

Hardy Advertising and Promotions Commission  
PO Box 1005 Hardy AR 72542  
Regular Meeting Minutes  
January 24, 2022

Meeting called to order by Acting Chairman Moore at the Hardy Civic Center 301 West Main Street  
Hardy Ar and led the pledge of Allegiance  
Commissioners Present: Smith, Horrell, Garland, Moore, Huscher. Absent Circle, Munroe.  
There was a quorum.  
Minutes from the 12-28-2021 meeting were approved.

Financial reports were tabled until next meeting. Reported figures Checking account balance \$61688.99  
and Reserve balance \$1036.27. Budget for the upcoming year distributed and was tabled until next  
month.

**Old Business**

Hardy sign east of town. Salem Graphics to have installed and completed by the last week in February.  
Building Rental Brochure -will meet Feb 2 at 6:30 for staging and photos. Suggested we include the  
Senior Center and the Hardy Gym. Also include Handicap accessible to the contents.

CJRW Advertising notes. Post cards to be pursued. Needing more information from Arkansas Businesses.  
Arkansas Tourism. Discover Spring River Country.

Building improvements. Locks have been changed. Thermostats have been redone. Circuit breakers  
need to be looked at quotes to be obtained. Will have more information next month.

Financial Secretary situation will be discussed with John Baker A and P Attorney with the Municipal  
League to find out the legalities. Darlene Wilson City Recorder/Treasurer is assisting at this time.

**New Business**

Jeff Munroe submitted his resignation. Motion to accept was passed. A thank you for his work on the  
board will be sent out. Will move forward with visions he presented as Chairman. Commissioner Moore  
will be acting Chairman. Mayor Rose will have a replacement from the City Council.

Moore distributed A nd P Arkansas Code, Bylaws, and Status of Financial Interest for each  
Commissioner to complete by 1-31-2022.

Motion approved to update the FNBC Bank signature card. Accounts 1045152 and 10217150. Two  
signatures are required for all transactions. Current authorized signers are Munroe, Garland and Moore.  
Removing Munroe.

Mayor Rose reported to the Commission that a family business is interested in purchasing the And P  
property that is currently being purchased for a parking lot. They are wanting to build a 10000sq ft  
building and build a parking lot that would be shared with the A and P. They will come speak to us next  
meeting.

Next regular meeting scheduled for 2-28-22.

Minutes prepared and submitted

Mark Huscher

Mark Huscher Secretary

1-31-22

Date

Shane L. Moore  
Approved 2/28/22

Hardy Advertising and Promotions Commission  
PO Box 1005 Hardy Ar 72542  
Regular Meeting Minutes  
February 28, 2022

Meeting called to order by Acting Chairman Moore at 6:02 at the Hardy Civic Center 301 West Main Street Hardy Ar and led the Pledge of Allegiance.

A moment of silence was made to honor Freida Mae Gamlin.

Moore welcomed new Commissioner Sue Taylor.

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

There was a quorum.

Minutes from the January 24 meeting were approved.

Financial report - Current checking account balance \$71287.01 and reserve account \$1036.31.

#### Old Business

Motion made for Moore to be Chairman and Horrell to be Co-Chairman. Motion passed.

Motion made and passed to have Garland as Financial Secretary.

Discussion was made as to what her responsibilities would be, what the city is doing for the Commission, and what information she would need to bring to the Commission. It was noted that there are duties in file that will be reviewed.

Yearly Budget was approved for January 2022 to December 2022.

Commissioner Smith presented "Keep us Posted" postcard contest. Entry deadline May 27<sup>th</sup>.

She presented copies of the Civic Center rental brochure. Approval was made to put out and to order. 1000 copies \$212. Will look into price of ordering bulk. She also shared rental information for the Senior Center, Old Hardy Gym and Camper Park. More work to be done on this. She also shared work that has been done on the Hardy sign east of town, magazine advertising and items that are still in the works. Updating Hardy business listings, acquiring photos of local artists, map of Hardy and creating a file of pictures to include Hardy bridge/parks/buildings, Hardy businesses, Spring River, Hardy events/parades/local bands, and artisans. Work has been done on the Hardy website.

Commission approved to contribute up to \$500 for the Easter Egg Hunt at Loberg park this year.

Commissioner Garland has been working with Hardy businesses gathering information for the Hardy business directory.

Commissioner Garland agreed to coordinate Music in Thompson Park. It was approved to increase payment of \$100 for one person performing, \$200 for 2 people and \$300 for more than 2. Also looking for auditions to create some excitement. Commission approved for placing ads as needed to support this.

*March*  
A special meeting will be held next Monday ~~February~~ 7 at 6:00 PM at the Hardy Civic Center to revisit a motion that was made and passed to have the Commission handle their own finances.

Regal Honey a band out of Ash Flat is wanting an opportunity to be involved in Hardy. This was turned over to Commissioner Garland.

Motion was made and passed to adjourn.

Next regular meeting is scheduled for March 28, 2022.

Respectfully submitted

*Mark Huscher*

Mark Huscher  
Secretary

*Jane L Moore*  
*Approved 3/28/22*



Hardy Advertising and Promotion Commission  
PO Box 1005 Hardy Ar 72542  
Special Meeting  
March 7, 2022

Meeting called to order by Chairman Moore at 6:00 at the Hardy Civic Center 301 West Main Street  
Hardy Ar

Pledge of Allegiance Commissioners present: Smith, Garland Taylor Moore and Horrell by phone.  
Absent: Circle.

Motion was made by Horrell to revisit the motion that was passed to have the Commission handle their own finances. Second by Taylor. Motion passed.

After discussion Commissioner Smith rescinded the motion.

Motion was made to have the City continue doing the bookkeeping and provide the financial reports needed to help the Commission to do business to the Financial Secretary Garland. Motion passed.

Motion made to adjourn. Motion passed.

