

Minutes
State Parks, Recreation and Travel Commission
Mount Magazine State Park
Clarksville, Arkansas
May 16-17, 2002

Commissioners Present

Debra Haak, Chairman
Jane Christenson
Danny Ford
Mike Mills
Ness Sechrest
Wade Williams

Billy Lindsey, Vice-Chairman
Polly Wood Crews
Jim Gaston
Ted Mullenix
J.D. "Bud" Shamburger

Commissioners Absent

Bill Barnes - Personal conflict
Loretta Lever House - Business conflict
Montine McNulty - Business conflict

Department Staff Present

Richard W. Davies, Executive Director
Joe David Rice, Tourism Director
Greg Butts, State Parks Director
Nancy Clark, Assistant Tourism Director
Larry Cargile, Central Administration Director
Mac Balkman, Manager, Operations
Stan Graves, Manager, Planning & Development
Don Ross, Supervisor, Region IV
David Flugrad, Superintendent, Mt. Magazine State Park
Gloria Robins, Executive Assistant
Sandy Burch, Administrative Assistant
Jennifer Carson, Administrative Assistant
Jane Ellen Frazier, Group Travel Manager
Joan Ellison, State Parks Public Relations
Lynn Warren, State Parks, Landscape Architect

Agency Staff Present

Shelby Woods
Karen Mullikin
Bill Fitzgerald
Kay Medlin

Wayne Woods
Libby Doss
Chuck Robertson
Jared Cowell

Aristotle

Marla Johnson Norris

Jonathan Eudy

Guests Present

Peggy Weidman, Keep Arkansas Beautiful Commissioner
Marvin Peterson, The Great Passion Play
Carolyn Joyce, Fort Smith Convention & Visitors Bureau
Kathy LeTarte, National Tour Association

Call to Order

Chairman Debra Haak called the meeting to order at 9:00 a.m. and Gloria Robins called the roll.

Approval of the Agenda

Jane Christenson moved to approve the agenda. Polly Wood Crews seconded and the motion carried.

Presentation of Minutes from Previous Meeting

Wade Williams moved to approve the minutes. Jane Christenson seconded and the motion carried.

Financial Report

For the period ended April 30, 2002, the Parks Division fiscal year-to-date expenditures, including construction/grants, totaled \$43,050,216, or 48% of annual budget. Tourism Division expenditures, including Curran Hall pass-through grant, totaled \$9,514,146, or 77% of annual budget. Keep Arkansas Beautiful expenditures were \$302,143, or 59% of budget. Administration Division expenditures totaled \$1,801,365, or 79% of budget. History Commission expenditures were \$1,052,613, or 85% of budget. Department expenditures total \$55,720,483. or 53% of annual budget.

Gross income from the 2% Tourism Promotion Tax for tax months May through March totaled \$7,605,085. Parks Conservation Tax income through April totaled \$17,549,909.

Polly Wood Crews moved to approve the financial report. Jane Christenson seconded and the motion carried.

Recognition of Guests

Chairman Haak recognized guests in attendance and asked David Flugrad, Superintendent of Mount Magazine State Park, to introduce his staff members.

EXECUTIVE DIRECTOR'S REPORT

Land Water Conservation Fund/Natural Resources Leadership Council of the States Conference

Richard Davies stated that the Land Water Conservation Fund, passed in 1965, is basically funded from offshore oil revenues and has helped to fund both state and local parks as well as federal agencies. It is being reestablished as the Conservation and Reinvestment Act (CARA). Mr. Davies stated that three separate meetings were held by groups, in support of the Act, including one with the National Governor's Association, one with the people who handle the money on the state level and one with all the cabinet directors who handle resources in the fifty states. He stated that CARA is like the 1/8th-cent Conservation tax on the national level. Mr. Davies stated he met with the cabinet directors who handle resources in the fifty states in West Virginia, at the Senator Robert Bird National Conservation Training Center, \$135 million campus on the banks of the Potomac River. Mr. Davies also stated there would be future reports to the Commission.

TOURISM DIVISION

Texarkana Tourist Information Center Update

Joe David Rice stated that Tuesday, April 30th, the Governor held a media conference at the existing Texarkana Tourist Information Center and presented a \$3 million check to Richard Davies, Debbie Haak, Ralph Hall and the Mayor of Texarkana. Mr. Rice stated that the \$3 million with another \$2 million from the Highway Department will complete the new TIC. He also stated that he and Charles McLemore had walked the property a few days later. The contract for the ramps will be awarded approximately July 15th and construction will start as early as mid August. The land has been legally secured. Mr. Davies and Chairman Haak noted that the media conference received good coverage, including all four Texarkana television stations. Chairman Haak stated that she was delighted that the citizens of Texarkana turned out for the event. Mr. Rice mentioned that it was a nice event and that two news articles were included in the folders.

Mr. Rice stated that the Governor had been criticized for his decision due to the budget cuts. Mr. Rice elaborated that the money had been set aside in the Capital Improvement. He further stated that the Governor was disappointed that the legislators had not helped the TIC Rebuilding program. Mr. Davies said the Governor had to fund the TICs out of the portion of the General Improvement Fund allocated to him. No funding came from the Legislative side of the fund. Mr. Rice suggested Commissioners let Governor Huckabee know how much they appreciate the investment into the Texarkana TIC. Polly Wood Crews inquired as to when the second center would be built. Mr. Rice and Mr. Davies stated that it would be built when funds

are available. Mr. Davies stated that there is a rebuilding plan, but the Governor can pick the order; Fort Smith, Corning and El Dorado are to be built next. Ms. Crews wondered about West Memphis. Mr. Davies replied that the road may change and it is better to wait. Ms. Crews stated that she believes that West Memphis needs to be rebuilt more than any other center in the state. Mr. Rice stated that Texarkana was chosen first because it has far more visitors and it is the oldest one.

