

*Osceola, Arkansas*  
**ADVERTISING & PROMOTION COMMISSION**

**MINUTES**  
Monday, June 19, 2017

Present:	Baker, Jr., James Bowles, Lee Keatts, Harry Kennemore, Dickie Pollock, Dot Purtee, Steve (ex-officio) Shemwell, Jim* Tucker, Ammi	Guests:	Hinson, Dale Knox, Steve Thompson, Glynda
Absent:	Marquez, Jose		* <i>Chairman</i>

The meeting was called to order with a quorum present.

Steve Purtee gave a financial report of the commission fund.

Glynda Thompson with the Mississippi County Museum was present to request funds to purchase promotional rack cards to place around state welcome centers. She was requesting up to \$1,000 to print approximately 5,000 pieces. Motion by Kennemore, second by Keatts, and carried unanimously to recommend expenditure to the city council for approval.

Kennemore presented Dale Hinson with Hinson Signs to revisit the previously discussed potential digital signage near Interstate 55. Due to pricing changes, Hinson presented an updated quote of \$29,733.50 for a 13'7" x 6'3" sign, and \$23,478.10 for a 12'7" x 5'2" sign. The pricing included software and wireless router with one year worth of internet service, which would be \$200/year annually thereafter. He also noted that the brick structure would be separate. Ammi Tucker stated that the owner of the original land location had sold the property, and that she would inquire about an alternate nearby location. Motion to Pollock, second by Baker, and carried unanimously to further research land options and resume the discussion once updated possibilities are available.

It was also noted to reflect in the minutes that as of March 15, 2017, Jose Marques of Mi Pueblo would be replacing Nuhi Redezpi on the commission.

With all matters concluded, motion by Kennemore, second by Pollock, and carried to adjourn.

  
James Shemwell  
Advertising & Promotions Commission Chairperson

\_\_\_\_\_  
Ammi Tucker  
Advertising & Promotions Commission Secretary



- o POWELL · BAKER
- SHERMELL
- KEATTS
- BOWLES
- KENNEMORE

## o FINANCIAL REPORT

### o MUSEUM RECOMMENDS

\$1000 -- FOR \$000

- KENNEMORE MOTION

- KEATTS 2ND

o MOTION CARRIES UNANIMOUSLY

### o ELECTRONIC SIGN

HINSON \$29,733<sup>50</sup> 6'3" x 13'7" (12 LINES)

\$23,478<sup>10</sup> 5'2" x 12'7" (10 LINES)

o BACK STRUCTURE SEPARATE

o DISCUSSED POTENTIAL LOCATION

→ FURTHER RESEARCH LAND OPTION

POLLACK MOTION

BAKER 2ND

o MOTION CARRIES UNANIMOUSLY

### o ADJOURN

DK MOTION

POWELL 2ND

CARRIES



P.O. Box 1617 Phone (870) 763-4100  
 BLYTHEVILLE AR 72316  
 1-800-763-4124 FAX (870) 763-8660

# QUOTATION

Client: Osceola Chamber of Commerce  
 Attn: Amy  
 Address:  
 City: Osceola  
 State: AR  
 Zip: 72467  
 Phone: 563-2281  
 Date: June 19, 2017

**Project Description:**

- 1ea- 6'3"x 13'7" single sided 20 mm Electronic Message Center.
- Color 1.15 trillion color combinations.
- Plays recorded video text and animated graphics.
- Smart LED Manager Pro software.
- Daytime, 10,000 NIT's max. Nighttime 7500 NIT's max. 120 volt 24 amp single phase.
- 12 lines of 5.5" characters per line.
- Package includes: brightness sensor, temperature sensor, and wireless communication package;
- 4G wireless router; sign will have internet with one year worth of data, 200.00 per year after.
- Brick structure extra, per drawing 071415-B

Plus permits and acquisition fees

THANKS,

Electrical hook ups by others and are not included in quote.  
 Completion date: 3 weeks from deposit  
 Sales tax will be added unless otherwise specified.

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

PRICE QUOTATION GOOD FOR 30 DAYS

Price	26,733.50
Delivery/installation	3,000.00
Sub total	29,733.50
Sales Tax	Not included
Total	

