HARDY ADVERTISING AND PROMOTION COMMISSION  
PO Box 1005  
Hardy Arkansas 72542  
Regular Meeting Minutes 9-27-2021

Chairman Wilson called the meeting to order at 6:00 PM

Pledge of Allegiance

Commissioners present Huscher, Smith, Moore, Munroe, Wilson. Absent Gordon and Circle.

There was a quorum.

Minutes of the regular meeting 8-23-2021 were presented. Motion made by Munroe and seconded by Moore to approve as presented. Motion passed.

Financial Report – Financial Secretary Munroe presented the reconciled report Operating Account \$81212.86 Reserve Account \$51029.83. Today's balances Operating Account \$91106.87 Reserve Account \$51029.83. 5 checks were written. See financial report for details.

Received the Hardy sign license agreement back. Motion was made by Moore seconded by Munroe to pay the \$1000 yearly payment. Motion passed.

Received the corrected Property deed back. Final payment on mortgage due in October. Will propose \$25000 a year for 5 years to buy adjacent property from Sutherland who is open to any terms. Motion to purchase for \$125000 with those terms made by Munroe seconded by Huscher. Motion passed.

Lindsey Spencer manager of the Explore More magazine out of Paragould spoke to us and presented rates to advertise in their magazine. 7500 copy publication covering Northeast Arkansas, Jonesboro and Memphis and information centers. . Website and community calendar included to promote events in our area and to promote Hardy. Deadline is early January. No action taken.

Cathy Drew and Adam Davis spoke to us from the Ozark Gateway magazine. Their deadline is the middle of October. Munroe made the motion to approve \$3800 for the ads. Moore seconded. Motion passed.

Munroe presented a bill for \$520.89 for the maintenance done at Thompson park by Rob Smith and John Norberg. Motion made by Huscher seconded by Moore to pay. Motion passed.

Charles Wilson has decided to step down from the board in October. Notice will be put in the local papers for a replacement. Thank you was given for a job well done and for his leadership and service to the Board.

Motion made by Wilson and seconded by Huscher to adjourn. Motion passed.

Next regular meeting – Monday October 25, 2021 at the Hardy Civic Center.

Mark Huscher Secretary

Hardy Advertising and Promotion Commission  
PO Box 1005  
Hardy, Arkansas 72542  
Regular Meeting Minutes 7-26-2021

Chairman Wilson called the meeting to order at 6:05 PM

Pledge of Allegiance

Commissioners present Huscher, Munroe, Gordon, Wilson. Absent Circle, Moore.

There was a quorum.

Minutes from the regular meeting 6-28-2021 were presented. Motion by Gordon and seconded by Munroe to approve. Motion carried.

Financial Report – Financial Secretary Munroe presented the financial report. Reconciled 7-9-2021. Operating Account \$73069.71. Reserve Account \$51022.03. Today's balances Operating Account \$86043.89. Reserve Account \$51022.03. 4 checks written. See financial report for details.

#### Old Business

Chairman Wilson has been exchanging emails with Tim Jackson on renting space for their signage east side of town. Several heirs involved.

A and P website received a proposal from Twomey PC Repair to maintain the website for \$600 a year with an initial redesign and data entry for \$600. Motion made by Gordon and seconded by Huscher to proceed. Motion passed. Huscher will be liaison to Twomey with updates going forward. We will continue to look in to linking in with the city website. Munroe will work with city to watch for new businesses as they come in to keep our directory current through the website.

Wilson made distributions of the Hardy Business directories to local motels, newspapers and merchants in town. Crown Point was given 100.

Motion to accept Amanda Smith as a new commissioner made by Munroe seconded by Gordon. Motion passed.

Budget revisions approved to increase digital to \$1200.

Changes of error on legal's problem will be turned over to local attorney who has Real Estate experience rather than the city attorney. Gordon made motion to allow \$1500 to be spent on taking care of this. Huscher seconded. Motion passed.

Discussion for increasing advertising budget for next year. Looking for opportunities. Next year will be the full eclipse going through Hardy. Will look into Memphis Flyer and other opportunities to reach Memphis and Jonesboro. Paragould Media was mentioned. Banners on light posts were discussed.