Governor's Conference Bid Requirements 2004 & 2005

Nancy Clark reminded Commissioners that bids for the Governor's Conference are solicited every two years and that next year's conference will be held in Fort Smith, March 16-18, 2003. Bid requirements are sent to everyone that has the capability of holding the conference. The requirements will stay the same with the exception of adding adequate space, for two days, to host the silent and live auctions. The conference was also discussed at the A&P Roundtable meeting. The timing of the conference was also discussed. One person wanted to move it to April, a couple of people mentioned the fall; Bill Barnes sent a letter to request the conference be moved to the fall. Ms. Clark also stated that not only is the weather a consideration in January and February, lots of people attend tradeshow. She recommended setting the date back earlier in March and coming up with a plan within the next two years. Richard Davies asked if there has ever been a problem with a city that promises something for the conference and doesn't come through with it. Ms. Clark responded that problems like that had occurred. Mr. Davies questioned if there was a way to make those promises part of the contract. Ms. Clark stated that she wasn't sure that there were "promises" made, but that they had been led to believe certain things. Ms. Clark noted that the new CEO of Travelocity would be a speaker at the next conference and would come at no charge. She further stated that the former CEO had spoken for a \$25,000 fee. Wade Williams stated that that the promise is an inducement and an added value to the conference. Chairman Haak agreed and added that the speakers are a selling point of the conference and help to draw people in. She asked if there is a signed agreement. Ms. Clark and Mr. Davies stated that it is in writing because of the bid presentation. Chairman Haak wondered if it was up to the Commission, when the presentation is made, to let them know they (Commissioners) expect for the bidding city to follow through. Wade Williams suggested that if that happens, the next time the city bids, they would not get the same consideration as everyone else.

Ms. Clark stated that, as a rule, a city may host the conference every five years; the letter will not go to Bentonville, Little Rock, Springdale or Fort Smith. Letters will go out by the end of the month and presentations will be held in August. Mike Mills stated that spring break starts the second week in March and operators do a lot of business during that time. He further stated that if the conference is still held after the 7th or 8th of March, nothing would be accomplished by moving it. He also stated that combining the AHA tradeshow and the Governor's Conference needs to be looked at, and a plan developed. Mr. Mills suggested assigning a committee and having an in-depth study of the needs of the industry and including the Hospitality Association. He stated that the idea has been discussed for years, but there is no plan, leadership or structure to examine it or make it happen. He questioned if Commissioners should take the lead and invite

industry leadership to formulate a plan. Mr. Mills also noted that the conference stays the same, but all of the speakers say to be bold and try new ideas.

Shelby Woods suggested that the conference may need to get more "how-to" on accounting systems, for example and only have one or two dynamic speakers. Ms. Clark interjected that table topic discussions would return for the next conference.

Mr. Woods stated that the table topics, if marketed to small operators, may get them to attend the conference. He stated there is a lot of involvement from industry leadership, but not much involvement from the smaller operators. He questioned whether it was the cost or time involved. Mr. Woods suggested getting a core group of people together with Montine McNulty to discuss the options. Chairman Haak asked if Mr. Woods were referring to getting more operators to attend the conference or to merging the conference with the AHA trade show. Mr. Woods replied that he did not know about merging the events. Mr. Mills stated that he was not suggesting setting a committee out to merge the two, but to come up with a plan. He wants some kind of vision planning or scheduling.

Mr. Mullenix stated that as a small operator, it is tough to get away for three to four days as well as cost prohibitive. He suggested doing a study to see if breaking up the conference would be a solution. Mr. Davies suggested a free instruction day. Wade Williams made some suggestions for one-day sessions. He questioned who attended the AHA tradeshow. The general consensus is that they same people do not attend both shows. Mr. Mills stated that it should be the same people that attend them.

Mr. Davies stated that one of the problems is the wide variety of attendees. General suggestions were made as to how to reach everyone. Chairman Haak asked for Ms. Clark and Mr. Rice's opinion of the suggestions. Ms. Clark stated that she did not have a problem with any idea, but the implementation of them is what concerned her. Mr. Gaston stated that he did not feel combining the tradeshow and Governor's Conference would work because they are targeted at two different audiences. Ms. Clark stated that the meal costs are the big costs in the conference, specifically, who would watch the door to make sure the non-paying attendees were not let in. Mr. Rice stated that the staff would be glad to work with a committee regarding the conference. As for moving the conference to the fall, Mr. Rice stated that if the conference were moved to the fall, it would conflict with the marketing presentation in September and other events as well as hunting season. He also stated that one suggestion at the Roundtable meeting was to get the Regional Associations more involved in recruiting people for the conference.

Mr. Davies asked if the bids should be held until a plan was complete. Mr. Mills stated that he is just looking for a long-term plan. Mr. Davies suggested getting bids for one conference, 2004, and then incorporating the plan and suggestions before soliciting for other bids. Mr. Rice noted that if too much time passes, it would be hard to book the other conference. Chairman Haak commented on the school scheduling issue. Comments were made about whom should be on the committee. It was decided that small operators, large operators, hospitality and staff should be included. The general consensus was that eight people would be the maximum

amount of people on the committee. Mr. Davies stated that Montine McNulty and the Department are the two principals and should be involved.

Ted Mullenix inquired about the usage of corporate sponsors and booth space. He suggested using speakers that talk about trends in insurance, for example. Ms. Clark stated that she could address trends in the industry through table topics. As for the booth space, it brings the problem of space for the conference because booths take up floor space and most places in Arkansas do not have that kind of space.