Deposit 50%

Due upon completion

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

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

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

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

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

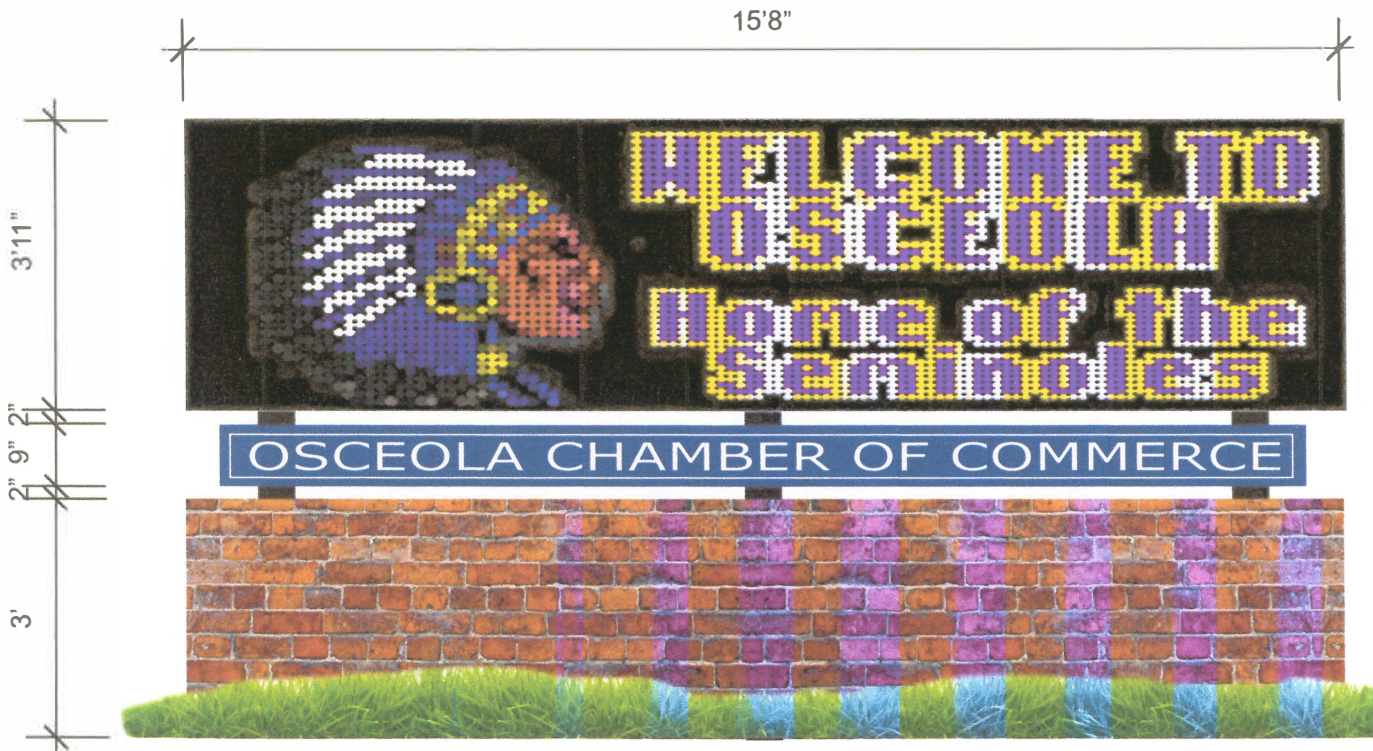
**SPECIAL** conditions on client's purchase orders in no way negate the above Conditions of Sale. In ordering the work described above, the client accepts all of these conditions whether noted on his purchase order or not.

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

SIGNATURE

COMPANY

DATE



**FRONT ELEVATION**

**Hinson** DISPLAY  
**SIGNS**  
INCORPORATED  
310 EAST ASH STREET BLYTHEVILLE, ARKANSAS 72315  
870-763-4100

DESIGNED FOR	Osceola Chamber of Commerce	
PROJECT LOCATION	Osceola, AR	
SALES CONSULTANT	Brian Piotrowski	DRAWING N
<small>This document is owned by Hinson Display Signs, Inc. By receipt hereto the holder agrees not to use the information, disclose it to any third party, reproduce this document without the prior written consent of Hinson Display Signs, Inc. Holder agrees to immediately return this document upon request of Hinson Display Signs, Inc.</small>		
<small>NOTE: All dimensions shown on this drawing are nominal and may vary on the finished product due to fabrication tolerances. Every attempt is made to match color to 3M films and/or PANTONE matching system colors. However no color matching scheme can guarantee an exact match due to environmental and other character effect how color is perceived on various substrates.</small>		



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- 10 lines of 5.5" characters per line.
- Package includes: brightness sensor, temperature sensor, and wireless communication package;
- 4G wireless router; sign will have internet with one year worth of data, 200.00 per year after.
- Brick structure extra, per drawing 071415-B

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THANKS,

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 Completion date: 3 weeks from deposit  
 Sales tax will be added unless otherwise specified.

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

PRICE QUOTATION GOOD FOR 30 DAYS

Price	20,978.10
Delivery/installation	2500.00
Sub total	23,478.10
Sales Tax	Not included
Total	

Deposit 50%

Due upon completion

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

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

SIGNATURE

COMPANY

DATE

City of Osceola  
Advertising & Promotion Tax Commission  
Report of Tax Activities