Umbrellas in the Park needing replaced. Munroe will look into purchasing. Motion to approve cost made by Huscher seconded by Gordon. Motion passed.

Gordon encouraged more city merchants to participate and share their input.

Munroe made the motion to adjourn. Gordon seconded. Motion passed.

Next regular meeting – Monday August 23, 2021.

Mark Huscher Secretary



Hardy Advertising and Promotion Commission  
Po Box 1005  
Hardy Arkansas 72542  
Regular Meeting Minutes 6-28-2021

Chairman Wilson called the meeting to order at 6:05 PM

Pledge of Allegiance

Commissioners present Huscher, Moore, Munroe, Wilson. Absent Circle, Gordon.

There was a quorum.

Minutes from the regular meeting 5-24-2021 were presented. Motion by Munroe and seconded by Moore to approve. Motion carried.

Financial Report – Financial Secretary Munroe presented the financial report. Reconciled 6-28-2021. Operating Account \$66564.84. Reserve Account \$51017.96. Today's balances Operating Account \$74169.21 Reserve Account \$51017.96. 10 checks written. See financial report for details. Printing and copy account ended up over budget. Taken out of City Park Maintenance budget. Approved by Commissioners.

Hardy sign at the stoplight is currently under construction. Equipment on site and material delivered.

Wilson presented a picture of the sign (4X8) to be placed at the East side of town encouraging traffic to visit Hardy instead of using the bypass. Munroe and Wilson had visited a good location near Jackson Cemetery and approached the owner Tim Sanders. Commissioners agreed to offer \$100 a month for financial compensation. Commissioners approved the design.

Hardy Business Directories – Ordered <sup>2500</sup> ~~2500~~ instead of <sup>1500</sup> ~~1500~~ for an additional \$80. Tourism requested 100 each for 14 locations. Will be given to Parks and Tourism to mail out.

Parking lot paving – no report from Mayor Rose on bids.

Visit Hardy website – Commissioners agreed to combine with the City website. From last meeting Mayor was to have someone come see us.

Thursday night dance going well. Will continue going forward. Was originally set up as a 3 month trial.

Commissioner vacancy position – Amanda Smith interested.

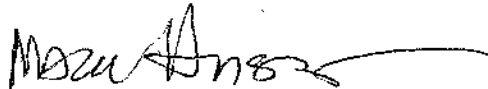
Treasure's of the Ozarks – Arts and Crafts Show to benefit vendors and bring people to Hardy. Oct 2-3. \$600 cost for use of building. Moore asking A and P to sponsor. \$3000 to \$4000. First year they gave \$3000. Moore has been asked to submit a request.

New Business – None

Huscher made the motion to adjourn Munroe seconded. Motion passed.

Next regular meeting – Monday July 26, 2021 at 6:00

Mark Huscher Secretary



Hardy Advertising and Promotion Commission  
Po Box 1005  
Hardy Arkansas 72542  
Regular Meeting Minutes 6-28-2021

Chairman Wilson called the meeting to order at 6:05 PM

Pledge of Allegiance

Commissioners present Huscher, Moore, Munroe, Wilson. Absent Circle, Gordon.

There was a quorum.

Minutes from the regular meeting 5-24-2021 were presented. Motion by Munroe and seconded by Moore to approve. Motion carried.

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New Business – None

Huscher made the motion to adjourn Munroe seconded. Motion passed.

Next regular meeting – Monday July 26, 2021 at 6:00

Mark Huscher Secretary

*Mark Huscher*  
*Charles E. Wilson*

Hardy Advertising and Promotion Commission  
PO Box 1005  
Hardy Arkansas 72542  
Regular Meeting Minutes 5-24-2021

Chairman Wilson called the meeting to order at 6:00 PM

Pledge of Allegiance

Commissioners present – Huscher, Circle, Gordon, Moore, Munroe, Wilson.

There was a quorum

Minutes from the regular meeting April 24, 2021 were presented. Motion by Gordon and seconded by Circle to approve. Motion carried.

Financial Report – Financial Secretary Munroe presented the financial report. Reconciled 5-24-2021. Operating Account \$56662.58. Reserve Account \$51013.57. Today's balances Operating Account \$65638.07 Reserve Account \$51013.57. No checks written.

