

**Hardy Advertising and Promotions Commission**  
**P.O. Box 1005 Hardy, AR 72542**  
**Special Meeting**  
**April 5, 2023**

Chairman Moore called the meeting to order and led the Pledge of Allegiance.  
Commissioners present: Moore, Taylor, Horrell, Amanda Smith, Strickland and  
Kauffman. We had a quorum.

**New Business**

**Advertising opportunity with KATV 7, Little Rock**

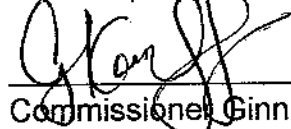
We have an opportunity to be featured on Good Morning Arkansas including Facebook boosts and hyperlinks to featured businesses to air on May 26th. We will own the rights to video content that we can use for years to come.

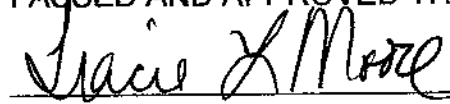
Commissioner Horrell made a motion to spend \$850 from Magazine line item to pay for a 5 minute spot on KATV 7 Good Morning Arkansas payable to Ozark Gateway. Comm. Taylor seconded. Roll call vote was taken and motion passed unanimously. Note: Comm. Laura Smith was not present to vote.

**Adjourn**

Comm. Horrell made a motion to adjourn the meeting. Comm. Strickland seconded.  
Meeting adjourned.

Minutes prepared and submitted by:

  
\_\_\_\_\_  
Commissioner Ginni Kauffman- A&P Secretary

PASSED AND APPROVED THIS 24 DAY OF April, 2023  
  
\_\_\_\_\_  
Commissioner Tracie Moore- A&P Chairman

**Hardy Advertising and Promotions Commission**  
**P.O. Box 1005 Hardy, AR 72542**  
**Special Meeting**  
**April 1, 2023**

Chairman Moore called the meeting to order and led the Pledge of Allegiance.  
Commissioners present: Moore, Taylor, Amanda Smith, and Kauffman.  
We had a quorum.

**New Business**

**Approve payment for photographer for website-** Comm. Amanda Smith made a motion to pay the invoice from Claire Hemshoot for \$82.22 for photography. Comm. Kauffman seconded the motion. Roll call vote was taken and motion passed.

**Rescind the motion regarding the bid for new rack cards**

Comm. Amanda Smith made a motion to rescind the motion for Vista Print to print 2,000 rack cards for \$230, and made a new motion to have Salem Graphics print 2,500 rack cards for the same price of \$230. Comm. Kauffman seconded. Roll call vote was taken and motion passed.

**Adjourn**

Comm. Kauffman made a motion to adjourn the meeting. Comm. Taylor seconded.  
Meeting adjourned.

Minutes prepared and submitted by:



Commissioner Ginni Kauffman- A&P Secretary

PASSED AND APPROVED THIS 24 DAY OF April, 2023



Commissioner Tracie Moore- A&P Commission Chairman

**Hardy Advertising and Promotions Commission**  
**P.O. Box 1006 Hardy, AR 72542**  
**Regular Meeting Minutes**  
**March 27,2023**

Chairman Moore called the meeting to order and led the Pledge of Allegiance. Commissioners present: Moore, Laura Smith, Amanda Smith, Taylor, Horrell, Strickland, Kauffman. Minutes from February meeting approved.

**Financial Report**

The financial report was given by Commissioner Moore.

The balance of the General Operating account is \$26,299.86.

The balance of the Capital Reserve account is \$51,144.46.

**Old Business:**

**Design for Hardy Rack Card**

Commissioner Horrell made a motion to accept Comm. Amanda Smith's design of the new Hardy rack card and order 2,000 rack cards from Vista Print for \$230 including shipping.

Commissioner Kauffman seconded that motion. Roll call vote was taken and motion passed unanimously.

**Christmas Lights Purchase**

Comm. Laura Smith made a motion to set aside \$10,000 for the purchase of Christmas lights and display. Comm. Taylor seconded. Roll call vote was taken and motion passed unanimously.