2015	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated	
														42,348.05	
Days Inn	1,185.00	1,322.00	2,036.00	2,058.00	2,015.00	2,156.00	2,231.00	1,990.00	2,050.00	2,228.00	1,952.00	1,909.00	23,132.00		
Deerfield Inn	541.00	709.00	828.00	810.00	864.00	771.00	754.00	754.00	701.00	723.00	748.00	795.00	8,998.00		
Fairview Inn	233.00	215.00	399.00	359.00	318.00	499.00	460.00	476.00	521.00	430.00	482.00	403.00	4,795.00		
Judge Motel	134.70	140.99	139.41	173.63	155.94	169.00	191.34	180.36	179.40	222.00	238.00	219.00	2,143.77		
Plum Point Inn	307.00	265.00	408.00	371.00	345.00	318.00	299.00	296.00	255.00	319.00	337.00	357.00	3,877.00		
Total Receipts	2,400.70	2,651.99	3,810.41	3,771.63	3,697.94	3,913.00	3,935.34	3,696.36	3,706.40	3,922.00	3,757.00	3,683.00	42,945.77		
Expense	-	-	-	15,000.00	-	4,850.00	4,850.00	-	3,000.00	5,000.00	-	1,089.00	33,789.00		
				Music Fest		Churchhill	Churchhill		AR Delta BW	Main Street		Hinson Sign			
Total	2,400.70	2,651.99	3,810.41	(11,228.37)	3,697.94	(937.00)	(914.66)	3,696.36	706.40	(1,078.00)	3,757.00	2,594.00	9,156.77	51,504.82	

2016	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated	
														51,504.82	
Days Inn	2,023.00	1,922.00	2,301.00	2,039.00	2,091.00	2,271.00	2,339.00	2,105.00	2,102.00	1,578.00	1,451.00	1,267.00	23,489.00		
Deerfield Inn	790.00	717.00	815.00	932.00	938.00	891.00	862.30	748.00	858.00	529.00	509.00	416.00	9,005.30		
Fairview Inn	458.00	399.00	504.00	477.00	525.00	435.00	498.00	447.00	450.00	566.00	468.00	407.00	5,634.00		
Judge Motel	214.00	185.00	206.12	203.00	222.18	208.00	197.00	196.00	184.00	165.00	135.00	137.00	2,252.30		
Plum Point Inn	317.00	317.00	365.00	333.00	481.00	359.00	320.00	370.00	310.00	306.00	295.00	287.00	4,060.00		
Total Receipts	3,802.00	3,540.00	4,191.12	3,984.00	4,257.18	4,164.00	4,216.30	3,866.00	3,904.00	3,144.00	2,858.00	2,514.00	44,440.60		
Expense	-	7,700.00	-	3,000.00						5,000.00		5,990.00	21,690.00		
		Music Fest		AR Delta BW						Christmas Parade		CJRW			
Total	3,802.00	(4,160.00)	4,191.12	984.00	4,257.18	4,164.00	4,216.30	3,866.00	3,904.00	(1,856.00)	2,858.00	(3,476.00)	22,750.60	74,255.42	

2017	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated	
														74,255.42	
Days Inn	1,262.00	1,152.00	2,178.00	1,996.00									6,588.00		
Deerfield Inn	419.00	352.00	800.00	741.00									2,312.00		
Fairview Inn	479.00	327.00	563.00	533.00									1,902.00		
Judge Motel	121.00	140.00	145.30	152.00									558.30		
Plum Point Inn	268.00	248.00	378.00	480.00									1,374.00		
Total Receipts	2,549.00	2,219.00	4,064.30	3,902.00	-	-	-	-	-	-	-	-	12,734.30		
Expense	-			1,144.00									1,144.00		
				Hinson Sign											
Total	2,549.00	2,219.00	4,064.30	2,758.00	-	-	-	-	-	-	-	-	11,590.30	85,845.72	

City of Osceola  
Advertising & Promotion Tax Commission  
Report of Tax Activities

2015	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated	
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Days Inn	1,185.00	1,322.00	2,036.00	2,058.00	2,015.00	2,156.00	2,231.00	1,990.00	2,050.00	2,228.00	1,952.00	1,909.00	23,132.00		
Deerfield Inn	541.00	709.00	828.00	810.00	864.00	771.00	754.00	754.00	701.00	723.00	748.00	795.00	8,998.00		
Fairview Inn	233.00	215.00	399.00	359.00	318.00	499.00	460.00	476.00	521.00	430.00	482.00	403.00	4,795.00		
Judge Motel	134.70	140.99	139.41	173.63	155.94	169.00	191.34	180.36	179.40	222.00	238.00	219.00	2,143.77		
Plum Point Inn	307.00	265.00	408.00	371.00	345.00	318.00	299.00	296.00	255.00	319.00	337.00	357.00	3,877.00		
Total Receipts	2,400.70	2,651.99	3,810.41	3,771.63	3,697.94	3,913.00	3,935.34	3,696.36	3,706.40	3,922.00	3,757.00	3,683.00	42,945.77		
Expense				15,000.00		4,850.00	4,850.00		3,000.00	5,000.00		1,089.00	33,789.00		
				Music Fest		Churchhill	Churchhill		AR Delta BW	Main Street		Hinson Sign			
Total	<b>2,400.70</b>	<b>2,651.99</b>	<b>3,810.41</b>	<b>(11,228.37)</b>	<b>3,697.94</b>	<b>(937.00)</b>	<b>(914.66)</b>	<b>3,696.36</b>	<b>706.40</b>	<b>(1,078.00)</b>	<b>3,757.00</b>	<b>2,594.00</b>	<b>9,156.77</b>	<b>51,504.82</b>	