#### Old Business

Business Directories expecting to receive this week.

Legal – October 17, 2022 to exercise option. Building will be paid off November 1, 2021.

Still seeking replacement on the Board for Fred Waser's position. One person interested. Mayor will be interviewing. Articles were submitted to the paper for the open position.

Hardy sign will not be completed by Memorial Day due to the weather.

#### New Business

Rebecca Ashcroft asked for use of 2 speakers at the Old Hardy Gym for the Hardy History Association meeting. Motion made by Gordon seconded by Circle to approve. Motion carried.

Mary Dewitt Huensch asked that the Friends of the Library book sale be held at the civic center going forward. Storage space for the extra books will be provided. There will be no charge for use of the building. Motion made by Gordon seconded by Munroe. Motion passed.

Discussion was made regarding cleanup after an event. Wilson stated that he covers this in the rental agreement. If there is cleanup to be done the party will be billed. Custodian will followup.

Website – Visit Hardy is not being maintained. Wilson will look into maintenance support. Did not get a bill from the designer Hal Mandelman. Mashugo Marketing out of Jonesboro. Will look into Twomey. We have budgeted \$600 a year for website maintenance.

Huscher proposed a sign be placed out by the bypass to encourage traffic to "shop Hardy". Munroe will look into location and verbiage. Will contact Salem Graphics. Discussed using same type of sign with logo and website added to it. Will look into Highway permit. Motion made by Gordon and seconded by Circle to approve. Motion passed.

Moore has the Hardy Junction Band scheduled for Memorial Day weekend. Saturday and Sunday. Tents and chairs will need to be put out. Munroe said he will get it done.

Moore will present sponsorship prices next month for the Treasures of the Ozarks event.

Discussion was made on the parking lot. Ernie said chip and seal may be available will get a bid. Also will look into grant money for paving.

Motion to adjourn by Gordon seconded by Circle. Motion passed Next meeting 6-28-2021.

Respectfully submitted

Mark Huscher Secretary

*Mark Huscher* *Charles E. Wilson*

Hardy Advertising and Promotion Commission  
PO Box 1005  
Hardy Arkansas 72542  
Regular Meeting Minutes 4-26-2021

Chairman Wilson called the meeting to order at 6:00 PM

Pledge of Allegiance

Commissioners present – Huscher, Gordon, Circle Moore, Munroe, Wilson. Absent Waser

There was a quorum.

Minutes from the regular meeting March 22 – 2021 were presented. Motion by Gordon and seconded by Munroe to approve with the following corrections. Date corrected to 2021 and on the 2019 Business Directories bids will be sent out instead of Areawide Media will be used. Motion carried.

Financial Report - Financial Secretary Munroe presented the financial report. Reconciled 3-31-2021. Operating account \$48676.94. Reserve account \$51008.96. Today's balances. Operating account \$56412.58. Reserve account \$51008.96. Checks were written to Eagle Pest \$43.70. City of Hardy for Easter egg hunt prizes \$388.04. Gateway Magazine for Outdoor Adventure Guide \$1187.50

Old Business

Hardy sign demolition has begun work to install beginning 1<sup>st</sup> week of May to be completed by Memorial Day.

Hardy Business Directories are ready only one bid has ben received. Waiting on rest of bids. Will proceed with getting them printed and distributed.

New Business

Munroe presented the Civic Property legal for review. Will be turned over to City attorney for proper corrections before proceeding with the October 17 exercise of our option.

Commissioner position vacancy addressed with the passing of Fred Waser. Ad will be placed in the local newspapers for opening Restaurant and Lodging position.

Received a tax bill – A and P did not qualify as a tax exempt so we will be responsible for 80% of the bill. Further research will be done as to previous application for exemption.

Wilson presented advertising request from Arkansas-Gazette for special section on Exploring Arkansas May 25 paper. Decided not to participate. May consider for next years budget.

Thursday dances have been well attended. Spring River Draft House is catering.

Moore has bands covered at Thompson Park. Discussed payment of maximum \$240 per performance. \$480 for 2 days. Major Holidays will be a 2 day performance.

Wilson suggested looking into someone hosting a Home and Garden Show next Spring.