Wade Williams moved to approve sending out solicitations for the 2004 Governor's Conference on Tourism. Mike Mills seconded and the motion carried.

Polly Wood Crews stated that she believes that the Regional Associations need to take a more involved and active role. Mr. Gaston stated that the regions and the Chambers of Commerce are having the same problems. He further stated that the problem is universal, it does not just apply to the tourism industry. A general discussion ensued as to who attends the Governor's Conference and how to get more people to attend. Chairman Haak noted that the atmosphere of the conference might be too intimidating for some people to attend. Ms. Clark stated that a grassroots effort would have to occur in order to have people feel more comfortable. She also stated that the issue would be addressed at the upcoming annual region meeting.

Motorcoach Industry Status Report

In response to Commissioner Mullenix's request for an update on the status of the Motorcoach industry, Joe David Rice introduced Kathy LeTarte, Chairman of the Board of Directors 2002 for the National Tour Association. Ms. LeTarte owns a New Horizons Travel and Tours a travel organization targeted to students. The Walt Disney organization has named her one of the top operators in the country and *Travel Agent Magazine* has named her one of the most powerful women in travel.

The National Tour Association, with almost 4,000 members, is for travel professionals who specialize in packaged travel. The organization brings together those who package travel with suppliers and destinations and assistance is provided to members to maximize their packaged travel business opportunities. Although the association is based in North America, it has members throughout the world.

Ms. LeTarte discussed topics that have impacted tourism's image over the last couple of years. She stated that marketing efforts have been based on age groups (demographics). The industry has legitimately grouped people by age because people have historically traveled that way, but increasingly most people don't travel together because of commonalities of age. She reiterated that although demographics are important, the industry is in a transition and that we need to look at why people are traveling. The industry needs to change in order to meet the needs

of the consumers. Ms. LeTarte believes that the first step is to change the definitions of the words that are used. She stated that instead of using the words "motorcoach tour" that it needs to be classified as an "experience." She explained that in her business, her job is to create the "experience of a lifetime," not a motorcoach tour. Ms. LeTarte stated that the word "group," which is defined as thirty to forty people who travel on a motorcoach and follow an itinerary together does not fit today's traveler. Although there isn't a new definition of a "group," ten family members is no less a "group" than non-family members who travel together. Today's groups have different needs and interests. If the industry does not figure out how to cater to the new consumer, then the consumer will find other ways to buy their travel. The job is how to capture today's traveler in our particular venue or destination.

Ms. LeTarte also emphasized that today's traveler wants choices. The supplier's unwillingness to change will cause the traveler to choose other resources. For example, the cruise lines have many choices now. Travelers can choose different options to make their own "experience" on the cruise. Businesses have to make changes and take risks in order to safeguard their future. She suggested that the industry look at new and creative ways to entice consumers and look at how Arkansas can position itself in such a way.

When travelers are targeted based on age rather than common interest, opportunities are missed. One of the advantages of changing the way the traveler is viewed lies in an attraction to special interest groups. Travelers who have special interests tend to travel in spite of any outside circumstances, will spend whatever it takes and are loyal to that special interest.

Ms. LeTarte reiterated that the effort to change takes research, time and energy to find and develop special-interest markets. She pointed out that the markets are exposed because operators and attractions had creative ideas to entice consumers. She suggested that Arkansas has a number of places that could be marketed to special interest groups.

Her advice to people in the tourism industry is to be willing to take risks because there are no guarantees. She also stated that there would have to be an investment in the change, whether it's money, time or energy, to begin to move forward. She reiterated that the special interest markets should be the focus and the more unique the market, the better.

Polly Wood Crews asked Ms. LeTarte if adventures were the thing of the future instead of taking tours. Ms. Crews also asked Ms. LeTarte what she would tell people back in Michigan about Arkansas. Ms. LeTarte responded by conveying her amazement at the diversity in Arkansas, from the mountains to the Delta. She also stated that she would talk a lot about the new developments in Little Rock and how Little Rock is central to the state. Ms. LeTarte named a number of unique characteristics of Arkansas that could be used as focal points for tours.

Ted Mullenix asked if the trend for bus tours was to have a more relaxed itinerary. He stated that in his experience, most bus tours would not visit an attraction or a show if it were not on their itinerary. Mr. Mullenix questioned how towns are able to accommodate people on the tours who want to see different attractions. In other words how do all the people get from one place to another without transportation? Ms. LeTarte stated that is exactly what she is

talking about and that it is a "new opportunity." She stated that the problem just adds a logistical component to the tour planning. She also stated that another problem is how an attraction becomes part of a tour. Ms. LeTarte also said that attractions would continue to see "traditional tours" with a set itinerary, but the impetus may rest with the individual owner, not the operator to get a group's attention so that the owner creates the ability to have options. She stated that offering an itinerary with options is more attractive to the operators because they can use it as a model. The type of venue also plays a role in whether or not the operator will offer it.

Richard Davies asked if the first step in today's trend is toward a themed "experience" rather than a tour and is the second step to have people partner together to promote these "experiences?" Ms. LeTarte stated that is correct and that partnering is happening more and more in order to meet the needs of the consumer.

Joe David Rice asked Ms. LeTarte what kind of fundamental changes Branson, Missouri has to undergo at this point. She stated that although she had not been there, Branson has used the same formula for many years, but it has started to diversify outside of "country." She also stated that when something is unique, it is only unique until it is copied. She reiterated that people today are looking for new "experiences." She also questioned how many things people do the same way for twenty years. Ms. LeTarte stated that Branson has a need to change.