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Expense		7,700.00		3,000.00						5,000.00		5,990.00	21,690.00		
		Music Fest		AR Delta BW						Christmas Parade		CJRW			
Total	<b>3,802.00</b>	<b>(4,160.00)</b>	<b>4,191.12</b>	<b>984.00</b>	<b>4,257.18</b>	<b>4,164.00</b>	<b>4,216.30</b>	<b>3,866.00</b>	<b>3,904.00</b>	<b>(1,856.00)</b>	<b>2,858.00</b>	<b>(3,476.00)</b>	<b>22,750.60</b>	<b>74,255.42</b>	

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Expense				1,144.00									1,144.00		
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Total	<b>2,549.00</b>	<b>2,219.00</b>	<b>4,064.30</b>	<b>2,758.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>11,590.30</b>	<b>85,845.72</b>	

City of Osceola  
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Report of Tax Activities

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Plum Point Inn	307.00	265.00	408.00	371.00	345.00	318.00	299.00	296.00	255.00	319.00	337.00	357.00	3,877.00	
Total Receipts	2,400.70	2,651.99	3,810.41	3,771.63	3,697.94	3,913.00	3,935.34	3,696.36	3,706.40	3,922.00	3,757.00	3,683.00	42,945.77	
Expense	-	-	-	15,000.00	-	4,850.00	4,850.00	-	3,000.00	5,000.00	-	1,089.00	33,789.00	
				Music Fest		Churchhill	Churchhill		AR Delta BW	Main Street		Hinson Sign		
Total	2,400.70	2,651.99	3,810.41	(11,228.37)	3,697.94	(937.00)	(914.66)	3,696.36	706.40	(1,078.00)	3,757.00	2,594.00	9,156.77	51,504.82

2016	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
													51,504.82	
Days Inn	2,023.00	1,922.00	2,301.00	2,039.00	2,091.00	2,271.00	2,339.00	2,105.00	2,102.00	1,578.00	1,451.00	1,267.00	23,489.00	
Deerfield Inn	790.00	717.00	815.00	932.00	938.00	891.00	862.30	748.00	858.00	529.00	509.00	416.00	9,005.30	
Fairview Inn	458.00	399.00	504.00	477.00	525.00	435.00	498.00	447.00	450.00	566.00	468.00	407.00	5,634.00	
Judge Motel	214.00	185.00	206.12	203.00	222.18	208.00	197.00	196.00	184.00	165.00	135.00	137.00	2,252.30	
Plum Point Inn	317.00	317.00	365.00	333.00	481.00	359.00	320.00	370.00	310.00	306.00	295.00	287.00	4,060.00	
Total Receipts	3,802.00	3,540.00	4,191.12	3,984.00	4,257.18	4,164.00	4,216.30	3,866.00	3,904.00	3,144.00	2,858.00	2,514.00	44,440.60	
Expense	-	7,700.00	-	3,000.00						5,000.00		5,990.00	21,690.00	
		Music Fest		AR Delta BW						Christmas Parade		CJRW		
Total	3,802.00	(4,160.00)	4,191.12	984.00	4,257.18	4,164.00	4,216.30	3,866.00	3,904.00	(1,856.00)	2,858.00	(3,476.00)	22,750.60	74,255.42

2017	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
													74,255.42	
Days Inn	1,262.00	1,152.00	2,178.00	1,996.00									6,588.00	
Deerfield Inn	419.00	352.00	800.00	741.00									2,312.00	
Fairview Inn	479.00	327.00	563.00	533.00									1,902.00	
Judge Motel	121.00	140.00	145.30	152.00									558.30	
Plum Point Inn	268.00	248.00	378.00	480.00									1,374.00	
Total Receipts	2,549.00	2,219.00	4,064.30	3,902.00	-	-	-	-	-	-	-	-	12,734.30	
Expense	-			1,144.00									1,144.00	
				Hinson Sign										
Total	2,549.00	2,219.00	4,064.30	2,758.00	-	-	-	-	-	-	-	-	11,590.30	85,845.72

City of Osceola  
Advertising & Promotion Tax Commission  
Report of Tax Activities