Respectfully submitted



Mark Huscher  
Secretary

James L Moore  
Approved 3/28/22

Hardy Advertising and Promotion Commission

PO Box 1005 Hardy Ar 72542

Regular Meeting – March 28, 2022

Meeting was called to order at 6:00 at the Hardy Civic Center 301 West Main Street Hardy Ar

~~Pledge of Allegiance~~

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

Motion to approve minutes from the March 7 and February 28 meeting as read was made and passed.

Financial Report – Balance Sheet was presented. Operating Account balance \$71881.78. Capital Reserve Account \$1036.33. Magazine ads line item over budget. Tabled till next meeting.

~~Old Business~~

Smith gave an update to the website and ideas to enhance going forward.

Horrell gave an update on the Civic Center needs. Will prepare a list for our next meeting. Electrical work, restrooms and parking lot. Smith presented information on lighting upgrades. Will look at previous meeting minutes as to information on an events coordinator.

~~Garland presented the Business Directory as being updated and ready to print awaiting final check. Approval has been made to order 5000 copies.~~

Tiffany Maltezo from CJRW made a presentation on our magazine advertising and was invited back for our next meeting. The comment was made to look into the possibility of a Marketing Director.

Motion was made and passed to have 2 meetings a month on the 2<sup>nd</sup> and 4<sup>th</sup> Mondays at 6:00 until we can get caught up on the various projects we are working on. We will meet April 11, 2022 at 6pm.

Motion was made and passed to have Sue Taylor added to accounts 1045152 and 10217150 at FNBC. Current authorized signers are Garland and Moore. 2 signatures are required for all transactions.

~~New Business~~

Authorized signers will work with FNBC to get Darlene Wilson the needed information in a timely manner.

~~Jake Butler presented an interest in purchasing part of A and P property for a Family Dollar/Dollar Tree. We will discuss at our next meeting.~~

~~Dennis Horton has presented a rental agreement to lease the Civic Center for an entire year for the Thursday Dances. Discussion on setting fees was made and approval was tabled until April 11 meeting.~~

Chandler Slater made a presentation for the Spring River Car Show June 4, 2022 and asked for \$700 for advertising. Motion was made and approved for the \$700.

Rebecca Ashcroft of the Hardy History Association presented the Hardy Walking Tour. Motion was made and passed to give \$450 to support the printing for this event.

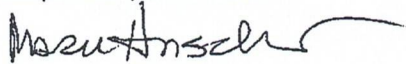
~~Smith presented information on the solar eclipse which will be discussed at our upcoming meetings.~~

Smith gave out information and encouraged attendance at the Small Business Workshops in Cherokee Village and information on the upcoming Pie Festival April 15-17.

Next regular meeting will be Monday April 11, 2022 at 6pm.

Motion made to adjourn. Motion passed.

Respectfully submitted



Mark Huscher Secretary

James L. Moore  
Approved 4/11/22



Hardy Advertising and Promotion Commission  
PO Box 1005  
Hardy, Arkansas 72542  
Regular Meeting Minutes 4-11-2022

Chairman Moore called the meeting to order at 6:02 PM

Pledge of Allegiance

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

There was a quorum.

Minutes from the 3-28-2022 meeting were presented. Motion made by Horrell to accept as presented seconded by Taylor. Motion passed.

Jake Butler was not present to make an offer on the Land purchase. Discussion was made on parking area and value of the property. No action was taken.

Smith presented the information from Tiffany Maltezo on CRJW advertising. \$1000 to come from Ozark Gateway \$2000 from Creating Bridges to have us as a featured destination. Arkansas tourism Website Arkansas.com. Motion made by Huscher and seconded by Horrell to approve advertising. Motion passed.

Taylor made the motion to discuss the Chuck Taylor Band contract seconded by Horrell. Motion passed. After discussion on rates motion was made by Horrell and seconded by Huscher to set our rates at \$150 a day Monday through Thursday and \$200 a day Friday through Sunday. Motion passed. On the contract for one year it was noted that they would not be charged for practice times and they would have to work around the dates that have been scheduled including Elections, Spay Neuter Clinic, and Treasures in the Ozarks. A cleaning deposit was brought up and was tabled until next meeting.

Smith presented the post card contest and made the motion that we award \$100 to the adult winner and \$100 for the 17 and under winner with monies coming out of the advertising budget. . Horrell will work on a prize package for second place. Taylor seconded. Motion passed. Smith will bring in 3 bids for the printing next meeting.

Garland gave an update on Saturday music. Lots of inquiries. Dates are filling up. Will not pursue the audition idea that was suggested. Sunday times during a Holiday will be changed to 1 to 3PM. Money for to promote had been approved will be used on flyers.

Smith presented information on the 2024 Total Eclipse. Will continue to work towards building this event. Will look to see who is coordinating the 4 city area and how we can be involved. Kim Williams and Hazelle Whited will be contacted .Moore had samples of Eclipse glasses that we could distribute as a souvenir of the event promoting Hardy. Will look in to the cost and quantity needed.

Smith and Garland have the Business Directory ready to go to print. They have asked Commissioners to look through and get back to them through email on any changes needed. Smith made the motion to remove any businesses that are not in Hardy Horrell seconded. Motion passed.

It was suggested that we track the attendees at the car show to gather information to help promotions. Smith will followup on this.



Smith presented Website updates including a scanning barcode one time set up fee for \$35. Motion made by Horrell seconded by Huscher to spend the \$35 barcode set up. Motion passed. The A and P website is [visithardyar.com](http://visithardyar.com).

Smith presented a Welcome packet that can be given to new businesses sharing information about the A and P and any necessary tax receipts. Working on steps to collect Airbnb/VRBO tax. Working with the City Attorney.

Horrell presented the idea in support of Hardy being a Tree City that trees be planted in Loberg park for beatification and shade for events. It was questioned as to how this might effect the mowers and needed to be brought to the City Council. The question was asked about how our monies were to be spent for maintenance of the Parks. Moore will look in to this. Taylor will check with Darlene.

Smith passed out forms for A and P use. Funding Support Request. Payment Procedure Form. Payment of Invoices. Parks and Maintenance. Project Proposal.

Civic Center lighting will be tabled to next meeting.

