

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

**MINUTES**

Monday, April 16, 2018

Present: ~~W~~ Keatts, Harry  
✓ Kennemore, Dickie  
Purtee, Steve (ex-officio)  
✓ Shemwell, Jim\*  
✓ Tucker, Ammi

Guests:

Absent: Baker, Jr., James  
✓ Bowles, Lee  
Marquez, Jose  
✓ Pollock, Dot

\* *Chairman*

The meeting was called to order with a quorum present.

Minutes from previous meetings were presented for approval. Minor corrections were made to fill in missing names for motions or seconds on a couple of items. Motion by Kennemore, second by Keatts, and carried to approve minutes as corrected.

Steve Purtee was present to give an update on the A&P fund. There was one invoice currently being processed, the Delta Byways publication advertisement for \$3,000 approved in September 2017, resulting in an approximate tentative remaining balance of just under \$96,000.

Ammi Tucker presented a request for updating the Chamber's billboard on the southbound side of I-55. The Chamber's promotion committee suggested a billboard promoting the area's most unique traveler interest spot, the Mississippi River. Due to the distance from the road and the speed of traffic, a very simple design was suggested. Tucker shared that the billboard had sustained damages from age and storms, so she was requesting a total of approximately \$2,650 plus tax, which would include the structural repairs to the billboard as well as the replacement vinyl. It was discussed that previous consultant Cates and Company suggested changing the billboard periodically. Shemwell suggested changing the billboard vinyl at least two, preferably three times annually, and rotating out the messages throughout the year, to which the commissioners present agreed. Motion by Keatts, second by Kennemore, and carried to recommend the requested expenditure for the I-55 billboard updates to the city council for approval.

To follow up on old business, Tucker shared that with Gibson selling the originally considered land for the digital sign, she would get in touch with EconoLodge and inquire about the owner of the small angled patch of grass in front of their fence. She also noted that MusicFest has not made their request for 2017 or 2018, but that the organization's President Michael Ephlin would be present at the next meeting to make a request for reimbursement for the festival's advertising expense.

With all business concluded, motion by Tucker, second by Kennemore, and carried to adjourn.

  
\_\_\_\_\_  
James Shemwell  
Advertising & Promotions Commission Chairperson

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

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	1,347.00	959.00	874.00	16,838.00		
Deerfield Inn	419.00	352.00	800.00	741.00	521.00	471.00	398.00	330.00	542.00	571.00	496.00	448.00	6,089.00		
Fairview Inn	479.00	327.00	563.00	533.00	458.00	365.00	336.00	219.00	Filed in Nov	Filed in Nov	1,120.00	265.00	4,665.00		
Judge Motel	121.00	140.00	145.30	152.00	131.00	200.00	173.00	139.00	124.00	125.00	123.00	94.00	1,667.30		
Plum Point Inn	268.00	248.00	378.00	480.00	543.00	492.00	447.00	420.00	478.00	528.13	370.25	280.00	4,932.38		
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	2,571.13	3,068.25	1,961.00	34,191.68		
Expense	-			1,144.00			783.42			5,000.00	5,990.00		12,917.42		
				Hinson Sign			Village News			Christmas Parade	CJRW				
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	(2,428.87)	(2,921.75)	1,961.00	21,274.26	95,529.68	

2018	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated	
														95,529.68	
Days Inn	1,046.00	760.00	1,198.00										3,004.00		
Deerfield Inn	567.00	472.00	720.00										1,759.00		
Fairview Inn	No Rpt	No Rpt	No Rpt										-		
Judge Motel	103.00	141.00	160.00										404.00		
Plum Point Inn	255.32	File in Mar	672.81										928.13		
Total Receipts	1,971.32	1,373.00	2,750.81	-	-	-	-	-	-	-	-	-	6,095.13		
Expense	-		3,000.00										3,000.00		
			AR Delta BW												
Total	1,971.32	1,373.00	(249.19)	-	-	-	-	-	-	-	-	-	3,095.13	98,624.81	

# Osceola Heritage MusicFest

## ESTIMATED Budget for 2017 Festival

February 24, 2017

STARTING ACCOUNT BALANCE (approximate)

Projected	27,000
Actual	28,394

Revenues:	BUDGETED	RUNNING	EXPECTED	TOTAL	OVER (UNDER)
<b>Requested Advertising Support from local A&amp;P Tax</b>	8,272		<b>7,980</b>	7,980	(292)
Cash Sponsorships	40,000	34,100		34,100	(5,900)
Ticket Sales: Gate	8,000	9,245		9,245	1,245
Ticket Sales: Online	600	272		272	(328)
Ticket Sales: Presale	1,400	689		689	(711)
Beer Sales	8,000	9,901		9,901	1,901
Beer Wristbands	1,000	641		641	(359)
Vendor Fees - Food	800	1,476		1,476	676
Vendor Fees - Nonfood		440		440	440
Program Booklet Ad Revenue		-		-	-
Kids' Zone Income (wristband)	1,500	1,232		1,232	(268)
Raffle				-	-
Souvenir Sales	800	579		579	(221)
Miscellaneous Revenues	-	10		10	10
<b>Total Revenues</b>	<b>70,372</b>	<b>58,585</b>	<b>7,980</b>	<b>66,565</b>	<b>(3,807)</b>