2015	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														42,348.05
Days Inn	1,185.00	1,322.00	2,036.00	2,058.00	2,015.00	2,156.00	2,231.00	1,990.00	2,050.00	2,228.00	1,952.00	1,909.00	23,132.00	
Deerfield Inn	541.00	709.00	828.00	810.00	864.00	771.00	754.00	754.00	701.00	723.00	748.00	795.00	8,998.00	
Fairview Inn	233.00	215.00	399.00	359.00	318.00	499.00	460.00	476.00	521.00	430.00	482.00	403.00	4,795.00	
Judge Motel	134.70	140.99	139.41	173.63	155.94	169.00	191.34	180.36	179.40	222.00	238.00	219.00	2,143.77	
Plum Point Inn	307.00	265.00	408.00	371.00	345.00	318.00	299.00	296.00	255.00	319.00	337.00	357.00	3,877.00	
Total Receipts	2,400.70	2,651.99	3,810.41	3,771.63	3,697.94	3,913.00	3,935.34	3,696.36	3,706.40	3,922.00	3,757.00	3,683.00	42,945.77	
Expense	-	-	-	15,000.00	-	4,850.00	4,850.00	-	3,000.00	5,000.00	-	1,089.00	33,789.00	
				Music Fest		Churchhill	Churchhill		AR Delta BW	Main Street		Hinson Sign		
Total	<b>2,400.70</b>	<b>2,651.99</b>	<b>3,810.41</b>	<b>(11,228.37)</b>	<b>3,697.94</b>	<b>(937.00)</b>	<b>(914.66)</b>	<b>3,696.36</b>	<b>706.40</b>	<b>(1,078.00)</b>	<b>3,757.00</b>	<b>2,594.00</b>	<b>9,156.77</b>	<b>51,504.82</b>

2016	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														51,504.82
Days Inn	2,023.00	1,922.00	2,301.00	2,039.00	2,091.00	2,271.00	2,339.00	2,105.00	2,102.00	1,578.00	1,451.00	1,267.00	23,489.00	
Deerfield Inn	790.00	717.00	815.00	932.00	938.00	891.00	862.30	748.00	858.00	529.00	509.00	416.00	9,005.30	
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Judge Motel	214.00	185.00	206.12	203.00	222.18	208.00	197.00	196.00	184.00	165.00	135.00	137.00	2,252.30	
Plum Point Inn	317.00	317.00	365.00	333.00	481.00	359.00	320.00	370.00	310.00	306.00	295.00	287.00	4,060.00	
Total Receipts	3,802.00	3,540.00	4,191.12	3,984.00	4,257.18	4,164.00	4,216.30	3,866.00	3,904.00	3,144.00	2,858.00	2,514.00	44,440.60	
Expense	-	7,700.00	-	3,000.00						5,000.00		5,990.00	21,690.00	
		Music Fest		AR Delta BW						Christmas Parade		CJRW		
Total	<b>3,802.00</b>	<b>(4,160.00)</b>	<b>4,191.12</b>	<b>984.00</b>	<b>4,257.18</b>	<b>4,164.00</b>	<b>4,216.30</b>	<b>3,866.00</b>	<b>3,904.00</b>	<b>(1,856.00)</b>	<b>2,858.00</b>	<b>(3,476.00)</b>	<b>22,750.60</b>	<b>74,255.42</b>

2017	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														74,255.42
Days Inn	1,262.00	1,152.00	2,178.00	1,996.00									6,588.00	
Deerfield Inn	419.00	352.00	800.00	741.00									2,312.00	
Fairview Inn	479.00	327.00	563.00	533.00									1,902.00	
Judge Motel	121.00	140.00	145.30	152.00									558.30	
Plum Point Inn	268.00	248.00	378.00	480.00									1,374.00	
Total Receipts	2,549.00	2,219.00	4,064.30	3,902.00	-	-	-	-	-	-	-	-	12,734.30	
Expense	-			1,144.00									1,144.00	
				Hinson Sign										
Total	<b>2,549.00</b>	<b>2,219.00</b>	<b>4,064.30</b>	<b>2,758.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>11,590.30</b>	<b>85,845.72</b>

# The importance of wayfinding signage

By Shelby Fiegel

If a visitor unfamiliar with your community came into your city, would they be able to easily find their way around?

Locals who are very familiar with their communities may not think about how difficult it can be for a visitor to travel throughout the area. Locals know how to get from point A to point B, so wayfinding signs may not be perceived as a community issue. Yet, those outside of the community may have difficulty getting around town, even with GPS assistance. This inability to navigate throughout a given community can cause serious problems and inhibit a city's growth.

Signage plays many important roles in our cities. From the basic necessities of crosswalks, road junctions, parking, and street names, to business and attraction signs that entice customers, they are a critical element in our lives. The importance of good wayfinding signage tends to be overlooked by local officials when forming community development goals for their city. The easier it is for visitors to identify where a city's attractions and amenities are, the more likely they are to spend time and money in the community. If visitors have a difficult time navigating a city, they may give up, go home and never return.

In addition to the economic effect wayfinding signage has on a city, signage is also a good way to establish a city's identity or brand. Signage should utilize the same colors and fonts as the city logo. Creating a consistent message through the city's brand will influence public perception, make investment in your community attractive, support tourism activities, and provide citizens with a sense of identity.



Wayfinding signage can help ensure visitors don't miss your city's attractions and amenities.