Polly Wood Crews asked if we should bring more people like Ms. LeTarte into the state. Ms. LeTarte agreed that the more knowledge that is obtained the better off we would be. She further stated that everyone is struggling right now. She suggested having Ron Drake speak in order to find out more information about special interest groups. Ms. Crews clarified that she wanted to know if Ms. LeTarte thought we ought to bring in more tour operators. Ms. LeTarte agreed and stated that the Department staff is doing that by bringing in familiarization tours. She stated that every time a tour operator goes on a familiarization trip, it puts them one step closer bringing groups to Arkansas. Ms. LeTarte stated that it is a long-term process and that tours will not happen overnight.

Chairman Haak asked Ms. LeTarte what kind of a student trip she would offer. Ms. LeTarte stated that she might possibly market a trip to high school jazz bands. She suggested a number of things that could be included on an itinerary. She also suggested things and places that could be included on an educational trip.

Commissioners thanked Ms. LeTarte for her presentation. Joe David Rice presented Ms. LeTarte with an Arkansas Traveler certificate. Ms. LeTarte thanked the Commission and staff.

Mr. Rice also noted that he had spoken to Sarah Bradshaw with the state Public Service Commission regarding the ad valorem tax on motorcoaches. He stated that in the past, there was a 6 or 8 page form to fill out. The form now only has 2 pages and is very user friendly. He also stated that there have only been 2 complaints in the last 24 months.

SECTION REPORTS

Research & Information Services

The section processed 50,741 requests for information. The January through April inquiry total is 160,993 a decrease of 16.7% from the same period last year. Tourist Information Center visitation was 65,880 during April. Requests for the *Retirement/Relocation Guide* totaled 3,186 and there were 235,226 visits to the five agency web sites in April.

A news conference was held by the Governor to announce the release of funds for the Texarkana Tourist Information Center. A new 6,000 square foot building will be constructed north of the present site. The facility will feature state-of-the-art interactive exhibits, computer kiosks, expanded brochure space and picnic areas.

Each TIC also celebrated National Tourism Week, May 6-10. Special exhibits were spotlighted and refreshments were offered at each location.

The spring 2002 Familiarization tour was conducted, April 29-May 3, 2002. Regions focused on this trip included the Delta Byways and the Land of Legends. Seventeen Tourist Information Center employees were escorted through tourism-related facilities in those areas. Tours are conducted in order for employees to accurately describe and promote Arkansas attractions and destinations.

Tourism Development

All regions met the monthly deadline for paperwork in April 2002. Matching Fund Guidelines will be presented to a meeting of regional association representatives on June 5th, which will be held at the Arkansas Hospitality Association office.

The deadline for entry into the Fall/Winter Calendar of events was April 30th. Copy is currently being proofed and edited. It is scheduled to be at the printer's by June 7th.

Kristine Puckett, the new Tourism Development consultant, and Donna Perrin assisted in celebrating National Tourism Week at events across the state. Ms. Perrin and Ms. Puckett also attended and spoke at a number of functions to promote Tourism Development.

Group Travel

The section responded to 116 inquiries in April. Year-to-date, 556 requests have been fulfilled. The new *Group Tour & Meeting Planners Directory* was sent to 838 member meeting planners of the Religious Conference Management Association. As of May 10th, 2,578 directories had been distributed.

Communications

Section members assisted in preparations for the Buffalo River 30th Anniversary media event as well as for media conferences concerning the "Greetings from Arkansas" promotional campaign and the announcement of the Texarkana Tourist Information Center.

A new issue of Arkansastravel.com was posted. New cost-saving access to the site was also used to treat and upload images to the server and access to Arkansas.com was used to make several informational corrections.

MARKETING/ADVERTISING

2003 Arkansas Tour Guide Estimate

Shelby Woods stated that three years ago, a million copies of the Tour Guide were printed, but this year, the recommendation is for 850,000. He stated the number of copies printed has diminished over the years because of the Internet. Mr. Woods stated that the way people are planning their trips is different and that we will have to change with them. He also stated that Charles McLemore had informed him that inquiries are down approximately 30,000 for the year. He noted the number of Tour Guides printed also impacts the other pieces published, the State Parks Guide, the Calendar of Events, etc. Mr. Woods stated the recommendation for the 2003 Arkansas Tour Guide is to print 850,000 copies of the 256-page plus cover book. It will be printed at an estimated cost of \$1,134,651 and estimated revenue from the private sector totals \$585,000. The Department's share of the publication is estimated at \$549,651.

Mr. Woods stated that a lesser amount of Tour Guides would be printed because last year's Tour Guides were recycled after the new ones were received, in order to avert a storage problem, even though there was an aggressive push at the end of the year to get them out. He stated that the situation would be analyzed this summer to prevent having to recycle as much literature this year. Wade Williams questioned how many were left over. Mr. Woods stated that Mr. McLemore did not know exactly how many were left. Ms. Clark stated that at least 50,000 were recycled, even after the push. Mr. Rice stated that one of the problems is keeping enough guides in stock to fulfill the fall requests. Mr. Gaston suggested using a monthly target amount instead of waiting until the end of the year. He likened it to a hotel occupancy rate. Polly Wood Crews suggested approaching recreational vehicle dealers and having them place a Tour Guide in each vehicle. Ms. Clark tried to convey that the Department staff has made an effort to get the Tour Guides out. She also stated that the staff does know what is in the warehouse and what needs to be done. Ms. Clark, in reference to Ms. Crews's suggestion, explained that recreational RV dealers don't have the storage space for the Tour Guides. Ms. Clark reiterated that an honest effort is made to disseminate the literature. Chairman Haak questioned what the dollar value was. Ms. Clark stated that the contents of the kit are valued over a dollar. Mr. Mullenix asked if any efforts are being made to decrease the cost of advertising, in the publication. Mr. Woods responded by saying that the printing costs this year would either stay flat or decrease. He further stated the printing costs for this year are \$26,000 less than last year and that he felt the Department should get the benefit of the decreased cost this year because the Department

absorbed the increased cost of the guide last year. He reminded Commissioners that last year's guide substantially increased in cost and size due to the adding the Arts & Entertainment guide and the History and Heritage guide to the Tour Guide. Mr. Mullenix stated that he felt it is expensive for smaller operators to advertise in the Tour Guide as well as the regional guide. Mr. Woods agreed that it is quite an expense, but further stated that an analysis had been done and Arkansas does more than any other state as far as working together with the private sector and cooperative advertising.