Motion to adjourn by Gordon seconded by Circle. Motion passed. Next meeting 5-24-2021.

Respectfully submitted  
Mark Huscher Secretary

Approved  
Charles E. Wilson  
Chairman

Hardy Advertising and Promotion Commission  
PO Box 1005  
Hardy Arkansas 72542  
Regular Meeting Minutes 4-26-2021

Chairman Wilson called the meeting to order at 6:00 PM

Pledge of Allegiance

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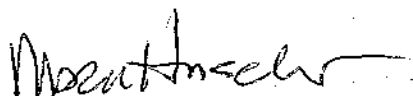
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Wilson suggested looking into someone hosting a Home and Garden Show next Spring.

Motion to adjourn by Gordon seconded by Circle. Motion passed. Next meeting 5-24-2021.

Respectfully submitted  
Mark Huscher Secretary



CORRECTED COPY 4-26-2021

Hardy Advertising and Promotion Commission

PO Box 1005

Hardy, Arkansas 72542

Regular Meeting Minutes 3-22-2021

Chairman Wilson called the meeting to order 6:00PM

Pledge of Allegiance

Commissioners present -- Huscher, Gordon, Circle, Moore, Munroe, Wilson. Absent Waser.

There was a quorum.

Minutes from the regular meeting February 22, 2021 were presented. Motion by Gordon to approve seconded by Huscher. Motion carried.

Financial Report -- Financial Secretary Munroe presented the financial report. Reserve account \$51004.19. Operating Account 40526.68. Today's balances Reserve account \$51004.19. Operating account \$47688.68. Check written to Pest Control \$43.70.

Chuck Young and Eddie Cooper presented a Thursday Night Dance proposal. Live Music at the Civic Center beginning April 15 from 7-9:30. \$6 admission with \$4 to the band and \$2 to the A and P. Music will be country, waltzes, and dance with the hopes of bringing people to Hardy. The Commission will reach out to our paying members to see if they would be interested in doing concessions. Munroe made the motion to have a 2 month trial contingent on City approval on the utilities. Circle seconded. Motion passed. Moore was concerned about Treasures of the Ozarks set up. May skip one Thursday

Old Business -- Munroe presented pictures of the blocks and stone contrast for the HARDY sign. Scheduled to be done by Memorial Day. City will help with the demolition. Cost \$16206.15. Will work with the City on this. Funds will come out of the operating account.

2019 Business Directories to be updated. Rebecca Ashcroft and Monica Shepard will assist. ~~Areawide media will be used~~ for printing 2500 copies.

BIOS WILL BE SENT OUT

Moore reported that bands are being lined up for Saturdays at Thompson Park beginning Memorial Day. Discussion was made regarding both Saturday and Sunday on 4<sup>th</sup> of July weekend. Will reach out to Tim to help on setting up chairs and umbrellas.

New Business - A proposal from Kevin Burton on an ad package for the Gun Show \$100 for 6 30 second ads. Commission has already approved advertising for this event so this proposal was denied.

Motion made by Gordon to have Mark Huscher take over secretary duties for the commission. Seconded by Circle. Motion passed.

Motion made to adjourn by Gordon Seconded by Huscher. Motion passed. Next meeting 4-26-2021

Respectfully submitted  
Mark Huscher Secretary

Mark Huscher Charles E. Wilson

**Hardy Advertising and Promotion Commission**

**PO Box 1005**

**Hardy, AR 72542**

**Regular Meeting Minutes**

**February 22, 2021**

Chairman Wilson called the meeting to order at 6:03p.m. at the Hardy Civic Center, 301 West Main Street, Hardy, Arkansas, and led the Pledge of Allegiance to the Flag of our Country.

Chairman Wilson requested Secretary Munroe call roll. The following Commissioners answered to their names: Mark Huscher, Mark Gordon, Tracie Moore, Charles Wilson and Jeff Munroe. Commissioners Nathan Circle and Fred Waser were absent. Commissioner Munroe stated there was a quorum. Minutes from the regular meeting January 25, 2021 were provided for approval. Commissioner Huscher made a motion to approve the minutes, seconded by Commissioner Munroe. Chairman Wilson asked for a voice vote. All present voting in the affirmative, motion carried.