If a city wants to increase tourism dollars and attract visitors, assess signage from an outsider's vantage point. Are there signs for downtown, schools, the business park, municipal buildings, and other amenities? What gaps or omissions are there? Get a group together and drive around town with these thoughts in mind to identify areas where there is a lack of appropriate signage.

The Northwest Arkansas Council realized the importance of wayfinding signage and developed a signage plan for six cities in Northwest Arkansas. After the city of Bentonville added new signage centered around Crystal Bridges Museum of American Art, Eureka Springs, Fayetteville, Lowell, Rogers, Siloam Springs, and Springdale followed suit and established similar signage, but with unique colors and qualities for each city.

"First and foremost, signage is important because it relays information about your city that visitors may not be aware of," Mayor Butch Berry of Eureka Springs said. "I think the benefit of having consistent signage is that people know exactly what to look for. Having signage

that is easy to read, has a simple design and does not share too much information that could overcrowd the mind is essential. Unfortunately our highway system is not designed to promote many of our communities' assets, such as our historic downtowns, so it is up to us to highlight what we have. Consistent, branded signage is a great way to bring visitors off the highway and into our communities."

Not all cities have the resources to immediately create and implement a robust signage plan. Even so, any community can start small and build up. The city of Lonoke is in the process of determining their signage needs. Lonoke's Planning and Zoning Commission, led by commissioners Michael Florence and Karen Dill, undertook an internal study of their community. The Commission first researched types of signage and case studies. Then the group conducted a driving tour, gathered photographic documentation, and created a map of preliminary locations for each type of sign they need in their community. The Commission then presented their findings to the community and have since engaged with the Arkansas Highway and Transportation Department to discuss their right of way regulation and signage program.

Planning Commission Chairman Ryan Biles said, "A primary goal of this multi-faceted study is to describe and create methods to connect the heart of our community, historic downtown Lonoke, to the town's primary entry points at the Interstate 40 interchanges. Part of our vision is the enhancement of our primary pathways and a physical unity between all areas of town. It is Lonoke's hope that well-designed, visually cohesive signage will be a contributing factor in this unity."

The work the Commission did has been a supporting document for the citizen-led work of the Kick Start Lonoke Action Team focused on beautification and recreation efforts. This Action Team will include the identification of local destinations and attractions among its goals for enhancing walkability and navigability along the town's main traffic corridors.

There are many avenues cities across Arkansas can take to ensure their greatest assets do not go unnoticed. Regardless of where you start, remember that wayfinding signage is a key to making Arkansas cities and towns places in which people want to live, work, and play.



*Shelby Fiegel is project coordinator of UCA's Center for Community and Economic Development. Contact her by phone at 501-450-5269, by email at [sfiegel@uca.edu](mailto:sfiegel@uca.edu), or visit the Center's website at [www.uca.edu/cced](http://www.uca.edu/cced).*

ARKANSAS MUNICIPAL LEAGUE



GREAT CITIES MAKE A GREAT STATE

## Voluntary Certified Continuing Education Program

The League's Voluntary Certified Continuing Education Program continues in 2017 with workshops covering topics helpful to municipal leaders. The voluntary certification plan is, approved by the Executive Committee, and consists of 21 credit hours of topics.

For those city officials who have completed the 21 hours of core curriculum, you must annually obtain 6 hours of continuing education to maintain your certification status. The required 6 hours must be gained by attending the hours of continuing education offered at the 2017 Winter Conference, the 83<sup>rd</sup> Annual Convention, or the 2017 Planning & Zoning Workshop.

The Program is for Arkansas mayors, city administrators, city managers, city directors and aldermen, city recorders, recorder/treasurers, city clerks, clerk/treasurers.

The next workshop at League Headquarters is:

- Planning & Zoning Workshop (5 continuing hours), 9:30 a.m. to 3:30 p.m. April 19, 2017, at League headquarters.

For more information contact Ken Wasson at (501) 374-3484 Ext. 211, or email [kwasson@arml.org](mailto:kwasson@arml.org).



# OSCEOLA MAIN STREET OSCEOLA CHRISTMAS PARADE

## 2017 Osceola Christmas Parade

Publicity/Printing	Expected	Actual
Forms, Flyers, Signs & Printing	\$350.00	
Advertising	\$250.00	
<b>Total</b>	<b>\$600.00</b>	<b>\$0.00</b>