Mr. Williams stated that if 50,000 guides were thrown away last year and inquiries were down 32,000 this year, why is the recommendation still to print that many guides? Mr. Woods stated that it would be a whole lot worse to run out of guides than to have some left. He also stated that due to depreciation, the last 50,000 guides are not valued the same as the first 50,000. Mr. Williams questioned if 850,000 guides needed to be printed. Mr. Woods stated that the guide is only one piece and the number impacts all the other publications. Mr. Gaston suggested printing the 850,000, track the inquiries and if the trend continues, make dissemination of the extra guides the responsibility of the regional associations. Mr. Gaston also asked if the Tour Guide could not be dated because the consumer doesn't care about the date. Mr. Woods asked Mr. Butts if State Park literature is dated. He responded that it is because of the rates. Mr. Butts also noted that vendors would have to be informed because of their ads.

Wade Williams moved to approve the printing of 850,000 copies of the 256-page plus cover 2003 Arkansas Tour Guide. Estimated costs are as follows:

Estimated Revenue (Projected):

Private sector	\$	585,000
Department of Parks & Tourism	\$	549,651
Total income	\$	1,134,651

Estimated Production Expenses (Rounded):

Printing	\$	693,651
Freight	\$	12,500
Punch Film for Misomex	\$	5,000
Lithography/Prepress	\$	110,000
Typesetting	\$	19,000
Art/Production/Design	\$	42,500
Copywriting	\$	12,500
Graphic Image	\$	13,000
Production Supervisor	\$	15,000
Photography	\$	21,000
Processing/Prints	\$	4,500
Agency Commission/Coordination	\$	152,000
Miscellaneous Expense	\$	5,000

Applicable Sales Tax	\$	<u>29,000</u>
Total	\$	1,134,651

Danny Ford seconded and the motion carried.

2003/2003 Fall/Winter Consumer Campaign Creative Recommendations

Karen Mullikin made preliminary introductions regarding the recommendations. She stated that the recommendations are a response to challenges faced, which include the slowing economy, the events of 9/11, decreased inquiries and the decrease in 2% tax collections. She stated that the research has shown that more and more people are going to the web site for their information. Ms. Mullikin also stated that another challenge is the upcoming elections and that television airtime is full of political messages and the remaining time is expensive. She stated that television is not recommended due to the cost, in some years, but this year it is recommended because of the economic situation and other events in the tourism industry. It is important to maintain Arkansas's presence on television.

Target audiences for this campaign include Adults 35-54 and Adults 55+ and the media recommendations are based upon current research from D.K. Shifflet, the Department and focus groups. The creative concept includes large photos of scenic natural beauty complimented by activity shots with a computer menu bar pulled down to reveal vacation options. Subtle references to the importance of spending time with family and getting a good value for the vacation investment will be included.

Bill Fitzgerald began by explaining why and how the creative concepts are chosen. The objectives of the campaign are to increase the quality of life and improve the economy of Arkansas by generating travel. He stated that the creative concepts are based on quantitative and qualitative research, factual information on the audience. The research helps pinpoint what to show, the tone to use what images to show, and how to talk to people. Mr. Fitzgerald gave a brief synopsis of the research results. He stated that one of the goals of the advertising is to get people to stop and look at the ad and another is to showcase that which is unique to Arkansas. One of the purposes of the ad is to convey the friendliness and classiness of the state as well as that this is a warm place with good people and fun things to do.

Mr. Fitzgerald and Chuck Robertson presented the ads to Commissioners. They explained with each ad, why they chose to do what they did.

Ted Mullenix questioned if the research included speaking to the tourism industry operators to find out what they would like to see in the ads. He stated that he had requested that more ads include photos of attractions rather than forests and lakes. He pointed out that every photo for the fall consumer campaign includes photos of forests and lakes. Mr. Mullenix stated that he had spoken to people in Hot Springs and Eureka Springs and that they would like to see more action ads. He would like for more input from the private sector to see what type of ads they think would work. Ms. Mullikin stated that there are a number of opportunities for the