Huscher will look in to someone to help with writing grants to help fund some of the projects needed to be done.

Garland looked into and presented Displays to Go to be able to get our brochures out to the public. The Thompson Park bathroom location was discussed. Horrell will check with the mayor or Council for approval. Cost for 5 pocket \$157.99. Smaller unit \$112.99.

Motion and passed to adjourn.

Next meeting scheduled for Monday 4-25-2022 6PM

Respectfully submitted



Mark Huscher Secretary

Shirley L Moore  
Approved 4/25/22

Hardy Advertising and Promotion Commission  
PO Box 1005  
Hardy, Arkansas 72542  
Regular meeting minutes 4-25-2022

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

Pledge of Allegiance

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

There was a quorum.

Minutes from the 4-11-2022 meeting were presented. Motion made by Horrell to accept the minutes as presented seconded by Garland. Motion passed.

Financial Report presented by Garland. Good on Budget. Magazine ads over will take from Regional Event. Net Income \$14312.46. Profit and Loss reviewed. Bank balance 7826.92. Checks written to Twomey and \$500 for Easter Egg Hunt.

Old Business

Jake Butler was not present for the land purchase proposal. No action taken.

Huscher has contacted Judy Brown who is willing to help write grants for the Commission. Looking to upgrade the building – bathrooms, fire doors, lighting. Horrell will work up a list to work with. Huscher will check on fees.

Horrell will present the Displays to Go to the City Council next meeting. Wanting to mount at the Thompson Park restrooms to display brochures.

Smith and Garland have the Business Directory ready.

New Business

Discussed the need for a cleaning deposit on the facilities. Agreed to get a credit card number secured for incidentals and charge for cleaning if necessary. Motion made by Smith and seconded by Horrell. Motion passed.

Moore announced that there will be a collaboration meeting between City Hall, Hardy A and P and Mainstreet Hardy Downtown Network. Will be looking at a possible Director. Will notify everyone when the date is made.

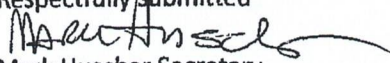
Discussion made on maintenance needed in Loberg Park. Smith will get 3 bids on the repair of the benches.

Will need a report monthly on receipts from the Civic Center. Will need a playbook on when bills are due designated money, items that need to be done throughout the year to help keep us organized. Garland and Smith will work on this.

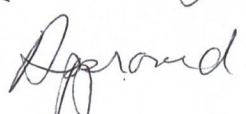
Motion made by Horrell to adjourn seconded by Garland. Motion passed.

Next regular meeting scheduled for Monday May 9 6:00 PM

Respectfully submitted

  
Mark Huscher Secretary



 5/9/22



Hardy Advertising and Promotion Commission  
PO Box 1005  
Hardy, Arkansas 72542  
Regular meeting minutes 5-9-2022

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

Pledge of Allegiance

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

There was a quorum.

Minutes from the 4-25-2022 meeting were presented. Motion was made by Horrell to accept the minutes with a corrected bank balance of \$78026.92 seconded by Taylor. Motion passed.

Old Business

Land Purchase – Moore tried to contact Jake Butler. No response. No action taken.

Judy Brown presented Grant information and said she would help us write. The Outdoor Parks Grant we showed her would be more for Loberg Park. The Civic Center is considered a Park so she is still looking. She presented a USDA Rural Development Grant that looks like we would qualify. It is quite extensive and would require a lot of legwork providing details on the work we are wanting done and estimates on the cost for the work. She recommended working up a 5 year plan for the building. She recommended we contact Jill Floyd State Director Rural Development Cooperative Service.

Motion made by Horrell seconded by Garland to purchase 2 of the 5 pocket Displays to Go. Motion passed. Will contact the City to see if we use their credit card to order.

Voyager software to count the tourist population for the entire year is \$7500. Will check with Cherokee Village to see if they would partner and benefit from the program. Would give data on where people are coming from and how long they are staying. Motion made by Horrell and seconded by Taylor to table until more information gathered and checking with Cherokee Village. Motion passed.

Motion made by Horrell seconded by Garland to accept donated labor from Jeff Munroe to repair the benches in Thompson Park. City will help according to Horrell. Will look into them possibly having material already available for use or purchasing as needed.

Darlene Wilson is working on the paperwork for capturing credit card data for Civic Center renters for incidentals and cleaning.

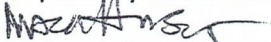
New Business


Moore presented a KATV advertising opportunity called Arkansas Towns. Cost to highlight our town would be a one time 10 minute spot for \$1250. Motion made by Garland and seconded by Taylor not to pursue was made. Motion passed.

Motion made by Horrell seconded by Huscher to adjourn. Motion passed.

Next regular meeting scheduled for May 23 6:00 PM

Respectfully submitted

  
Mark Huscher Secretary

  
Approved 5/23/22

Hardy Advertising and Promotion Committee  
PO BOX 1005  
Hardy, Arkansas 72542  
Regular meeting minutes 5-23-2022

Chairman Moore called the meeting to order at 6:00pm

Pledge of Allegiance

Commissioners Present: Garland, Horrell, Moore, Taylor, Smith

There was a quorum

Minutes from the 5-9-2022 were presented. Motion made to accept the minutes by Horrell, seconded by Taylor. Motion passed

Financial Report given by Financial Secretary, Commissioner Garland. The sales tax income is \$ 42,414.76. Expenses paid are \$ 12, 980.24 leaving a balance of \$ 29,434.62. The Civic Center income is \$ 4,425.00 Commissioner Garland presented a month to month comparison for the years 2020, 2021 and 2022.

Old Business:

The Post Card prize for first place was originally \$ 100 cash. An amended motion was made by Commissioner Smith to change the prize from \$ 100 cash to a \$100 gift card. Commissioner Taylor seconded the motion. The motion passed unanimously: Moore-yes, Garland-yes, Horrell-yes, Taylor-yes, Smith-yes.

Darlene Wilson presented to the Committee a description of an Events Director position. The position would be a collaboration between Hardy A & P Committee, Main Street Hardy and the City of Hardy. The discussion will be ongoing with a meeting including all three entities involved.