Staff	Expected	Actual
Staff Supplies	\$100.00	
<b>Total</b>	<b>\$100.00</b>	

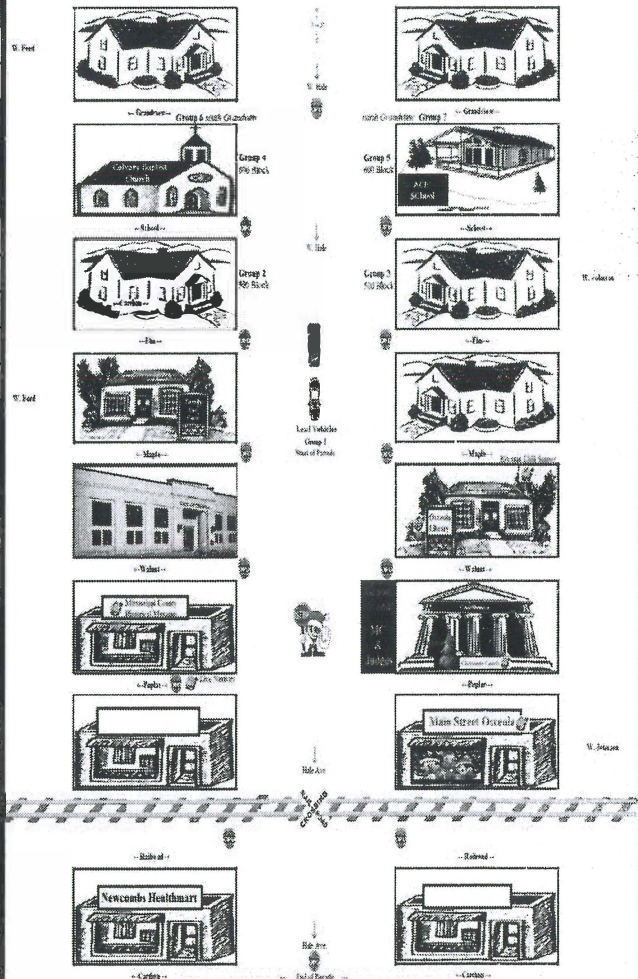
Grand Stand	Expected	Actual
Sound	\$500.00	
Decorations	\$100.00	
<b>Total</b>	<b>\$600.00</b>	

Parade Characters	Expected	Actual
Carriage Rental	\$500.00	
Christmas Costumes	\$400.00	
Sponsor Costume Rentals	\$3,000.00	
VIP Refreshments	\$250.00	
Volunteer Refreshments	\$450.00	
<b>Total</b>	<b>\$4,600.00</b>	<b>\$0.00</b>

Outdoor Décor	Expected	Actual
Misc Décor	\$100.00	
Light Post Garland	\$600.00	
<b>Total</b>	<b>\$700.00</b>	<b>\$0.00</b>

Miscellaneous	Expected	Actual
Parade & Music Insurance	\$450.00	
Prize Money	\$750.00	
Cartoon Christmas Play	\$800.00	
<b>Total</b>	<b>\$2,000.00</b>	<b>\$0.00</b>

Expense Totals	Expected	Actual
<b>Parade Expenses</b>	<b>\$8,600.00</b>	
Business Character Sponsors	(\$3,600.00)	
<b>A&amp;P Grant</b>	<b>(\$5,000.00)</b>	



City of Osceola  
Advertising & Promotion Tax Commission  
Report of Tax Activities

2015	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														42,348.05
Days Inn	1,185.00	1,322.00	2,036.00	2,058.00	2,015.00	2,156.00	2,231.00	1,990.00	2,050.00	2,228.00	1,952.00	1,909.00	23,132.00	
Deerfield Inn	541.00	709.00	828.00	810.00	864.00	771.00	754.00	754.00	701.00	723.00	748.00	795.00	8,998.00	
Fairview Inn	233.00	215.00	399.00	359.00	318.00	499.00	460.00	476.00	521.00	430.00	482.00	403.00	4,795.00	
Judge Motel	134.70	140.99	139.41	173.63	155.94	169.00	191.34	180.36	179.40	222.00	238.00	219.00	2,143.77	
Plum Point Inn	307.00	265.00	408.00	371.00	345.00	318.00	299.00	296.00	255.00	319.00	337.00	357.00	3,877.00	
Total Receipts	2,400.70	2,651.99	3,810.41	3,771.63	3,697.94	3,913.00	3,935.34	3,696.36	3,706.40	3,922.00	3,757.00	3,683.00	42,945.77	
Expense	-	-	-	15,000.00	-	4,850.00	4,850.00	-	3,000.00	5,000.00	-	1,089.00	33,789.00	
				Music Fest		Churchhill	Churchhill		AR Delta BW	Main Street		Hinson Sign		
Total	2,400.70	2,651.99	3,810.41	(11,228.37)	3,697.94	(937.00)	(914.66)	3,696.36	706.40	(1,078.00)	3,757.00	2,594.00	9,156.77	51,504.82