Expenditures:	BUDGETED	RUNNING	EXPECTED	TOTAL	OVER (UNDER)
Music: Special Guests Friday (Mark Wills)	10,000	10,000		10,000	-
Music: Special Guests Saturday (Dr Zarr)	3,500	3,500		3,500	-
Music: Undercard (7 additional bands)	7,500	4,950		4,950	2,550
Stage & Lighting	8,500	8,500		8,500	-
Advertising: Radio	5,136	<b>5,040</b>		5,040	96
Advertising: Newspaper	1,337	<b>1,277.5</b>		1,278	60
Advertising: Website Hosting & Domain				-	-
Advertising: Printed Materials	1,799	<b>1,662.5</b>		1,663	136
Advertising: Social Media	-	-		-	-
T-Shirts	2,537	4,000	(1,500)	2,500	← 37
Beer Costs & Permit	3,000	3,266		3,266	(266)
Weather & Liability Insurance	4,000	3,267		3,267	733
Kids Zone Expense	2,600	2,500		2,500	100
VIP Room	2,500	1,769		1,769	731
Food (Bands)	850	-		-	850
Online Ticket Fees				-	-
Performers' Accomodations	1,000	767		767	233
Poker Run	-	-		-	-
Portable Toilet Rental	1,300	1,300		1,300	-
Bank: Check Charge and Wire Fee	50	18		18	32
Sales tax	2,000		2,000	2,000	← -
MSO Facility Rent	1,000			-	<b>1,000</b>
Charitable activities	2,500		2,500	2,500	← -
Miscellaneous Expenses	1,700	858		858	842
<b>Total Expenditures</b>	<b>62,809</b>	<b>52,675</b>	<b>3,000</b>	<b>55,675</b>	<b>7,134</b>

Projected Ending Account Balance	34,563	34,304	33,374	39,284	
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PROJECTED PROFIT (LOSS)	7,563	5,910	4,980	10,890	3,327
					Under (Over)
					Budget

**ACTUAL RUNNING PROFIT (LOSS) 5,910**  
**PROJECTED RUNNING PROFIT (LOSS) 10,890**  
*(projected includes figures in Expected Column)*



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

# QUOTATION

Client: Osceola A&P Commission  
 Attn: Ammi Tucker  
 Address:  
 City: Osceola  
 State: AR  
 Zip: 72467  
 Phone: 563-2281  
 Date: May 21, 2018

**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	24,261.38
Delivery/installation	3,000.00
Sub total	27,261.38
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 other work 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, original art, 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



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: Ammi Tucker  
 Address:  
 City: Osceola  
 State: AR  
 Zip:  
 Phone: 870-622-5248  
 Date: May 16, 2018

**Project Description:**  
 Southbound billboard, north of Osceola on I-55.  
 Leave and secure all remaining panels  
 Install new billboard included in price  
 Materials, labor and lift trucks

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	3850.00
Delivery/installation	
Sub total	
Sales Tax	Will be added
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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 Attn: Ammi Tucker  
 Address:  
 City: Osceola  
 State: AR  
 Zip:  
 Phone: 870-622-5248  
 Date: May 16, 2018

**Project Description:**

Southbound billboard, north of Osceola on I-55.

- Repaint I beam poles
- Remove all remaining panels and add angle structure to ends of the billboard.
- Install new billboard included in price
- Materials, labor and lift trucks

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	5325.00
Delivery/installation	
Sub total	
Sales Tax	Will be added
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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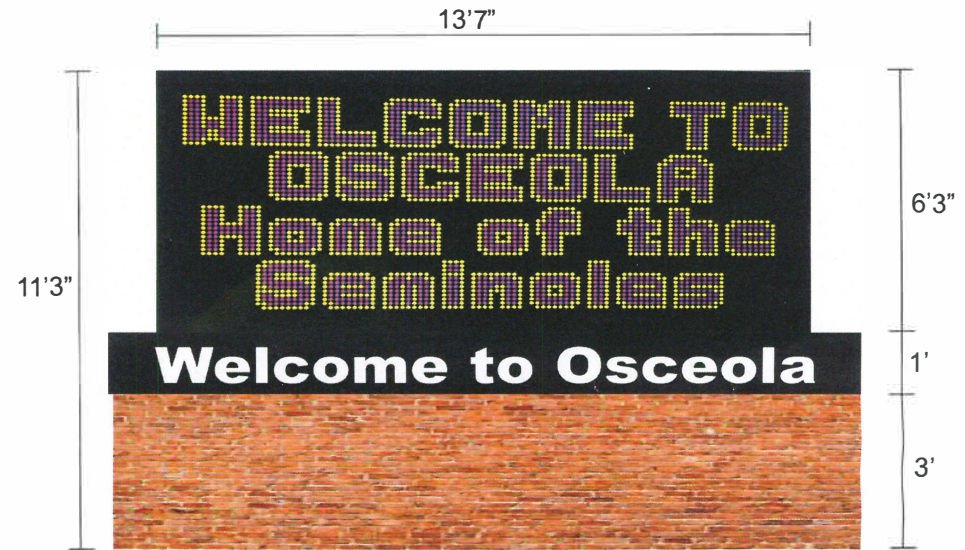
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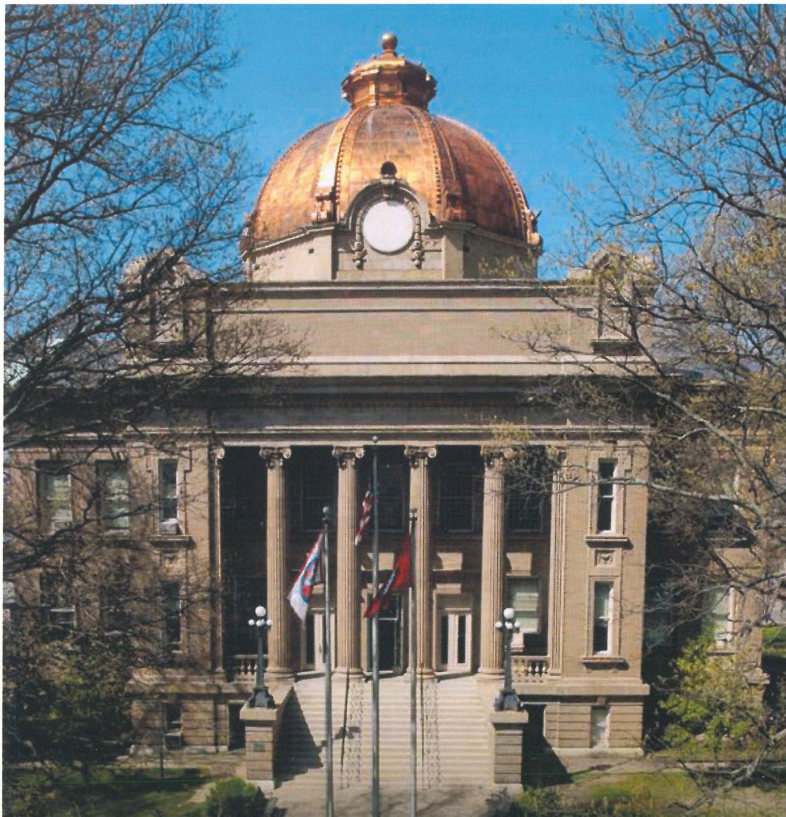