The Displays To Go have been ordered for Thompson Park rest area. The City of Hardy has ordered two 5-pocket displays at \$ 139.99 each, as well as a single-pocket display at \$ 42.99-the total coming to \$ 352.85 with tax. The Hardy A & P Committee will reimburse the city for these charges.

We will not be able to keep credit card information for Civic Center Rental cleaning deposits or for incidentals due to the cyber security contract in place. Therefore, other ideas are being explored to handle these occurrences.

New Business:

The availability of the front room of the Civic Center for renting is up for discussion. Other options would be placing locks on all entrances to other parts of the Civic Center. A motion was made by



Commissioner Taylor to table the discussion while we investigate the financial aspects. Commissioner Horrell seconded. The Motion was passed.

The Commission has been made aware of the ownership of a tram which has been worked on in years past. The tram is at Sid Brink's welding shop with bill of \$ 1500 for repairs. The Commission will further investigate before bringing to the table. Commissioner Horrell will go by Mr. Brink's to see the tram. He will update the Commission in a future meeting.

Commissioner Nathan Circle sent a request to resign his position due to time restraints. Motion to accept was made by Commissioner Horrell and seconded by Commissioner Taylor. The motion passed.

Commissioner Mark Huscher submitted a request to resign his position due to his moving to Northwest Arkansas. Motion to accept was made by Commissioner Horrell and seconded by Commissioner Taylor. The motion passed.

A request from Ginni Kauffman to be on the Hardy Ads and Promotion Committee was received. Motion was made by Commissioner Horrell to accept; Commissioner Taylor seconded. The motion was passed.

The need for a new secretary was brought forth. A motion was made by Commissioner Horrell to table the decision until the next meeting. Commissioner Smith seconded. The motion passed.

Commissioner Comments: Commissioner Garland brought copies of the magazine, Arkansas Outdoor Adventure Guide in which we share an ad page with Cherokee Village. (p. 45)

Public Comments: Mayor Rose mentioned a search for a caretaker for our parks is active and ongoing.

Motion was made to adjourn by Horrell; seconded by Taylor. Motion passed

Next regular meeting scheduled for Monday, June 13, 2022, at 6:00pm. Location: Civic Center

Shari L Moore  
Approved. 6/13/22

**Hardy Advertising and Promotions Commission**  
**PO Box 1005 Hardy, AR 72542**  
**Regular Meeting Minutes**  
**June 13, 2022**

Meeting called to order by Chairman Moore at the Hardy Civic Center 301 West Main Street, Hardy, AR and led the pledge of Allegiance. Commissioners Present: Smith, Horrell, Garland, Moore, Taylor, Kauffman. There was a quorum. Minutes from the 5-23-22 meeting were approved.

**Old Business**

**New Secretary selected:** Commissioner Ginni Kauffman. Chairman Moore made a strong case followed up by light coercion while proposing on her knees. Motion made by Commissioner Horrell, seconded by Commissioner Taylor. All in attendance cheered.

**Postcard Contest 1st place Winner:** Sam Montgomery from Jonesboro AR. He entered a picture of his son fishing at Buford Park in Hardy. **2nd place Winner:** Rebecca Huffmaster from Hardy AR. She entered a photo of the Bypass over Hardy.

**Update on Displays to Go:** Commissioner Garland oversaw the installation of the new brochure holders in front of the restrooms at Dr. Thompson Park. David Garland and Jeff Munroe volunteered and installed them. Commissioner Garland keeps them stocked and cleaned daily. She reported the Arkansas maps are in high demand.

**Front Room Rental:** Commissioner Smith made motion for the front room of Civic Center to continue to be rented out for \$50 and for new keypad locks to be installed to separate the front area from the kitchen and back area. Commissioner Kaffman seconded the motion. Commissioners Garland, Smith, Horrell, Moore, Kauffman voted yes, Commissioner Taylor abstained from voting. Commissioner Kauffman will be getting prices on door locks to be presented at the next meeting.

**New Business**

**Signage in Thompson Park:** Commissioner Horrell made a motion to print a light pole banner advertising music in Dr. Thompson park. Commissioner Taylor seconded the motion. \$75 bid was approved by unanimous vote of yes for Salem Graphix to print and install a light pole banner in Dr. Thompson park.

**Skycam:** KAIT presented to the commission an opportunity to bring the skycam back to Hardy for \$43,200 yearly fee. Commissioners voted table until the next meeting in order to look into the matter.

**Funding Application:** Commissioner Smith proposed adding to the funding application a paragraph about sponsorship recognition on social media, radio and print ads for all Hardy A&P funding recipients. Commissioner Garland Seconded the motion. *then was there a vote?*

**Welcome packets for New Businesses in Hardy.** Commissioner Smith made a motion to purchase envelopes for the new business welcome packets. Commissioner Horrell seconded the motion. Purchase was approved by unanimous vote of the commissioners to purchase envelopes.

**Motion to adjourn** made by Horrell; seconded by Taylor. Motion passed. Next regular meeting scheduled for 6-27-22.

Minutes prepared and submitted by:

  
Ginni Kauffman Secretary

*6/27/22*  
Date

*Chairman L Moore*  
*Approved 6/27/22*



**Hardy Advertising and Promotions Commission**  
**P.O. Box 1005 Hardy, AR 72542**  
**Business Meeting Minutes**  
**June 27, 2022**

Meeting called to order by Chairman Moore at the Hardy Civic Center 301 W. Main St. Hardy, AR and led the Pledge of Allegiance. Commissioners present: Moore, Horrell, Taylor, Kauffman, and Garland. There was a quorum. Minutes from the 6-13-22 meeting were approved.

Financial report was given by Commissioner Garland.

\* Balance of General Fund- \$88,381.98

\* Balance of Reserve Acct.- \$1,036.39

There was an overage in legal for \$132.50 and an overage in magazine ads for \$1,257.38.