private sector to voice their opinions as far as the ad campaign is concerned. For example, the A&P Roundtable meeting was conducted on May 15. A sneak preview of the campaign was presented and feedback was received. Ms. Mullikin stated that most of the research is conducted regarding the target audience. She also stated that activities are covered in the inset photos as well as in the television campaign. Mr. Mullenix stated that he did not agree and asked that the agency talk to some people who have invested in the tourism industry and see what they say. Jim Gaston stated that he has invested 41 years in the tourism industry and that the research is excellent and professional. Mr. Gaston further stated that when a photo shows an attraction it can be labeled other places, Branson or Nashville, for example. He reiterated that he is concerned about the consumer. Shelby Woods stated that the ads are designed to get the Vacation Planning Kit in people's hands and although the ad won't sell people on coming to Arkansas, the kit will. He stated that the whole point in the advertising is to get the packet in consumer's hands and when they get the packet they can start spending money right then. Mr. Mullenix stated that he is speaking for Eureka Springs, Magic Springs, and the Passion Play. He stated that the 2% tax was passed because of the need for capital investment in Arkansas and that Magic Springs has spent a ton of money and that none of it is reflected in the ads. Chairman Haak asked what Mr. Mullenix would change about the ads. Mr. Mullenix replied that he wants a balance between action oriented shots and scenic photos, possibly a collage including a mix of different action shots. He stated that he feels that consumers would be interested in other things that Arkansas has to offer, other than the scenic beauty. Richard Davies stated that the conundrum is that in every focus group, the scenic picture stops the consumer. He stated that although it doesn't have to be a big nature picture, it does have to be a big, pretty picture. He also stated that single interest pictures won't work because it doesn't capture other people's attention if they're not interested in that activity. Mr. Davies further stated that research has indicated that scenic beauty is the number one reason why people choose Arkansas over another destination. He stated that he is a firm believer that the big, pretty picture is what stops people in the magazine. Jane Christenson questioned whether or not all of the attractions would be open, since this is the Fall/Winter campaign. Mr. Mullenix stated that shows in Hot Springs and Eureka Springs are open in the fall. He added that Magic Springs is trying to do a fall campaign and stay open through October. Billy Lindsey stated that he recalled that Magic Springs was used in the last Spring/Summer campaign and that although he understands Mr. Mullenix's position, the research has proven that the scenic and natural beauty is what gets people's attention. He further stated that as an operator, he wants to create traffic to Arkansas and once the people get here, it is up to the operator to get the consumer to the destination. He also stated that although attractions should be included, the scenic shots drive the people to Arkansas. He further stated that the goal of the ad is to get the consumer to send for the Vacation Planning Kit. Mr. Lindsey believes that Mr. Mullenix's concerns could be said about any vertical segment of the market. He stated that the idea is to drive the numbers in and allow the business owners to capitalize on the consumers that have been brought in. Shelby Woods stated that we are proud of our state, the state does have a whole lot to offer. He further stated that they try to put the action shots in the insets and they try to show something that will entice people to drive long distances. Hopefully, if we get the consumers here, they will go to the shows, the attractions and the activities. Bill Fitzgerald responded to Mr. Mullenix's suggestion to use a collage photo. He stated that collage photos come across as cluttered and consumers flip right by them in the magazine. He further stated that putting the photos together is a delicate balancing act. Polly Wood Crews stated that the goal is

to get the people to the state. She added that once they are in the state, she agrees with Mr. Mullenix and that the consumer needs to be moved around the state. Mr. Mullenix responded by saying that he knew he represented the state and that he thought he spoke for people from across the state. He stated that he did not understand the difference between the scenic photo and a photo of a group of people having a good time at an attraction. Chairman Haak stated that the research and the focus groups should be trusted. Mr. Mullenix stated that he has seen that focus group results can be pushed and pulled. Chairman Haak suggested that he attend the next focus group and added that she learned a lot when she attended. Bill Fitzgerald interjected that the focus groups were only a small part of the amount of research.

Marvin Peterson, from the Great Passion Play in Eureka Springs, thanked Commissioners for the times that there have been shots of attractions. He also made a few comments about the beauty of the state and suggested that more winter and Christmas shots be used in the campaign in the years to come.

General comments were made as to what the ads should focus on and what the goals should be in the future. Chairman Haak noted that the Advertising committee would meet in July.

2002-2003 Fall/Winter Consumer Campaign Media Recommendations

Kay Medlin presented the media recommendations for this campaign, which include presence in magazines, newspapers and television. She stated that this year's budget is 11.2% less than last year's budget due to the reduced 2% collections and the political year market situation. Recommendations include spot television, magazines, pay-per-inquiry television, TBA television and the newspaper insert.

Magazine recommendations are based on research, editorial, added value and partnership participation. *Backpacker*, *Outside*, *Travel & Leisure* and *TV Guide* will be dropped from the 2002 schedule due to poor performance. Two magazines have ceased publications, *New Choices* and *Southern Living Vacations*. Insertions begin in September and run through December.

A cooperative newspaper insert will run in and out-of-state on Sunday, August 25, 2002. Due to poor performance, St. Louis, Missouri will replace Springfield, Missouri. Research has also shown that Springfield has fallen from the list of top nine origin markets.

Television spots are recommended due to the weak economy and because it has the greatest potential and is most effective in enhancing Arkansas's image. Recommended is a three-week television flight in Dallas, Texas and Memphis, Tennessee running September 2- 22, 2002. Most spots will run during news programming. In-state television will run in Little Rock, Fayetteville/Fort Smith, Jonesboro and El Dorado. The TBA partnership will also continue, which is purchase one in-state spot and get two bonus spots.

Jim Gaston moved to approve the Fall/Winter Consumer Campaign. The budget for the 2002-2003 Fall/Winter Consumer campaign includes:

Fall/Winter magazines	\$	600,670.13
Out-of-state newspaper insert*	\$	229,505.60
Out-of-state television	\$	149,400.00
Brochure listing	\$	2,795.00
Vacation Guide Insert	\$	5,990.00
In-state Magazine	\$	2,820.00
In-state newspaper insert*	\$	56,194.31
In-state Spot Television	\$	80,100.00
Television Broadcasters Association	\$	25,000.00
Pay-per-inquiry television	\$	75,000.00
Total	\$	1,227,475.04
Added value	\$	232,958.34

* Includes freight cost

2002-2003 Fall/Winter Group Travel Creative Recommendations

The objectives of the Meetings & Conventions Development campaign are to increase the number of meetings and conventions in Arkansas, enhance the image of the state toward meeting and convention planners and motivate them to send for the Group Tour and Meeting Planners Directory. Target audiences include corporate meeting planners, planners of social, military, education, religious and fraternal meetings and reunion planners.