**New Business:**

**Arkansas.com**

Tiffany from CJRW came and did a presentation about opportunities to promote Hardy and the Spring River Country through AR.com.

Comm. Amanda Smith made a motion that we purchase monthly e-newsletter for \$375 for November for Row 3 from ARtourism.com and a sponsored article to launch May 1 for \$1,500 to split with Cherokee to be paid out of Magazine Ad Expense line item. Comm. Horrell seconded. Roll call vote was taken and motion passed unanimously.

**Handicap Rails in Bathrooms**

Comm. Horrell made a motion to purchase handicap grab bars for bathrooms at the Civic Center from Highland Supply for a maximum of \$160. Comm. Amanda Smith seconded. Roll call vote taken and motion passed unanimously.

**Website Design Proposals**

Comm. Horrell made a motion to go with the Richland Group to design and build our website for \$5,000. We will move \$3,000 from Magazine budget to Digital, and spend \$4,000 from Digital line item combined with \$1,000 matching funds from Ozark Gateway. Comm. Strickland seconded. Roll call vote was taken and motion passed.

**New Financial Secretary**

Comm. Amanda Smith made a motion to add Comm. Vicki Strickland as an authorized check signer as our new Financial Secretary. Comm. Horrell seconded, and motion passed.

**City of Hardy Easter Egg Hunt-** Comm. Moore made a motion to pay for advertising for the Hardy Easter Egg Hunt in the amount of \$324 to be taken out of Event Support. Comm. Horrell seconded. Roll call vote was taken and motion passed.

**Adjourn**

Comm. Taylor made a motion to adjourn. Comm. Horrell seconded. Meeting adjourned. Next Regular meeting set for Mon., April 24, 2023 @ Hardy Civic Center @ 6pm.

Minutes prepared and submitted by:



Commissioner Ginni Kauffman- A&P Secretary

PASSED AND APPROVED THIS 24 DAY OF April, 2023



Commissioner Tracie Moore- A&P Commission Chairman

**Hardy Advertising and Promotions Commission**  
**P.O. Box 1005 Hardy, AR 72542**  
**Business Meeting Minutes**  
**Feb. 28, 2023**

Meeting called to order by Chairman Moore at the Johnson Center 304 Johnson St. Hardy, AR and led the Pledge of Allegiance. Commissioners present: Moore, Horrell, Taylor, Kauffman, Strickland, L. Smith and A. Smith. There was a quorum. Minutes from the 1/23/23 meeting were approved.

**Financial Report**

Financial report was given by Chairman Moore.

\* Balance of General Fund- \$35,216.62

\* Balance of Reserve Acct.- \$51,126.03

**Old Business**

**Design for Hardy Rack Card-** Tabled until March

**Strategic Planning Meeting-** Tues. , March 14<sup>th</sup> @ 1:00pm at Civic Center

**Funds for Christmas Lights-** Tabled until March

**New Business**

**Funds for Tourism Convention Ginni/Amanda-** Mayor Barnes to check on reimbursement for gas and food.

**Mammoth Springs State Park/ Tourism Day Donation-** Mammoth Springs State Park solicited Hardy A&P for monetary donation for Tourism Day, however they did not file proper paperwork. Horrell made motion to decline their request. A. Smith seconded. Motion passed.

**Main St. Hardy Gun and Knife Show Support-** Main St. Hardy submitted request for advertising support for the Gun and Knife Show. Commissioner Amanda Smith made a motion to give \$500 for radio advertising from Radio budget and \$125 for Cherry Road Media for print advertising to come out of Event Support. Comm. Horrell seconded. Roll call vote taken and motion passed unanimously.

**Early Payoff of Parking Lot-** Comm. Horrell made a motion to pay off the \$25,000 we owe on the parking lot early. Comm. Taylor seconded. Roll call vote taken and motion passed unanimously.

**Public Comments**

Mayor Barnes explained the HMR tax increase that was voted on and approved by the Hardy City Council to the Hardy A&P.