**FINANCIAL REPORTS:**

Chairman Wilson asked Financial Secretary Munroe to present financial reports. Commissioner Munroe reported balances in the Operating Account \$45,452.13 and Capital Reserve Account \$50,999.89. Financial reports were also provided. Commissioner Munroe stated a check for \$307.54 was written in 2021 (2020 budget item) necessitating the revision of the P & L for Year End 2020, a revised statement was issued.

The 2021 budget was revised to facilitate covering increased costs for Magazine Ads. The increased costs were due to an additional ad split with Cherokee Village in the Arkansas Outdoor Adventure Guide and the lack of participation by Mammoth Springs in various other ads. \$1,500.00 was reallocated from the following categories: \$500.00 / Legal, \$500.00 / Commissioner training, \$500.00 / Printing and Copying, being transferred into magazine Ads.

Commissioner Moore made a motion to approve the transfer of funds from three categories as stated to Magazine Ads to fund updated costs and the cost of the Arkansas Outdoor Adventure Guide Ad. Motion was seconded by Commissioner Huscher. Chairman Wilson called for a roll call vote. Hurscher - yes, Gordon - yes, Moore - yes, Munroe - yes, Wilson - yes. With all in favor motion carried.

**Hardy Advertising and promotion Commission**

**Regular Meeting Minutes**

**February 22, 2021**

**OLD BUSINESS:**

Chairman Wilson stated an email vote was done to accept Mark Huscher to fill the vacant At Large Position on the board, and that he was sworn in at the last City Council meeting by Mayor Rose. The Chairman thanked Mark for stepping up to fill the vacancy. With all positions on the board full the election of officers was brought to the table, Commissioner Gordon made a motion that all position would remain as stated on February 22, 2021 Commissioners / Terms. Motion was seconded by commissioner Huscher. Chairman Wilson asked for a voice vote. All present voting in the affirmative, motion carried.

Commissioner Munroe presented two proposals for the construction of the new proposed Hardy Sign at the Intersection of Highways 62/412 & 63. Both bid Haneys Lawn Service, Inc. and Harper Construction were presented and reviewed and commented on by the board. There was a general consensus that a mock-up would be needed to be approved by the board before final construction could begin. To facilitate scheduling as soon as possible, a motion was made by Commissioner Gordon to accept Haneys Lawn Service, Inc. proposal with the contingency that a mock-up be presented and approved by the board prior to commencement of any construction. Motion was seconded by Commissioner Huscher. Chairman Wilson called for a roll call vote. Huscher - yes, Gordon - yes, Moore - yes, Wilson - yes, Munroe - yes. With all in favor motion carried.

**NEW BUSINESS:**

The Commission had received two requests from Arkansas Welcome Centers in Texarkana and Bella Vista for Hardy Business Directory Brochures. Commissioner Munroe full filled their request, leaving A & P with only 50 Brochures. With the pandemic last year there were not any brochures printed for 2020, the city was in the process of compiling all the required information for a new brochure but the pandemic also put an end to that. Darlene Wilson has been in contact with Monica at City Hall, all information that the City has will be made available to A & P to facilitate printing a brochure for 2021. Volunteers will probably be needed to verify all existing information and any changes with Business Owners that may need to be amended.

**Hardy Advertising and Promotion Commission**

**Regular Meeting Minutes**

**February 22, 2021**

**GUEST SPEAKERS:**

Officer Scott Rose addressed the Commission seeking assistance with implementing a camera system on a mobile platform to be used at various Civic Functions. He stated that approximately \$500.00 would be needed for the project. Chairman Wilson suggested Officer Rose make a formal proposal and present it to the commission at the next meeting.

**COMMISSIONER COMMENTS:**

Commissioner Gordon mentioned he would be interested in possible ads in the Jonesboro and Memphis newspapers. He also questioned the use of radio advertising in the immediate area (West Plains, etc).

Commissioner Moore asked if proofs for our magazine ads had been approved yet. Chairman Wilson replied that they would be coming forthwith. She asked if there was a possibility to make space available to the A & P participating members.

With no further business at hand Commissioner Wilson made a motion to adjourn; Commissioner Gordon seconded the motion. All in favor, motion carried and meeting was adjourned at 7:02p.m.