The objectives of the Motorcoach Tour Development campaign are to increase the volume of motorcoach tours in Arkansas as well as to enhance the image of the state to motorcoach tour operators and participants. The target audiences for this campaign are Motorcoach tour operators and Group Leaders.

The recommendation includes utilization of magazine advertising for both campaigns and to maximize awareness of the new Group Tour & Meeting Planners Directory. The objective of the magazine advertising is to drive readers to the 800 number as well as the web site and to encourage them to request the information in the new directory. Trade shows and familiarization tours for planners will also be utilized for the Motorcoach Tour Development campaign. Ads were passed around to Commissioners.

2002-2003 Fall/Winter Group Travel Media Recommendations

The media recommendation for the Fall/Winter Meetings & Conventions Development campaign, which will run July - December, 2002, includes placing ads in the following publications: *Association Meetings, Black Meetings & Tourism, Convention South, Corporate*

Meetings & Incentives, Insurance Conference Planner, Medical Meetings, Meeting News, Meetings & Conventions, Meetings South, Memphis Business Journal, Religious Conference Manager, Reunions Magazine, Technology Meetings and The Reunion Network at a total cost of \$27,659.36.

The media recommendation for the Fall/Winter Motorcoach Tour Development campaign, which runs from September - December, 2002, includes placing ads in the following publications: *Bank Travel Management, Courier (NTA), Destinations (ABA), Group Tour Magazine, Group Travel Leader and Travel Weekly* at a total cost of \$17,077.33.

Combined budgets for the Group Travel campaign total \$44,736.69. Ads were presented to Commissioners.

2002-2003 Fall/Winter Retirement/Relocation Creative Recommendations

Objectives of the Retirement/Relocation campaign include an increasing retirement and relocation to Arkansas, enhancement of the state's image toward a mature market, encouragement to potential retirees and re-locators to consider Arkansas as well as maximize awareness of, and generate inquiries for, the *Retirement/Relocation Guide*. Ads were passed around to Commissioners.

2002-2003 Fall/Winter Retirement/Relocation Media Recommendations

Recommended publications include *Active Years, Endless Vacation, Memphis Magazine, Midwest Living, Modern Maturity/My Generation*, the Parks & Tourism Fall/Winter newspaper insert, *Parade, Travel 50 & Beyond* and *Where to Retire*. The media schedule runs September through December.

The budget for this campaign is as follows: Out-of-state magazine - \$56,580.90, Newspaper insert brochure listing - \$2,795.00, In-state magazine - \$3,900.00. The budget totals \$63,275.90 with an added value of \$14,365.60.

Jim Gaston moved to approve the 2002-2003 Fall/Winter campaign recommendations as presented. Mike Mills seconded and the motion carried.

Chairman Haak questioned if there were any efforts other than the AHA Expo to help Arkansas businesses; state agencies and civic groups keep their conferences and conventions in Arkansas. Jane Ellen Frazier stated that she had spoken to organizations across the state and the general consensus is that dollars would be better spent by attendance at larger shows. Little Rock and Hot Springs attend shows, such as the ASAE show, to promote their own properties and in turn, promote Arkansas. She also stated that Little Rock and Hot Springs recommended that the Department not attend. Chairman Haak asked if the people in Arkansas who are planning meetings know what is available in the state. She further stated that we promote tourists to stay in the state and questioned if we promoted businesses and the government to stay in state for their meetings. Ms. Frazier stated that a letter is being developed that would be sent from the

Governor to state agency meeting planners and enlighten them of all the available facilities in the state. Ms. Frazier stated that if Commissioners had any other avenues or recommendations, she would be happy to look at them. Chairman Haak stated that she did not know of any, but that she did know a lot of businesses as well as civic clubs plan conferences. She also stated that she just wanted to know if the in-state planners know what is available. Richard Davies stated that he thought most of the larger ones do know what is available. Chairman Haak stated that she felt it is an extension of the "See Arkansas First" campaign except that it is entering the business realm.

Buffalo River 30th Anniversary Celebration Media Event Update

Libby Doss updated Commissioners on the Buffalo River event. She stated that it was a lot of fun. Two television stations attended as well as newspaper reporters and a freelance photojournalist. Ms. Doss distributed copies of the newspaper articles and played portions that aired on the television stations. She noted that Mike and Rhonda Mills provided lodging for attendees and two other outfitters helped provide canoes and guides. Ms. Doss stated that Wayne Thompson of Ferguson's Country Store provided breakfast the next morning and Tom Aston of Buffalo River Outfitters provided the lunch.

Mike Mills stated that he was disappointed by the National Park Service's lack of cooperation. He stated that after committing to the event, they e-mailed a change in plans the day before and only showed up to accept the plaque.

Joe David Rice thanked Libby Doss and Karen Mullikin for their hard work. He stated that William McNamara, Tim Ernst and Harold and Margaret Hedges also attended the event. Mr. Gaston was dismayed that only 25 people showed up to a 30-year event. Ms. Mullikin replied that it was a media event only and that invitations were not sent out to the general public.

Wal-Mart Fishing Trail Update

Shelby Woods stated he is very excited about the partnership and that it will be a great success. He feels that Wal-Mart is ready to go forward with the fishing trail. A meeting will be set up within the next thirty to forty-five days with the Wal-Mart representatives, Hugh Durham, Richard W. Davies and Joe David Rice for the specifics. He also stated that he hopes to be able to update the Commission at the July meeting. Mr. Woods credited Governor Huckabee and Senator Beebe for their help in making this possible.