2016	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														51,504.82
Days Inn	2,023.00	1,922.00	2,301.00	2,039.00	2,091.00	2,271.00	2,339.00	2,105.00	2,102.00	1,578.00	1,451.00	1,267.00	23,489.00	
Deerfield Inn	790.00	717.00	815.00	932.00	938.00	891.00	862.30	748.00	858.00	529.00	509.00	416.00	9,005.30	
Fairview Inn	458.00	399.00	504.00	477.00	525.00	435.00	498.00	447.00	450.00	566.00	468.00	407.00	5,634.00	
Judge Motel	214.00	185.00	206.12	203.00	222.18	208.00	197.00	196.00	184.00	165.00	135.00	137.00	2,252.30	
Plum Point Inn	317.00	317.00	365.00	333.00	481.00	359.00	320.00	370.00	310.00	306.00	295.00	287.00	4,060.00	
Total Receipts	3,802.00	3,540.00	4,191.12	3,984.00	4,257.18	4,164.00	4,216.30	3,866.00	3,904.00	3,144.00	2,858.00	2,514.00	44,440.60	
Expense	-	7,700.00	-	3,000.00						5,000.00		5,990.00	21,690.00	
		Music Fest		AR Delta BW						Christmas Parade		CJRW		
Total	3,802.00	(4,160.00)	4,191.12	984.00	4,257.18	4,164.00	4,216.30	3,866.00	3,904.00	(1,856.00)	2,858.00	(3,476.00)	22,750.60	74,255.42

2017	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														74,255.42
Days Inn	1,262.00	1,152.00	2,178.00	1,996.00	1,408.00	1,517.00	1,452.00	1,206.00	1,487.00				13,658.00	
Deerfield Inn	419.00	352.00	800.00	741.00	521.00	471.00	398.00	330.00	542.00				4,574.00	
Fairview Inn	479.00	327.00	563.00	533.00	458.00	365.00	336.00	219.00	-				3,280.00	
Judge Motel	121.00	140.00	145.30	152.00	131.00	200.00	173.00	139.00	124.00				1,325.30	
Plum Point Inn	268.00	248.00	378.00	480.00	543.00	492.00	447.00	420.00	478.00				3,754.00	
Total Receipts	2,549.00	2,219.00	4,064.30	3,902.00	3,061.00	3,045.00	2,806.00	2,314.00	2,631.00	-	-	-	26,591.30	
Expense	-			1,144.00			783.42						1,927.42	
				Hinson Sign			Village News							
Total	2,549.00	2,219.00	4,064.30	2,758.00	3,061.00	3,045.00	2,022.58	2,314.00	2,631.00	-	-	-	24,663.88	98,919.30

City of Osceola  
 Advertising & Promotion Tax Commission  
 Report of Tax Activities

2015	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated	
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Expense	-	-	-	15,000.00	-	4,850.00	4,850.00	-	3,000.00	5,000.00	-	1,089.00	33,789.00		
				Music Fest		Churchhill	Churchhill		AR Delta BW	Main Street		Hinson Sign			
Total	2,400.70	2,651.99	3,810.41	(11,228.37)	3,697.94	(937.00)	(914.66)	3,696.36	706.40	(1,078.00)	3,757.00	2,594.00	9,156.77	51,504.82	

2016	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated	
														51,504.82	
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Total Receipts	3,802.00	3,540.00	4,191.12	3,984.00	4,257.18	4,164.00	4,216.30	3,866.00	3,904.00	3,144.00	2,858.00	2,514.00	44,440.60		
Expense	-	7,700.00	-	3,000.00	-	-	-	-	-	5,000.00	-	-	21,690.00		
		Music Fest		AR Delta BW						Christmas Parade		CJRW			
Total	3,802.00	(4,160.00)	4,191.12	984.00	4,257.18	4,164.00	4,216.30	3,866.00	3,904.00	(1,856.00)	2,858.00	(3,476.00)	22,750.60	74,255.42	

2017	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated	
														74,255.42	
Days Inn	1,262.00	1,152.00	2,178.00	1,996.00	1,408.00	1,517.00	1,452.00						10,965.00		
Deerfield Inn	419.00	352.00	800.00	741.00	521.00	471.00	398.00						3,702.00		
Fairview Inn	479.00	327.00	563.00	533.00	458.00	365.00	336.00						3,061.00		
Judge Motel	121.00	140.00	145.30	152.00	131.00	200.00	173.00						1,062.30		
Plum Point Inn	268.00	248.00	378.00	480.00	543.00	492.00	447.00						2,856.00		
Total Receipts	2,549.00	2,219.00	4,064.30	3,902.00	3,061.00	3,045.00	2,806.00						21,646.30		
Expense	-	-	-	1,144.00	-	-	783.42						1,927.42		
				Hinson Sign			Village News								
Total	2,549.00	2,219.00	4,064.30	2,758.00	3,061.00	3,045.00	2,022.58	-	-	-	-	-	19,718.88	93,974.30	

- 9/18/17
- PASSED TRAVEL GUIDE EXPENDITURE OF \$5990 FOR 2018 (1-PAGE AD); INSERT PICTURE OF JOHNNY CASH • POLLOCK (MOTION) - BOWLES (2ND)
  - PASSED DELTA BYWAYS GUIDE \$3,000 FOR 2-PAGE AD FOR 2018 • POLLOCK (MOTION) - BOWLES (2ND)
  - PASSED 10 WAYFINDING SIGNS (EALMARK \$7900 - FOR SIGNS (SIGNS, POSTS, & CONCRETE) • BOWLES (MOTION) - BARKER (2ND)
  - DISCUSSION RE: MARKETING FIRM