**Hinson** DISPLAY  
**SIGNS**  
INCORPORATED  
310 EAST ASH STREET BLYTHEVILLE, ARKANSAS 72315  
870-763-4100

DESIGNED FOR	Osceola Chamber of Commerce			DATE	5/18/2018			
PROJECT LOCATION	Osceola, AR		ARTIST	KRH		SCALE	3/8"= 1'-0"	
SALES CONSULTANT	Dale Hinson		DRAWING NUMBER	060315-C		PAGE	1	of 1
<small>This document is owned by Hinson Display Signs, Inc. By request hereby the holder agrees not to use this information, disclosure to any third party, not including this document, without the prior written consent of Hinson Display Signs, Inc. Customer agrees to immediately return this document upon request of Hinson Display Signs, Inc.</small>								
<small>HDSI will deliver to client with drawing and print and may not be held responsible for any errors or omissions. Every attempt is made to print colors as closely as off-line sets of PMS (Pantone) matching system colors. However, no color matching system is perfect and color match due to environmental and other conditions on this print may vary from actual on-site appearance.</small>				CUSTOMER ACCEPTANCE		DATE		







# OSCEOLA

*Jewel Along the Mississippi*

In the heart of South Mississippi County is the friendly city of Osceola, located midway between Memphis and the Missouri Bootheel along I-55 and situated on the Great River Road. Known for its rich soil, historical and musical heritage, this is a great destination for a day trip, weekend getaway or establishing roots.



Osceola is home to the Mississippi County Courthouse – one of the most photographed buildings in the state – and 14 other buildings on the National Register of Historic Places, including the Osceola Times building, the Cox-Florida mansion and Patterson Store, where the Mississippi County Historic and Genealogical Museum is housed.

Highway 61, nicknamed "The Blues Highway," travels through Osceola from Wyoming, MN to New Orleans. Such acclaimed singer/songwriters as Son Seals, Billy Riley, and Rock 'n Roll Hall of Fame inductee Albert King have gotten their start here.

Sans Souci Park, our access point to the Mississippi River, is popular for its panoramic river views and outstanding fishing where anglers catch catfish, bass, bluegill and crappie. The park is the site of the Battle of Plum Run Bend, one of only two Civil War gunboat battles fought on the Mississippi and is associated with Mark Twain's Plum Point Landing and Overlook, in "Life on the Mississippi."

Along with other parks, we offer a nine-hole public golf course, a state-of-the-art community fitness center, and a four-field baseball/softball complex.



Nearby forests teem with deer, turkey, dove, ducks, wild hogs, and squirrels, making Osceola popular with hunters.

### Fascinating Features

Thinking of visiting our area? Here are just some of the things to do while you're here! Some are seasonal, some are year-round, but all are worth the trip!

Osceola Heritage Musicfest – Two-day event featuring regional and national musicians, food, activities, and motorcycle Poker Run. Mid-May.