Next regular meeting scheduled Monday, March 22, 2021 at 6:00p.m. at the Hardy Civic Center  
301 West Main Street, Hardy, Arkansas.

Respectfully Submitted,

Jeff Munroe / Secretary

PASSED AND APPROVED THIS 22 DAY OF March, 2021

APPROVED:

A handwritten signature in cursive script, appearing to read "Charles Wilson", is written over a horizontal line.

Charles Wilson, Commission Chairman

**Hardy Advertising and Promotion Commission**

**PO Box 1005**

**Hardy, Arkansas 72542**

**Regular Meeting Minutes**

**January 25, 2021**

**Chairman Wilson called the meeting to order at 6:00p.m. at Hardy Civic Center, 301 West Main Street, Hardy, Arkansas, and led the Pledge of Allegiance to the Flag of our Country.**

**Chairman Wilson requested acting Secretary Munroe call roll. The following commissioners answered to their name: Charles Wilson, Nathan Circle, Tracie Moore and Jeff Munroe. Mark Gordon and Fred Waser were absent. Commissioner Munroe stated there was a quorum.**

**Minutes from the regular meeting December 28, 2020 were provided for approval. Commissioner Munroe made a motion to approve the minutes. Commissioner Circle seconded the motion. Chairman Wilson asked for a voice vote. All present voting in the affirmative, motion carried.**

**FINANCIAL REPORTS:**

**Chairman Wilson asked Commissioner Financial Secretary Munroe to present financial reports. Commissioner Munroe reported balances in the Operating Account \$38,073.29 and Capital Reserve Account \$50,995.13. Financial reports were also provided. Two checks were written against the 2020 budget: #1564 Cushman Climate Control - \$307.54 and #1566 Ozark Gateway - \$432.61. Two additional checks were written against The 2021 budget: #1563 USPS - \$76.00 and #1567 Cushman Climate Control - \$298.08.**

**OLD BUSINESS:**

**Commissioner Munroe presented quotes on the proposed Hardy Sign Project. The first proposal was for a Sign constructed of pre-cast concrete 7 5/8" x 18": 124 Pieces @ \$450/ea - \$35,220.00, 190 Pieces @ \$225/ea \$36,908.00. This quote was for the material only delivered to Hardy. The second proposal was for a Landscape paver product. The border 8" wide and the field letters 18" wide with weed barrier and river rock fill between lettering - \$15,795.00. This bid did not include tax, state permits or demolition of existing sign. A Motion to move forward with obtaining additional bids with landscape pavers was made by Commissioner Circle and seconded by Commissioner Moore. Chairman Wilson called for a roll call vote. Circle – yes, Moore – yes, Wilson – yes, Munroe – yes. With all in favor, motion carried.**

**Hardy Advertising and Promotion Commission**

**Regular Meeting Minutes**

**January 25, 2021**

**NEW BUSINESS:**

Chairman Wilson stated a request from a previous candidate for the At Large Commissioner vacancy had been withdrawn. A new Candidate, Mark Huscher / FNBC has submitted a letter of interest and agreed to accept the At-Large position on the Commission. Upon approval of the city council Mark will be sworn in at the City Council Meeting on February 2, 2021.

The Chairman also stated that election of officers would be held off until the board was complete, Most likely at the regular meeting on February 22, 2021.

With no further business at hand Commissioner Moore made a motion to adjourn; Commissioner Munroe Seconded the motion. All in favor, motion carried and meeting adjourned at 6:40p.m.

Next regular meeting scheduled for Monday, February 22, 2021 at 6:00 p.m. at the Hardy Civic Center, 301 West Main Street, Hardy, Arkansas.

Respectfully Submitted,

Jeff Munroe / Acting Secretary

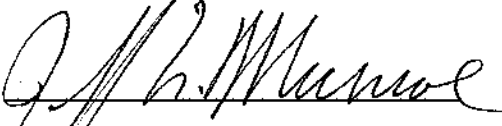
PASSED AND APPROVED THIS 22 DAY OF FEBRUARY, 2021

APPROVED:



Charles Wilson, Commission Chairman

ATTEST:



Acting Secretary