**Adjourn**

Comm. Kauffman made a motion to adjourn. Comm. Laura Smith seconded. Mtg adjourned.

Minutes prepared and submitted by:

  
Commissioner Ginni Kauffman- A&P Secretary

PASSED AND APPROVED THIS 27 DAY OF March 2023

  
Commissioner Tracie Moore- Commission Chairman

## **Hardy Advertising and Promotions Commission**

**PO Box 1005 Hardy, AR 72543**

### **Regular Meeting**

**January 23, 2023**

Meeting called to order and Pledge of Allegiance was led by Chairman Moore. Commissioners present: Moore, Taylor, Smith and Kauffman and there was a quorum. Minutes from meeting on Dec. 19, 2022 and Special Meeting on Jan. 9, 2023 were approved.

#### **Financial Report**

The Financial Report was given by Chairman Moore.

The balance of the General Fund is \$36,184.33. The balance of the Reserve Acct. is \$51,106.97.

#### **Old Business**

**Design for Hardy Rack Card-** Tabled until Feb. 2023 meeting

**Carl Acuff, Jr. Needs \$500 Deposit to Book-** Commissioner Taylor made a motion to book Carl Acuff, Jr. band for July 2023 concert, pay a \$500 deposit, with a maximum payout of \$5,500. Commissioner Kauffman seconded. Roll call vote taken and motion passed unanimously.

#### **Commission Updates**

##### **Grant from Creating Bridges-**

\$2,000 for pole banners and trash can at Dr. Thompson Park

\$15,000 to share with Cherokee to get photos and videos for Spring River Country

\$6,000 for 2 full page ads in Ozark Gateway featuring Fulton, Izard, and Sharp Counties

Feb. 21, 2023- Brandon Matthews will be showing the Creating Bridges video and share how Creating Bridges can help small businesses.

Commissioners Kauffman and Smith attended the Transworld Christmas Show in St. Louis Feb. 2-5 and purchased a RGB Megatree to put at Loburg Park. This is only the beginning of making Hardy a Christmas destination!

Commissioners Kauffman and Smith will be representing Hardy at the 2023 Governor's Conference on Tourism Feb. 26-28 in El Dorado. Looking forward to bringing great information and ideas back to Hardy.

### **New Business**

**Funds for Transworld Christmas Show-** Commissioner Moore made a motion to approve \$1,124.30 to purchase 2 VIP passes and book Airbnb. Commissioner Taylor seconded. We took a roll call vote and motion passed unanimously.

**Orientation/ Goal Setting Workshop-** Scheduling of workshop tabled until Feb. meeting.

**2023 A&P Meetings-** 4<sup>th</sup> Monday of every Month

**Next Meeting-** TBA

### **Adjourn**

Commissioner Taylor made a motion to adjourn and Kauffman seconded. Meeting adjourned.

Minutes prepared and submitted by:



Commissioner Ginni Kauffman- Secretary

PASSED AND APPROVED THIS 23 DAY OF February ~~2022~~ <sup>2023</sup>



Commissioner Tracie Moore- Commission Chairman

**Hardy Advertising and Promotions Commission**

**PO Box 1005 Hardy, AR 72543**

**Special Meeting**

**Monday, January 9, 2023**

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

**Vote on adding Phillip Horrell and Vickie Strickland as commissioners**

Commissioner Smith made a motion to approve Phillip Horrell and Vicki Strickland as commissioners. Commissioner Kauffman seconded and the motion passed unanimously.

**Membership to Organization for concerts and events**

Commissioner Smith made a motion to spend \$200 to join ARFEA (Arkansas Festival and Events Association). Roll call vote was taken and motion passed unanimously.

**Adjourn**

Commissioner Taylor made a motion to adjourn. Commissioner Smith seconded. Motion carried, meeting adjourned. Next meeting scheduled for Tuesday, January 24, 2023.

Minutes prepared and submitted by:



Commissioner Ginni Kauffman- Secretary

PASSED AND APPROVED THIS 24 DAY OF January 2023



Commissioner Tracie Moore- Commission Chairman