Sans Souci (French "Without Worry") Park and Mississippi River Overlook  
Cotton Highway Historical Markers – 36 historical sites in Osceola and surrounding area  
Fourth of July Fireworks Spectacular at the Osceola Parks & Recreation Complex

Fall Crafts Fair at First United Methodist Church

Winterfest – Christmas Parade with bands, floats, food vendors, pictures with Santa, and Kiwanis Chili Supper

Riverlawn Municipal Golf Course – daily golfing plus special tournaments throughout the season

Osceola Parks & Recreation – baseball/softball fields, community center, and more  
Osceola/South Mississippi County Chamber of Commerce - Art Gallery & Exhibition Hall, Civic Center, great source for area information, various events throughout the year

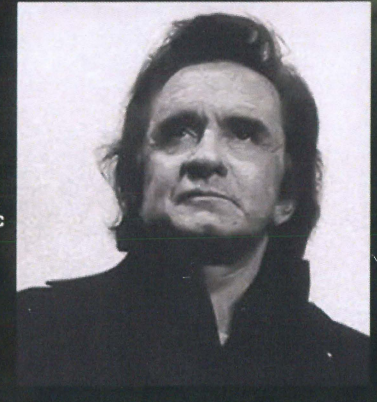
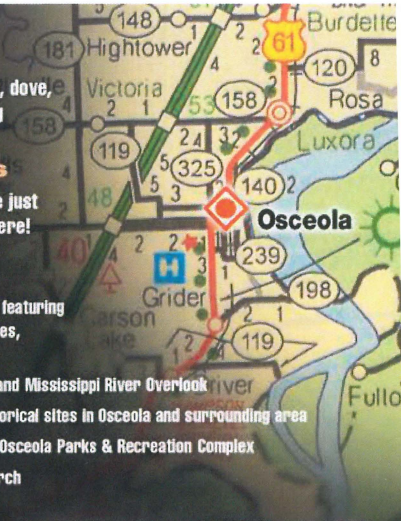
Main Street Osceola – Bingo year-round on Thursday evenings; Crawfish Boil in March  
Downtown Historic District – Walking and driving tours

Mississippi County Historical & Genealogical Society Museum – Open 9-5, M-F and by appointment on weekends

Dyess, Arkansas – Visit the boyhood home of country legend Johnny Cash, hometown of Gene Williams, and site of depression-era Dyess Colony project

Wilson, Arkansas – Hampson Archeological Museum, Indian Burial Mounds, and the beautifully restored English Tudor-style Downtown Square

Victoria, Arkansas – antique train  
Manila, Arkansas - Big Lake National Wildlife Refuge with hiking trails, nature walks, fishing, and bird-watching, including eagle and osprey nests



**OsceolaSMCChamber.com**  
Osceola/South Mississippi County Chamber of Commerce  
P.O. Box 174, Osceola, Arkansas 72370  
osceolachamber@sbcglobal.net  
870.563.2281



# 2017 Advertising Sales Contract

621 E. 8th Avenue, Pine Bluff, Arkansas 71601 • Fax 870-536-8910

Ad Name Osc eola Business/Organization Osc eola A&P Commission  
 Address PO Bx 607 City Osc eola State AR Zip Code 72451  
 Authorized Contact Ammi Tucker Phone 870-563-2281 Fax \_\_\_\_\_

Reserved Ad Size  
 2 Pag spr

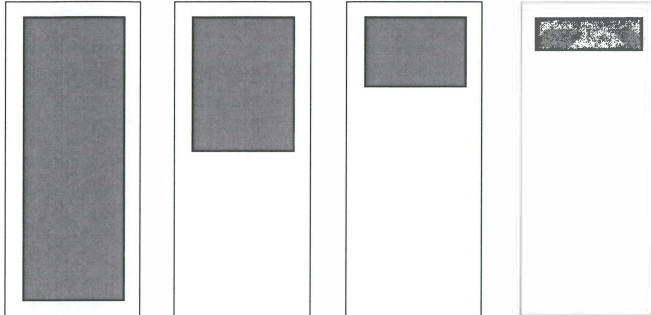
## ANNUAL ADVERTISING SPACE RATES

### Distribution

The Arkansas Delta Byways Tourism Promotion Association guarantees the printing and distribution of the visitors guide at regional trade exhibitions and in response to inquiries from national and regional advertising campaigns, Welcome Centers, Convention and Visitors Bureaus, bulk requests and Chambers of Commerce throughout the fifteen-county area.

### Advertisement Files

*Design of the advertisement is included at no additional cost to the advertiser* – your most advantageous option. If you prefer, you may submit a **press-quality** PDF to Dale@catesandcompany.com. Native files used to generate the PDF must meet the following qualifications: Fonts **must be embedded** in the PDF. Embedded original image files must be **300 ppi minimum at printed size**. Object fills, rules and images must be in CMYK color space. **No RGB or "spot color" files of any kind will be accepted.** If you do not understand these specifications or cannot comply, you must let us design your ad. Non-PDF **Mac** files may be accepted with prior approval by calling 870-536-8175.



<input checked="" type="radio"/> <b>Full Page</b> <b>\$1500</b> Live 3.5" W x 8.25" H Bleed 4.5" x 9.25"	<input type="radio"/> <b>Half Page</b> <b>\$975</b> Live 3.5" W x 4.067" H Bleed 4.5" x 4.625"	<input type="radio"/> <b>Quarter Page</b> <b>\$700</b> Live 3.5" W x 1.982" H No Bleed	<input type="radio"/> <b>Eighth Page</b> <b>\$375</b> Live 3.5W "x .937" H No Bleed
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### SPECIAL INSTRUCTIONS

Two pag spr ead Pick up sam ead as last y ear

## TERMS OF AGREEMENT

**Payment** 50% of contract amount is due at signing. Balance is due upon delivery of printed publications.  
**Cancellation** Contracts may be cancelled if written notice is received within 72 hours of the contract date. Special position ads are non-cancelable.  
**Refunds** Payments on space cost will be refunded to all properly cancelled ads or in the event publication is cancelled. Any ad production costs incurred on behalf of client will be billed accordingly, regardless of cancellation.  
**Proofs** Failure to acknowledge or return signed proof will not alter contract payment terms or obligations. CHECK PROOF CAREFULLY! There will be no charge for revisions to the first proof. Each proof revised thereafter will be billed at \$25 per proof.  
**Business Transfer** In the event of the transfer or consolidation of all of Subscriber's business in which this contract relates, Subscriber shall cause its successor to agree in writing to assume this contract. An executed copy of such assumption shall be sent by Certified Mail to Arkansas' Delta Byways Tourist Association.

