

## BELLA VISTA ADVERTISING & PROMOTION COMMISSION MINUTES

<b>DATE: 5-21-26</b>		<b>TIME: 3:00pm</b>	<b>LOCATION: Oz Bike Park</b>		
<b>Chair: Jayne Lowe</b>		<b>MEETING PURPOSE: Regular Commission Meeting</b>			
<b>Commissioners Present: Jayne Lowe, Wendy Hughes, Muriel Garza, Anna Isbell, Ben Biesenthal</b>					
<b>Discover Bella Vista Present: Brandon Kelley, Sandy Martin</b>					
<b>Absent: Melissa Wells, To Judson</b>					
All meetings are recorded and available upon request.					
AGENDA					
AGENDA #	TOPIC	PRESENTER	HIGHLIGHTS	MOTION/SECOND	PASSED
1	Call to Order & Public Comments	Lowe	No public comments		
2	E-vote confirmation	Lowe	Previous minutes, financials & market fund requests-Farmer's Market and July 4 <sup>th</sup> Parade	Wells/Garza	Yes
3	E-vote confirmation	Lowe	Emergency fund transfer	Garza/Wells	Yes
4	Approval of Feb. Meeting Minutes	Lowe		Hughes/Garza	Yes
5	Approval of Financials	Kelley	Presentation of January-April 2026 Executive Summary including detail of expenses; monthly financials statements with line-item detail; balance sheet; and Vello Media scope of services detailed. Financials will be simplified and posted on website along with meeting minutes.	Biesenthal/Isbell	Yes
6	Compliance	Martin	Update on JotForm online reporting; permits and certificates. City close to 600 cap; council may increase cap		
7	Marketing Update	Kelley	Presented progress reports; metrics and event highlights.		
8	Old Business	Kelley	None		

9	Old Business	Kelley	None		
10	New Business	Kelley	Presented option to do annual report; commission opted to do quarterly reports and roll-up at year end.		
11	New Business	Kelley	New home page developed- BVAPC to post financials and minutes		
12	Adjourn	Lowe	Meeting adjourned at 4:04pm	Biesenthal/Garza	Yes
	Next Meeting		August 20, 2026 3:00pm Campfire Ranch-Little Sugar		

**ACTION ITEMS/PLAN**

<b>ITEM #</b>	<b>ACTION ITEMS</b>	<b>OWNER</b>	<b>TARGET DATE</b>
1	Produce Quarterly financial/minute document/post on BVAP	Kelley	Quarterly follow commission approvals
2	Research auto draft ACH for lodging & food	Martin	Will get info from Biesenthal - asap