Miscellaneous

Nancy Clark presented the requested logo to Commissioners. Polo shirts and long sleeved shirts in a variety of colors were shown as samples. Commissioners were asked to fill out forms for Ms. Clark to place the order.

Joe David Rice stated that the Cooperative Extension Service would present a report on Retirement/Relocation, which will include some research, at the next Commission meeting. He noted that Representative Roger Smith, who represents the district for Hot Springs Village, is interested in the program.

Mr. Davies mentioned that he would be attending the legislator continuing education day and would not be present at part of the Commission meeting at Hot Springs Village. Mr. Rice noted that he would also miss part of the Commission meeting due to his required presence at the Outdoor Writers Association of America bid process.

Libby Doss updated Commissioners on the "See Arkansas First" campaign. She stated that 12 cards had been returned within the first 8 weeks. In addition to cards received from Arkansans, cards have also been received from Colorado, Iowa, Massachusetts, Wisconsin, Texas and California. She also mentioned that Joe David Rice had made a number of appearances to promote the campaign. Polly Wood Crews stated that she places a small "See Arkansas First" sticker on every piece of correspondence she mails. Shelby Woods thanked Chairman Haak and her husband David for donating all the stickers for the second year in a row.

Joe David Rice mentioned the A&P Roundtable meeting that was recently held. He stated that Barry Travis deserved a lot of thanks for hosting a good meeting.

PARKS DIVISION

Arkansas Broadcasters Association - Summer 2002 TV & Radio Sport

Joan Ellison presented the radio and television ads that will be aired throughout June, July and August 2002. The radio and television spots entitled, "Arkansas State Parks 2002 Guidebook", which were previously approved, will continue to be run throughout the summer. Ms. Ellison said the new spot, "Making Memories", is a spot different than what has been done before. It has three children talking about making memories during a summer vacation. The "State Parks Fall" spot will be sent to media now which will save approximately \$1,000. Ms. Ellison said this spot was approved in fall 2001.

Ness Sechrest moved to approve the following radio and television advertisements: 1) to air throughout June, July and August 2002: "Summer Vacation – Do Nothing or Do Everything", a new 30-second television spot. "Arkansas State Parks 2002 Guidebook", a 30-second television spot continuing from spring. "Summer Vacation – Do Nothing or Do Everything" a new 60-second radio spot. "Making Memories", a new 60-second radio spot. "Arkansas State Parks 2002 Guidebook", a 60-second radio spot continuing from spring. "Arkansas State Parks 2002 Guidebook", a 30-second radio spot continuing from spring and 2) the 30-second television spot, "State Parks Fall" to air through September, October and November 2002. Polly Wood Crews seconded and the motion carried.

Petit Jean State Park - Renewal of Volunteer Fire Department Use Permit

Stan Graves said a letter had been received from the Petit Jean Mountain Volunteer Fire Department (PJMVFD) requesting the continuance of the use permit for an additional five years. Mr. Graves said the PJMVFD had also requested approval to remove an existing structure and construct a new building that will be used to house fire equipment within the same permit area.

Bud Shamburger moved to approve the renewal of a five-year Use Permit Agreement with the Petit Jean Mountain Volunteer Fire Department for one-acre, more or less, located in Conway County, part of the SW ¼ SW ¼, Section 26, Township 6 North (T6N) Range 18 West (R18W), to remove an existing structure and construct a new building that will be used to house fire equipment. Jane Christenson seconded and the motion carried.

Prairie Grove Battlefield State Park - Removal of Buildings from Inventory

Stan Graves requested approval to remove buildings from inventory at Prairie Grove Battlefield State Park. Mr. Graves said the structures are located on property that had been purchased from Billy Joe Bartholomew, and are in a deteriorated condition and are not needed for park purposes. Removal of the buildings will enhance the view of the battlefield and add to the value of the park's interpretive programs.

Wade Williams moved to approve the removal of the following structures from inventory at Prairie Grove Battlefield State Park: Building #32.64 – residence, Building #32.65 – shed, Building #32.66 – shed, Building # 32.67 - shed, and Building #3268 – barn. Jane Christenson seconded and the motion carried.

Mt. Nebo State Park Long - Long Range Development Plan

The agenda item was tabled until the June 2002 meeting.

Arkansas Natural & Cultural Resources Council (ANCRC) – Grant Awards

Greg Butts reported on the May 8, 2002 ANCRC grant funding meeting. Mr. Butts said ANCRC funded all of the Division's requests, which totaled \$3.27 million. \$11.8 million was awarded to 14 different agencies that had requested grants totaling \$20.84 million. ASP received 27.5% of the total grant funds available. Mr. Butts said the Department is pleased to be the recipient of the grant funds.

Senior and Disability Camping Discount Survey

Greg Butts said, following up from a discussion during the August 2001 Commission meeting, a national survey of each state park system had been conducted to learn each state's rate

structure, discount (if any) and restrictions it has on senior and disability camping. Mr. Butts said a meeting would be set with the Parks Committee to review the information to determine whether or not a change in ASPs policy will be recommended to the Commission.

Recreational Metal Detecting Survey

Greg Butts said that the use of metal detectors in ASPs is prohibited. Mr. Butts said the concern over time has been how deep people dig and where they dig. Due to the rising interest in recreational metal detecting, a survey had been conducted to determine each state's policies regarding the activity in state parks. Mr. Butts also reported on the discovery that an activity called "Geocaching" is occurring in several Arkansas parks. Mr. Butts said metal detecting and Geocaching would be discussed with the Parks Committee for recommendation to the Commission on any proposed policy.

Mt. Magazine State Park - Dedication

The Commission joined Governor Mike Huckabee, the USDA Forest Service, and several hundred guests to celebrate the Grand Opening and Dedication of Mt. Magazine State Park.