\$ 3,000  
**TOTAL COST**  
 \$  
**AMOUNT PAID**  
 \$ 3,000  
**AMOUNT DUE**

Digitally signed by  
 com apple idrms applnet prd 346231317a714e54e36432f6164646d5363506931773e3d  
 DN  
 cn=com apple idrms applnet prd 346231317a714e54e36432f6164646d5363506931773e3d  
 d5d  
 Date: 2016 02 24 08 50 07 -06'00'

Arkansas Delta Byways Sales Representative

Signature of Advertiser's Representative

2-24-16

Date

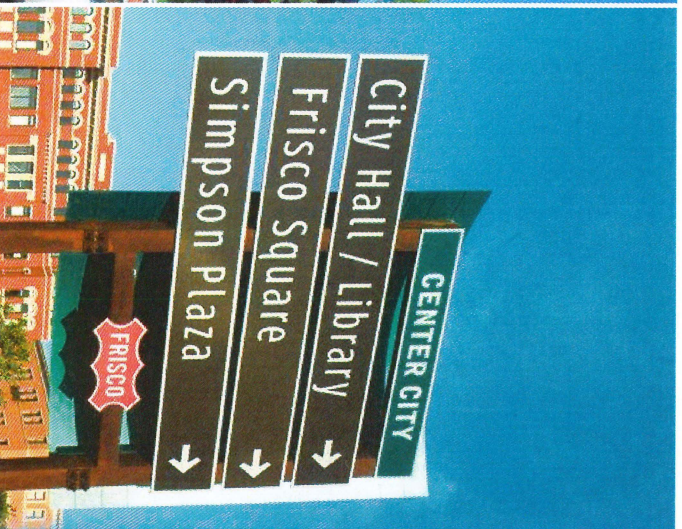
Name of Advertiser's Representative Printed Legibly

osc eolac harr @stgdbal.com

Email Address

← E-mail address to which advertisement proof will be sent for review and approval.