Com. Horrell made a motion to pay the overages for magazine ads and legal out of Regional Events line item. Com. Taylor seconded the motion. Motion passed unanimously.

**Old Business**

\* Signage in Dr. Thomson Park- Com. Moore will petition city council for permission to use light poles for signage.

\* Locks for Interior Civic Center- Com. Kauffman found keypad locks and Darlene Wilson has ordered them.

\* Skycam with KAIT- Tabled to discuss at joint meeting with A&P, City Council and Main St. Hardy on Tuesday, June 28, 2022 at the Senior Center at 6pm.

**New Business**

\* Adding funds to Reserve Account- Com. Moore requested moving \$50,000 from General Acct. to reserve acct. Tabled to discuss at July meeting.

\* Scheduled Business Meetings- Com. Moore made a motion to go back to one meeting per month instead of two. Com. Taylor seconded the motion. Motion passed unanimously. Going forward meetings will be on the 4<sup>th</sup> Monday of each month.

Motion to adjourn made by Com. Horrell and seconded by Taylor. Motion passed. Next meeting scheduled for 7-25-22.

*Chair L. Moore*  
*Approved 7/25/22*

**Hardy Advertising and Promotions Commission**  
**PO Box 1005 Hardy, AR 72542**  
**Regular Meeting Minutes**  
**July 25, 2022**

The meeting was called to order by Chairman Moore at the Hardy Civic Center 301 W. Main St. Hardy, AR and she led the Pledge of Allegiance. Commissioners present: Moore, Horrell, Taylor, Garland, and Kauffman. There was a quorum. Minutes from the 6/27/22 meeting approved.

**Financial report** was given by Comm. Garland.

- Balance of General Fund- \$92,471.45
- Balance of Reserve Acct.- \$1,036.39

**Old Business**

**Signage in Dr. Thompson Park-** Waiting for Comm. Smith to get back in town to follow up with Salem Graphics.

**Banners in Thompson Park-** Comm. Moore is meeting with state highway official about the music banner in the park.

**Updates: Interior locks for Civic Center-** received and installed

**Skycam-** Skycam is coming to Hardy and FNBC is paying.

**Wi-Fi-** Fidelity came out to work on Wi-Fi, but we are considering upgrading to router.

**Security Camera Trailer-** is up and running, but not connected to the app.

**Moving Funds to Reserve Acct.-** Comm. Moore made motion to move \$50,000 from the General Fund to the Reserve Account. Comm. Kauffman seconded the motion. Roll vote taken and motion passed unanimously.

**Presentation of Post Card Awards-** Neither award winner were able to make it to the meeting, but photos were received to go into the paper.

**Tram-** Comm. Horrell and Mayor waiting to talk to Sid who was not available when they went to see the tram. Comm. Moore will reach out to Mark Huescher about old paperwork on work done.

**Events Director Budget Report-** Comm. Garland reported that the joint meeting will be rescheduled.

**New Business**

**St. Jude Interest-** St. Jude reached out to Hardy A&P for photos to include in their packets to recruit new doctors showcasing things to see and do within a couple hours drive of Memphis.

**Request for Assistance-** Crystal Gray, chairman of Hardy Homesteader's Day, requested \$500 for radio/ newspaper advertising. Comm. Moore will ask Ozark Gateway to match funds.

Comm. Kauffman made a motion to approve \$500 request for advertising funding and Comm. Horrell seconded. Roll-call vote done and motion passed unanimously.



- Tracie Moore requested \$1,000 funding assistance for advertising for Treasures In the Ozarks. Discussion tabled until next meeting.

**Public Comments-** Scott Quintana asked if A&P can receive revenue outside of A&P tax. Comm. Moore will look into logistics of this matter and report back to the commission at the next business meeting.

**Commissioner Comments-** Comm. Garland proposed changing Music in the Park from summer to the Fall due to heat. Scott Quintana suggested the idea of investing in swamp coolers. This will be researched and plan to convene a special meeting next Mon., Aug. 1<sup>st</sup> at 6:00pm at the Senior Center to discuss this further and vote.

### Adjourn

Comm. Horrell made a motion to adjourn the meeting and Comm. Taylor seconded. Special Meeting called for Monday, Aug. 1, 2022 at 6:00pm at the Senior Center. Next business meeting Monday, August 22, 2022 at 6pm.

Minutes prepared and submitted by:



Ginni Kauffman-Secretary

8/1/22  
Date



**Hardy Advertising and Promotions Commission**  
**PO Box 1005 Hardy, AR 72542**  
**Special Meeting Minutes**  
**August 1, 2022**

The meeting was called to order by Chairman Moore at the Hardy Civic Center 301 W. Main St. Hardy, AR and she led the Pledge of Allegiance. Commissioners present: Moore, Horrell, Taylor, Garland, Smith, and Kauffman. There was a quorum. Minutes from July 25, 2022 meeting were approved.

**Swamp Coolers**

Comm. Smith made a motion to present to City Council:

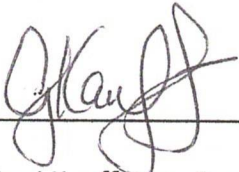
- 1) Storage
- 2) Maintenance
- 3) Cost of electricity
- 4) Checking in and out and transporting to and from events

Comm. Horrell seconded motion. Motion unanimously passed.

**Adjourn**

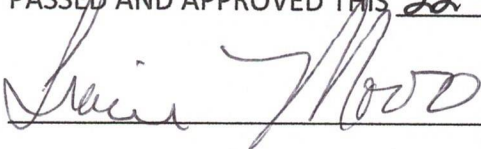
Comm. Kauffman made a motion to adjourn the meeting and Comm. Horrell seconded. Next business meeting scheduled for Mon. August 22, 2022 at 6:00pm.

Minutes prepared and submitted by:



Ginni Kauffman- Commission Secretary

PASSED AND APPROVED THIS 22<sup>nd</sup> DAY OF August, 2022



Tracie Moore- Commission Chairwoman

**Hardy Advertising and Promotions Commission**  
**P.O. Box 1050 Hardy, AR 72542**  
**Regular Meeting Minutes**  
**August 22, 2022 6:00pm**

The meeting was called to order by Chairman Moore at the Hardy Civic Center at 301 W. Main St. Hardy, AR and she led the Pledge of Allegiance. Commissioners present: Horrell, Taylor, Moore, Kauffman, and Garland. There was a quorum. Minutes from Special meeting on Aug. 1, 2022 were approved.

**Financial Report-** was given by Commissioner Garland.

Balance of General fund- \$83,266.65 as of Aug. 17, 2022

Balance of Reserve Acct. - \$1,036.39 as of Aug.17, 2022

**Old Business**

**Signage in Dr. Thompson Park-** Comm. Garland contacted Johnny at Salem Graphics about signage and he came and looked at it. We are waiting on a price.

**TITO Request for funding-** Comm. Kauffman made a motion to give TITO \$825.00 for advertising from Event Support. Comm. Garland seconded the motion. Roll call vote was performed with all commissioners present voting 'yes' except for Comm. Moore who abstained. Motion passed.

**New Business**

**Funding request from ACNA-** A&P received a request for funds from ACNA submitted on behalf of SRACC for Spring River's Got Talent. Upon inspection of our bylaws (Ark Code Ann 26-75-601 prohibits funds going to civic groups or Chambers of Commerce), Comm. Horrell made a motion to deny funding and Comm. Garland seconded the motion. Motion passed unanimously.

**Terms for Comm. Smith and Comm. Moore-** The terms for Comm. Smith and Comm. Moore are up in Sept. Comm Taylor made a motion to renew their commissions. Comm. Kauffman seconded the motion. Motion passed unanimously.

**Forms of revenue for A&P (Grider)-** We received an email in response to query regarding the questioned legality of the A&P collecting rent for use of Civic Center. Atty. Grider assures the A&P that it is well within it's right to do so.

**Post Card Publishing-**waiting until Comm. Smith returns

**Updates:**

**Funds transferred to Reserve Acct-** \$50,000 was transferred from the General Acct to the Reserve Acct.

**Skycam-** KAIT will get their own Wi-Fi

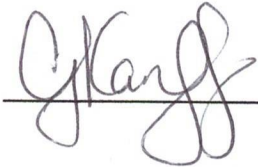
**Commissioner Comments:**

**Tram-** Comm. Horrell talked to Sid and Sid told him that he would bring invoices.

**Public Comments:**

**Motion to Adjourn:** Comm. Horrell made a motion to adjourn. Comm. Taylor seconded. Motion passed, meeting adjourned. Special meeting called for Mon. September 12, 2022 to discuss advertising strategy with Christopher Clem.

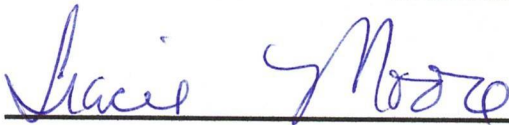
Minutes prepared and submitted by:



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Ginni Kauffman- Commission Secretary

PASSED AND APPROVED THIS 26 DAY OF September, 2022



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Tracie Moore- Commission Chairman



**Hardy Advertising and Promotions Commission**  
**PO Box 1005 Hardy, AR 72542**  
**Special Meeting Minutes**  
**September 12, 2022**

Chairman Moore called the meeting to order at Hardy Civic Center at 301 W. Main St. Hardy, AR and led the Pleage of Allegiance. Commissioners present were Moore, Horrell, Taylor, Smith, Garland, and Kauffman. There was a quorum.

The purpose of the Special Meeting was marketing strategy. Chris Clem came and spoke with the commission about marketing strategies and making the most of our advertising dollars..

Jonathan Rhodes spoke to the Commission about upcoming basketball tournament in December and asked the commission for \$1500.00 to help with advertising for this event. We will discuss it and vote at a later date.

No votes were taken.

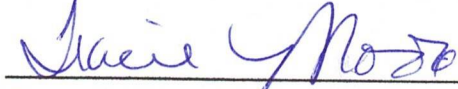
Meeting adjourned.

Minutes prepared and submitted by:



Commissioner Ginni Kauffman, Secretary

PASSED AND APPROVED THIS 9<sup>th</sup> DAY OF October, 2022



Commissioner Tracie Moore, Commission Chairman

**Hardy Advertising and Promotions Commission**  
**PO Box 1005 Hardy, AR 72542**  
**Regular Meeting Minutes**  
**September 26, 2022**

Chairman Moore called the meeting to order and led the Pledge of Allegiance at Hardy Civic Center at 301 W. Main St. Hardy, AR. Commissioners present: Moore, Taylor, Horrell, Kauffman, Smith and Garland. There was a quorum. Minutes from Regular meeting on August 22, 2022 and Special Meeting on September 12, 2022 were approved.

**Financial Report**

The Financial Report was given by Commissioner Garland.

The balance of the General Fund is \$70,890.23.

The balance of the Reserve Acct. is \$51,043.57.

**Old Business**

**Signage in Thompson Park**-Finally received bid from Johnny at Salem Graphics. Commissioner Horrell made a motion to reach out to Stuart Graphics for another bid. Commissioner Kauffman seconded. When that bid comes in, we will vote.

**Post Card Publishing**- Horrell made a motion to order 1000 of each postcard from Salem Graphics for a total cost of \$265.20. Funds will come from printing/copying line item. A&P will distribute them to local businesses (at no charge) for them to sell. Taylor seconded. Motion passed unanimously.

**New Business**

**Robert Brown requesting 2023 support for September event**- Robert Brown requested \$3000 support for a proposed music festival in Sept. 2023. Commissioner Horrell made a motion to table. Smith seconded. We will discuss this further at a later date.

**Discuss 2023 advertising budget**- Magazine deadlines for 2023 are end of September. Commissioner Smith made a motion to do a ½ page ad in Ozark Gateway not to exceed \$1,500.00. Commissioner Horrell seconded. Motion passed unanimously. Comm. Smith made a motion to split an ad with Cherokee Village in Travel Magazine through Arkansas Tourism for \$2495.00. Horrell seconded. Motion passed unanimously.