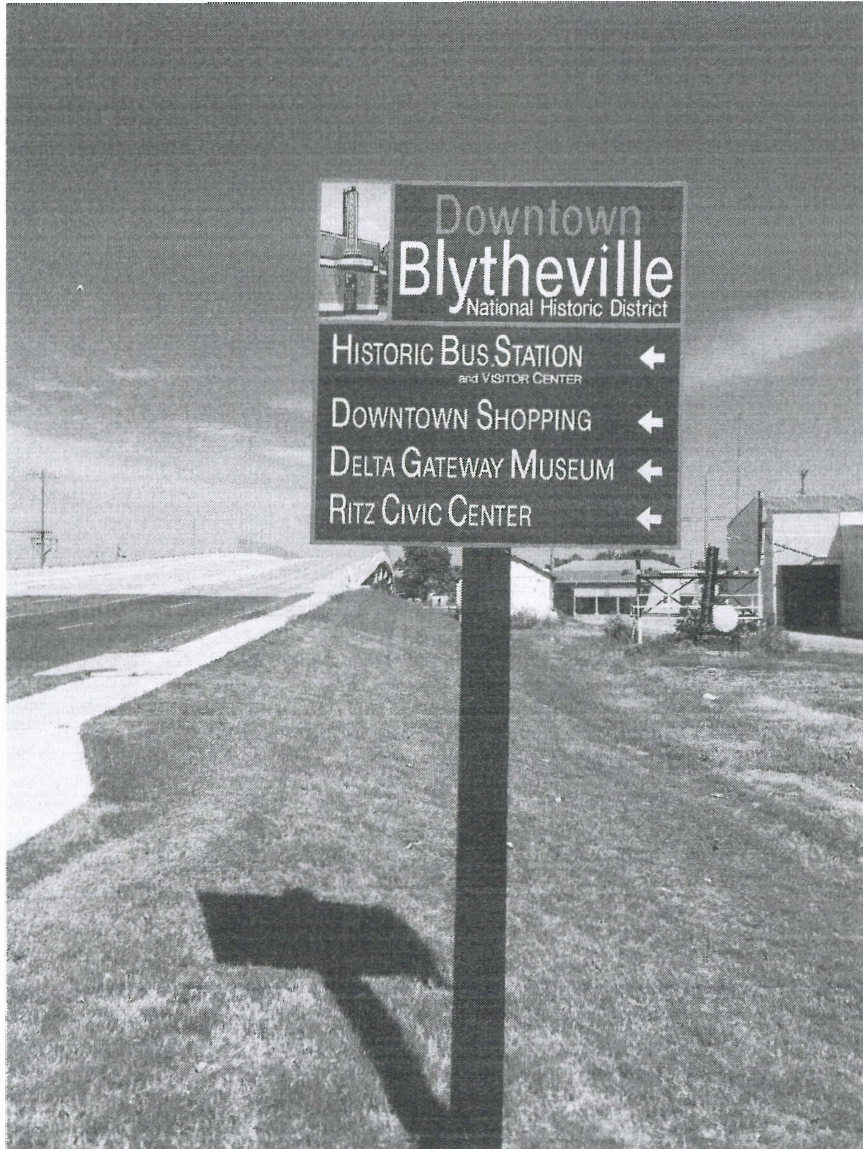
**SUBMIT**



Hinson Sign – Blytheville, Arkansas  
Dale Hinson

- DOES NOT INCLUDE POST OR INSTALLATION
- CITY WILL INSTALL SIGNS IN CONCRETE
- CAN PLACE IN CITY RIGHT-OF-WAY

36" x 36" single sided sign panel - \$470 per sign - **\$470.00**



Gopher Sign – St. Paul, Minnesota

Brad Smith

36" x 36" single sided sign panel - \$189.50 panel + freight (approximately \$125) - **\$314.50**

- DOES NOT INCLUDE POSTER INSTALLATION
- CITY WILL INSTALL SIGNS IN CONCRETE
- CAN PLACE IN CITY RIGHT-OF-WAY



- NEAR INTERSTATE
- 1408 FRENCH (2023)
- SPANISH SOUVENIR PARK
- COX MANSION (?)
- MUSEUM / COURTHOUSE (WALNUT & KEISER)
- " " (HALE)
- NUM 461

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	1,347.00	959.00	874.00	16,838.00		
Deerfield Inn	419.00	352.00	800.00	741.00	521.00	471.00	398.00	330.00	542.00	571.00	496.00	448.00	6,089.00		
Fairview Inn	479.00	327.00	563.00	533.00	458.00	365.00	336.00	219.00	Filed in Nov	Filed in Nov	1,120.00	265.00	4,665.00		
Judge Motel	121.00	140.00	145.30	152.00	131.00	200.00	173.00	139.00	124.00	125.00	123.00	94.00	1,667.30		
Plum Point Inn	268.00	248.00	378.00	480.00	543.00	492.00	447.00	420.00	478.00	528.13	370.25	280.00	4,932.38		
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	2,571.13	3,068.25	1,961.00	34,191.68		
Expense	-			1,144.00			783.42			5,000.00	5,990.00		12,917.42		
				Hinson Sign			Village News			Christmas Parade	CJRW				
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	(2,428.87)	(2,921.75)	1,961.00	21,274.26	95,529.68	

2018	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated	
														95,529.68	
Days Inn	1,046.00	760.00											1,806.00		
Deerfield Inn	567.00	472.00											1,039.00		
Fairview Inn	No Rpt	No Rpt											-		
Judge Motel	103.00	141.00											244.00		
Plum Point Inn	255.32	File in Mar											255.32		
Total Receipts	1,971.32	1,373.00	-	-	-	-	-	-	-	-	-	-	3,344.32		
Expense	-												-		
Total	1,971.32	1,373.00	-	-	-	-	-	-	-	-	-	-	3,344.32	98,874.00	

4/16/18  
 - SIMMONS  
 - TUCKER  
 - KEANS  
 - KENNEMORE  
 → BOWLES (PROXY)

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	
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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	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	1,347.00	959.00	874.00	16,838.00	
Deerfield Inn	419.00	352.00	800.00	741.00	521.00	471.00	398.00	330.00	542.00	571.00	496.00	448.00	6,089.00	
Fairview Inn	479.00	327.00	563.00	533.00	458.00	365.00	336.00	219.00	Filed in Nov	Filed in Nov	1,120.00	265.00	4,665.00	
Judge Motel	121.00	140.00	145.30	152.00	131.00	200.00	173.00	139.00	124.00	125.00	123.00	94.00	1,667.30	
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Expense	-			1,144.00			783.42			5,000.00	5,990.00		12,917.42	
				Hinson Sign			Village News			Christmas Parade	CJRW			
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	(2,428.87)	(2,921.75)	1,961.00	21,274.26	95,529.68

2018	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														95,529.68
Days Inn	1,046.00	760.00	1,198.00	1,667.00									4,671.00	
Deerfield Inn	567.00	472.00	720.00	616.00									2,375.00	
Fairview Inn	No Rpt	No Rpt	No Rpt	No Rpt									-	
Judge Motel	103.00	141.00	160.00	129.00									533.00	
Plum Point Inn	255.32	File in Mar	672.81	540.35									1,468.48	
Total Receipts	1,971.32	1,373.00	2,750.81	2,952.35	-	-	-	-	-	-	-	-	9,047.48	
Expense	-		3,000.00										3,000.00	
			AR Delta BW											
Total	1,971.32	1,373.00	(249.19)	2,952.35	-	-	-	-	-	-	-	-	6,047.48	101,577.16

DK  
DP  
HK  
AT  
JS



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: Jan 25, 2018

**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	24,261.38
Delivery/installation	3,000.00
Sub total	27,261.38
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 other work 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, original art, 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



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: JAN 25, 2018

**Project Description:**

- 1ea- 5'2"x12'7" 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.
- 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

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	20,412.10
Delivery/installation	2,500.00
Sub total	22,912.10
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.