**Updates**

**Skycam**- KAIT Skycam should be up and running within the next 2 weeks.

**Arkansas Tourism Convention**- coming to El Dorado Feb. 26-28. Commissioners Kauffman and Smith will possibly attend.

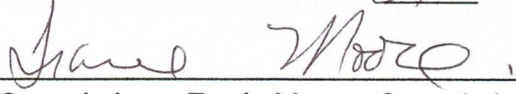
**Request for funds**- Comm. Smith made a motion to discuss sponsorship for basketball tournament in December. Horrell seconded. Comm. Garland made a motion to approve \$500.00 sponsorship for Bad Boys Mowers Basketball Tournament. Horrell seconded. Roll call vote taken. Motion passed unanimously.

**Motion to Adjourn-** Comm. Horrell made a motion to adjourn the meeting. Kauffman seconded. Meeting adjourned. Special meeting scheduled for Monday, Oct. 3<sup>rd</sup> at 6:00pm at Hardy Civic Center to vote on bids for signage in Dr. Thompson Park. Next Regular Meeting scheduled for Monday, October 24, 2022 at Hardy Civic Center at 6:00pm.

Minutes prepared and submitted by:

  
\_\_\_\_\_  
Commissioner Ginni Kauffman- Secretary

PASSED AND APPROVED THIS 24<sup>th</sup> DAY OF October 2022

  
\_\_\_\_\_  
Commissioner Tracie Moore- Commission Chairmar.



Hardy Advertising and Promotions Commission  
Special Meeting Minutes  
October 3, 2022

Chairman Moore called the meeting to order and led the Pledge of Allegiance. Commissioners present were Moore, Taylor, Horrell, Smith and Garland. There was a quorum.

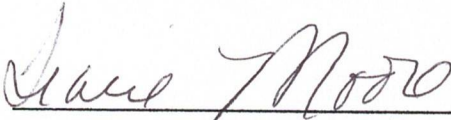
The item discussed and voted on was on the signage in Thompson Park.

Three bids were accepted. A motion was made by Commissioner Garland and seconded by Commissioner Horrell to take the bid from StewartGrafx LLC for \$ 675 plus tax which includes sign replacement and installation of the sign. The vote was taken according to the following: Moore-yes, Taylor-yes, Smith-yes, Horrell-yes, Garland yes. The vote was unanimous.

Then a vote was taken for the design of the sign. The logo remained but some fonts were changed. The sections Historic District was taken from photo 2. Eat Shop Play was taken from photo 3. The Parking section will be red. The motion was made by Commissioner Horrell; seconded by Commissioner Garland.

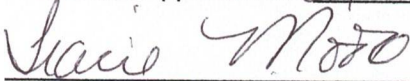
A motion was made by Commissioner Horrell to adjourn; seconded by Commissioner Taylor.

Minutes prepare and submitted by:



Commissioner Tracie Moore-Chairman

Passed and Approved this 24<sup>th</sup> day of October 2022



Commissioner Tracie Moore-Commission Chairman

**Hardy Advertising and Promotions Commission**  
**P.O. Box 1050 Hardy, AR 72542**  
**Regular Meeting Minutes**  
**October 24,2022 6:00PM**

Chairman Moore called the meeting to order and led the Pledge of Allegiance at the Hardy Civic Center at 301 W. Main St. Hardy, AR. Commissioners present were: Horrell, Taylor, Moore, Kauffman and Garland. There was a quorum. Minutes from Sept. 26, 2022 Regular Meeting were approved.

**Financial Report**

The Financial Report was given by Commissioner Garland.

The balance of the general fund is \$26,975.63.

The balance of the reserve account is \$51,056.79.

**Old Business**

**Design for Hardy Card Rack Brochure-** Tabled until Dec.

**Funds owed for the Tram-** Commissioner Horrell mad a motion to take \$1,489.90 from Regional Event Expenses line item and pay Sid for work on the tram. Kauffman seconded. Roll call vote taken and motion passed.

**New Business**

**Charging additional fee for Concession Room-** Commissioner Garland made a motion to continue to rent the front room of the Civic Center for \$50, but if the concession area is wanted, they must rent the whole building for \$200. Commissioner Horrell seconded. Motion passed.

**Hardy Gun and Knife Show requesting advertising-** Commissioner Horrell made a motion to give \$500 from Event Support to Main St. Hardy for radio advertising, IF it it has NOT already been paid for by Main St. Hardy. Moore seconded. Roll call vote taken and motion passed unanimously.

**Request for A&P to donate Civic Center rental for Food Pantry Fundraiser event-** Commissioner Garland made a motion to table the request from JD Marshall to use the Civic Center free of charge for food pantry fundraiser order to gather information on how many non-profits we allow to use the Civic Center. Horrell seconded. Motion passed unanimously.

**Christmas Card/Letter sent to A&P Members-** Commissioner Horrell made a motion to send a Christmas letter with end of year appreciation to A&P members. Taylor seconded. Motion passed unanimously.

**Rob Smith Landscaping-** Commissioner Garland made a motion to reimburse Rob Smith \$407.34 for plants and bulbs out of Regional Events. Commissioner Horrell seconded. Roll call vote was taken and motion passed unanimously.

**Adjourn-** Commissioner Taylor made a motion to adjourn. Commissioner Garland seconded. Motion passed. Meeting adjourned.

Next regular meeting set for Monday, November 28, 2022. Location to be announced.

Minutes prepared and submitted by:

  
\_\_\_\_\_  
Ginni Kauffman- Commission Secretary

PASSED AND APPROVED THIS 28 DAY OF Nov, 2022

  
\_\_\_\_\_  
Tracie Moore- Commission Chairman



**Hardy Advertising and Promotions Commission**  
**PO Box 1005 Hardy, AR 72542**  
**Regular Meeting Minutes**  
**November 28, 2022**

Chairman Moore called the meeting to order and led the Pledge of Allegiance at Hardy Civic Center at 301 W. Main St. Hardy, AR. Commissioners present: Moore, Taylor, Horrell, Kauffman and Smith. There was a quorum. Minutes from Regular meeting on October 24, 2022 were approved.