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 other work 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, original art, sketches and materials other than signs originated by the

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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

*Osceola Advertising & Promotion Committee request for*

## **Updating I-55 Billboard**

Date of Request: April 16, 2018

Description of Request: I-55 Billboard for Sans Souci Park  
General billboard encouraging people to get off of the interstate  
and view the Mississippi River at our park

Amount Requested: \$2,650±  
*Includes structural repairs, vinyl, and installation.*

### **Billboard Artwork Idea**

1:90 Scale Actual Size 44.25' x 10.5'

Simple design that can easily be read by high speed traffic.

Color option 1: White on Purple



Color option 2: White on Green



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

**MINUTES**

Monday, May 21, 2018

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

The meeting was called to order with a quorum present.

Minutes from the April meeting were presented for approval. Motion by Bowles, second by Pollock, and carried to approve minutes as corrected.

Steve Purtee gave an update on the A&P fund, which had a balance of \$98,624.81 with no outstanding invoices.

Michael Ephlin presented a request for reimbursement of \$7,980 in advertising costs incurred by Osceola Heritage Music Festival, Inc. for the 2017 festival. It was noted that final figures weren't available for the 2018 festival, but advertising reimbursement would be requested at a later date. Regarding the 2018 festival, Jim Shemwell inquired to the payoff of weather insurance, to which Ephlin regretfully replied that the timeline for the insurance payout was later than the torrential downpour experienced. It was explained by Shemwell that in the past, the weather insurance started later because of the higher premiums associated with covering a more expensive music line-up, and suggested that the MusicFest board look at extending the coverage period for the future.

Ephlin presented the 2017 budget sheet, which showed approximately \$58,585 in festival revenue and \$55,675 in festival expenses. The organization was requesting a total of \$7,980 as reimbursement for festival advertising expense, which included \$5,040 to radio, \$1,277.50 to newspaper and print publications, and \$1,662.50 in printed materials. Motion by Bowles, second by Tucker, and carried to recommend the requested \$7,980 expenditure for the 2017 MusicFest advertising to the city council for approval.

Ammi Tucker revisited a previously approved request for updates to the Chamber's I-55 billboard. Dale Hinson noted the additional weather damage to the sign beyond the original quote, and also his inability to find a source for replacement panels, would require an alternate plan of repair. He explained two options, one that involved securing the frame but leaving the board structure mostly as-is, and another that involved rebuilding the structure to meet more modern construction. Shemwell stated that while it would be more expensive now, it would give a longer life to the sign, to which Hinson affirmed. Dot Pollock stated that the options are essentially a patch versus new construction, so why not go ahead and invest the money now. Motion by Pollock, second by Kennemore, and carried to recommend the revised request of \$5,325 for the Chamber's I-55 billboard update to the city council for approval.

Returning to a previously-discussed project with Hinson, the commission was updated with information about the possible digital sign coming into town. Hinson stated the new proposed location, on the right hand side of Hwy 140 along the EconoLodge fence, would be better for multiple reasons, including it being a right-hand read and allowing for a longer visibility time for those exiting the interstate. Bowles mentioned how the property looks horrible now, but Shemwell noted that the possible new business could help clean up the appearance. Tucker mentioned that possibly the owners of the property the sign would be placed on might be encouraged to clean up around the area as well. Shemwell also clarified that the sign would need wireless internet access with remote connectivity, to which Pollock expressed concern over possible hacking. Bowles expressed he was not in favor of the lower appearance, and also asked how much additional cost the brick structure would add to the project. Hinson estimated the brick base would add approximately \$4,500 to the overall cost. Shemwell then prompted the commission to consider elevating the structure. Bowles was more in favor of elevating and using a steel structure, stating it would help avoid blocking of the sign by traffic as well. Hinson added that it would increase overall visibility as well. Tucker shared that it would also have to have permission from the owner, who had expressed a desire to not have visibility of the hotel obstructed. Shemwell stated there were three key areas that needed more research before any action should be taken: 1) plan for the construction, any associated costs, and how to accomplish the project; 2) determine how the messages are changed and who is in charge of doing so; and 3) determine the best route for structure base. The discussion was tabled to allow for additional research of options and gathering of further information.

With all business concluded, motion by Pollock, second by Bowles, and carried to adjourn.

  
\_\_\_\_\_  
James Shemwell  
Advertising & Promotions Commission Chairperson

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



# Main Street Osceola



108 W. Hale Avenue

P.O. Box 631

Osceola, AR 72370

Telephone: 870-563-6177 Fax: 870-576-5070

[susan@osceolamainstreetinc.com](mailto:susan@osceolamainstreetinc.com)

## Board Of Directors

**Susan P. Fetsch**  
Executive Director

**John Newcomb**  
Chairperson

**Julie Wakefield**  
President

**Jacob Calvert**  
Vice-President

**Michelle Stilwell**  
Treasurer

**Jacob Calvert**  
Secretary

**Reid Fergus**

**Ray Williams**

**Trini Jefferson**

**Michael Hill**

**Philip Adcock**

**Monica Fines**

June 18, 2018

Dear Advertising and Promotion Committee,

Main Street Osceola is requesting funds for Arts on the Square Music Series, which is an event to help bring people to Historic Downtown Osceola. These events are free to the public. Our first Music Series was held on May 12, 2018. Future dates include June 30<sup>th</sup>, August 25<sup>th</sup> and September 29<sup>th</sup>.