**Financial Report**

The Financial Report was given by Commissioner Moore.

The balance of the General Fund is \$28,287.46.

The balance of the Reserve Acct. is \$51,071.97.

**Old Business**

**Design for Hardy Rack Card Brochure-** Tabled until December meeting

**Request for A&P to Donate Civic Center Rental for Food Pantry Fund Raiser Event-**

Commissioner Horrell made a motion to decline request and encourage them to contact the City to rent the gym. Commissioner Smith seconded. Motion passed.

**Christmas Letter for A&P Members-** We will be delivering cookies and an appreciation newsletter that tells how their A&P taxes are being invested in Hardy.

**New Business**

**Resignation Letter From Amanda Garland-** Amanda Garland tendered her letter of resignation effective November 8, 2022.

**2023 Budget-** Commissioner Smith made a motion to move surpluses from all 2022 budget line items totalling \$8,823.81 to line item 7514 Promotional Purchases for the purpose of investing in Christmas decorations for Hardy. Horrell seconded the motion. Roll call vote was taken and motion passed unanimously.

Commissioner Horrell made a motion to accept the 2023 budget as read. Commissioner Taylor seconded. Roll call vote was taken and motion passed unanimously.

**Two Mey Bill-** We want to go month to month and in the meantime we will get bids from creatives to take over website.

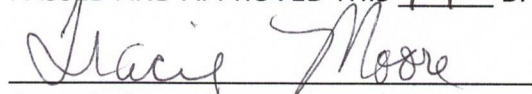
**Motion to Adjourn-** Comm. Horrell made a motion to adjourn the meeting. Comm. Taylor seconded. Meeting adjourned. Special meeting scheduled for Monday, Dec. 6th at 7:00pm at City Hall following City Council Meeting. Next Regular Meeting scheduled for Monday, Dec. 19, 2022 at Hardy Civic Center at 6:00pm.

Minutes prepared and submitted by:



Commissioner Ginni Kauffman- Secretary

PASSED AND APPROVED THIS 19 DAY OF Dec 2022



Commissioner Tracie Moore- Commission Chairman

**Hardy Advertising and Promotions Commission**

**PO Box 1005 Hardy, AR 72543**

**Special Meeting**

**Tuesday, Dec. 6, 2022**

Meeting called to order. Commissioners present: Moore, Taylor, Horrell, Smith and Kauffman and there was a quorum.

**Web designer for Hardy A&P**

Commissioner Horrell made a motion to spend up to \$50 for 2 publications advertising job opening for web designer for Hardy A&P. Taylor seconded. Roll call vote was taken and motion passed unanimously.

**Paying Two Mey**

Commissioner Horrell made a motion to pay Twomey \$220.28 for October- February for web design. Commissioner Taylor seconded. Roll call vote was taken and motion passed unanimously.

**Adjourn**

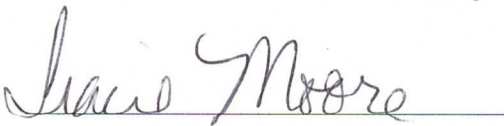
Commissioner Kauffman made a motion to adjourn. Commissioner Horrell seconded. Motions carried, meeting adjourned. Next meeting scheduled for Monday, Dec. 19, 2022.

Minutes prepared and submitted by:



Commissioner Ginhi Kauffman- Secretary

PASSED AND APPROVED THIS 19 DAY OF Dec. 2022



Commissioner Tracie Moore- Commission Chairman



## **Hardy Advertising and Promotions Commission**

**PO Box 1005 Hardy, AR 72543**

### **Regular Meeting**

**Monday, De. 19, 2022**

Meeting called to order and Pledge of Allegiance was led by Chairman Moore. Commissioners present: Moore, Taylor, Horrell, Smith and Kauffman and there was a quorum. Minutes from Special meeting on De. 6, 2022 were approved.

#### **Financial Report**

The Financial Report was given by Chairman Moore.

The balance of the General Fund is \$18,749.31. The balance of the Reserve Acct. is \$51,071.97.

#### **Old Business**

Design for Hardy Rack Card

Tabled until Jan. 2023 meeting

#### **New Business**

##### **Hardy Historical Fence**

Commissioner Horrell made a motion to donate fence to Marc Herring. Commissioner Smith seconded and motion passed.

##### **A&P Associate way behind**

Smith made a motion to take Darlene up on her offer to contact any businesses July or earlier delinquent. Commissioner Horrell seconded and motion passed.

##### **Carl Acuff, Jr. Performance**

Tabled until January. Commissioner Smith will ask Jonathan in CV how they do concerts.

##### **Officers for 2023 chosen**

Chairman- Commissioner Moore

Vice Chairman- Commissioner Horrell

Secretary- Commissioner Kauffman

**Date For January Meeting**

January meeting set for Tuesday, Jan. 24, 2023 at Civic Center @ 6:00pm

**Someone in Charge of Free Advertising**

Comm. Moore will compile a list of free advertisers for community events and get those to Comm. Smith who will keep things updated.

**Mural on Marc Herring's Building**

Need to collect more information. Need to know if the area would be cleaned up and kept clean?

**Commissioner's Comments**

Commissioner Smith informed us that the Creating Bridges grant was approved for \$2000 for new trash can for Dr. Thompson Park and hardware and one set of banners for 10 light poles.

**Adjourn**

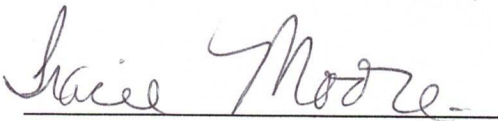
Commissioner Horrell made a motion to adjourn and ALL seconded. Meeting adjourned

Minutes prepared and submitted by:



Commissioner Ginni Kauffman- Secretary

PASSED AND APPROVED THIS 24 DAY OF January 2022



Commissioner Tracie Moore- Commission Chairman