### Promotion Committee Chair

\* Michelle Stilwell

### Arts on the Square Committee

- \*Bret Sparks
- \*Joyce Cannon
- \*Melvin Burnett
- \*Sally Parks
- \*Monica Fines
- \*Susan Fetsch

Arts on the Square May 12, 2018 advertising:

- Hill's Vinyl Graphics - \$261.80
- Village News, Inc. (Osceola Times) - \$120.00

**Total: \$381.80**

**We are requesting \$800.00 per event due to the entertainment cost and the need of reaching other communities and highway travelers and tourist on the music triangle.**

Thank you for your consideration!

Main Street Osceola Promotions Committee

*4 PM - UNTIL (10:00?)*

*3-YEAR PLAN:  
• BLUES FESTIVAL (1-DAY) WEEK BEFORE  
KING BISCUIT FESTIVAL*





**Village News, Inc.**  
 Blytheville Courier News • Steele Enterprise  
 Osceola Times • Democrat Argus  
 P.O. Box 1108 • 900 N. Broadway • Blytheville, AR 72316  
 PH: (870) 763-4461

**ADVERTISING INVOICE and STATEMENT**

BILLED ACCOUNT NUMBER 142774	BILLING DATE 05/31/2018	TOTAL AMOUNT DUE \$263.65	STATEMENT NUMBER 1376675
BILLING PERIOD 05/01/2018 - 05/31/2018	TERMS OF PAYMENT Net 30	PAYMENT DUE 06/29/2018	PAGE # 1 of 1
ADVERTISER NUMBER 142774	ADVERTISER NAME Main St Osceola		
CURRENT \$263.65	31-60 DAYS \$0.00	61-90 DAYS \$0.00	91 DAYS AND UP \$0.00

Susan Fetsch  
 Main St Osceola  
 PO Box 631  
 Osceola, AR 72370

Account Summary	
Previous Balance	\$0.00
Payments on Account	\$0.00
New Charges, Debits	\$263.65
Credit Adjustments	\$0.00
Finance Charges	\$0.00
<b>Total Amount Due</b>	<b>\$263.65</b>

DATE	NEWSPAPER REFERENCE	DESCRIPTION - OTHER COMMENTS / CHARGES	SAU SIZE - BILLED UNITS	TIMES RUN RATE	NET AMOUNT
04/30/2018		Previous Balance			0.00
05/21/2018	00074784	Q500 Business Cards-Michelle			143.65
05/03/2018	Ad #3955232 Order #1169178	Main Street Arts & Crawfish Osceola Times	3 x 5 I 15 I	1 4.00	60.00
05/10/2018	Ad #3960152 Order #1171520	Main Street Crawfish-Arts Osceola Times	3 x 5 I 15 I	1 4.00	60.00
05/31/2018		Balance Due			263.65

~~143.65~~  
 \$120.00

PLEASE DETACH AND INCLUDE WITH YOUR PAYMENT

**PAYMENT COUPON**

STATEMENT NUMBER 1376675	BILLING DATE 05/31/2018	TERMS OF PAYMENT Net 30	PAYMENT DUE 06/29/2018	ADVERTISER NUMBER 142774	ADVERTISER NAME Main St Osceola
-----------------------------	----------------------------	----------------------------	---------------------------	-----------------------------	------------------------------------

**Village News, Inc.**  
 P.O. Box 1108  
 Blytheville, AR 72316  
 (870) 763-4461

**142774**  
 Susan Fetsch  
 Main St Osceola  
 PO Box 631  
 Osceola, AR 72370

TOTAL AMOUNT DUE \$263.65	AMOUNT ENCLOSED
------------------------------	-----------------



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

**MINUTES**

Monday, October 15, 2018

Present:	Kennemore, Dickie Keatts, Harry Pollock, Dot Tucker, Ammi	Guests:	Chipman, Michelle Stillwell, Michelle Wakefield, Julie
Absent:	Baker, Jr., James Bowles, Lee Redzepe, Tim Shemwell, Jim*		* <i>Chairman</i>

The meeting was called to order with a quorum present.

Minutes from the June meeting were presented for approval. Motion by Pollock, second by Tucker, and carried to approve. Minutes from the previously-held August meeting would be presented at a future date.

It was noted for the minutes that Tim Redzepe had been appointed to the commission to replace Jose Marquez.

An update on the A&P fund was given, which showed a current balance of \$96,058.40. The balance didn't reflect reimbursement for the approved Car Show & Fall Festival expenditures of approximately \$2,250, bringing the total projected balance to approximately \$93,800.

Tucker presented two renewals of advertisements that the commission had elected to do in past years. They were a full page in the Arkansas Tourism Guide for \$5,990 and the two-page spread in the Delta Byways publication for \$3,000. The only difference is the tourism guide would increase in size but would honor the old rate. Motion by Pollock, second by Keatts, and carried to recommend both items to the council for approval for a total of \$8,990.

Michelle Chipman presented the annual request for support of the Christmas Parade, hosted by Main Street Osceola. As previous years, the request for \$5,000 represented about half of the total parade expenses, with the other half being covered by business sponsorships of characters. Motion by Keatts, second by Tucker, and carried to recommend the parade expenditure to the council for approval for a total of \$5,000.

With all business concluded, motion by Keatts, second by Pollock, and carried to adjourn.

  
James Shemwell  
Advertising & Promotions Commission Chairperson

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