

**Minutes**  
**State Parks, Recreation and Travel Commission**  
**Red Apple Inn**  
**Heber Springs, Arkansas**  
**February 21-22, 2002**

**Commissioners Present**

Debra Haak, Chairman	Billy Lindsey, Vice-Chairman
Bill Barnes	Jane Christenson
Polly Wood Crews	Danny Ford
Jim Gaston	Loretta Lever House
Montine McNulty	Mike Mills, Thursday Only
Ted Mullenix	Ness Sechrest
J.D. "Bud" Shamburger	

**Commissioners Absent**

Wade Williams - Personal Conflict

**Department Staff Present**

Joe David Rice, Tourism Director  
Greg Butts, State Parks Director  
Nancy Clark, Assistant Tourism Director  
Larry Cargile, Central Administration Director  
Joan Ellison, Arkansas State Parks Public Information Officer  
Gloria Robins, Executive Assistant  
Sandy Burch, Administrative Assistant  
Jennifer Carson, Administrative Assistant

**Agency Staff Present**

Shelby Woods	Wayne Woods
Karen Mullikin	Bill Fitzgerald
Kay Medlin	Libby Doss

**Aristotle**

Marla Johnson Norris	Jonathan Eudy
Dina Crane	

**Guests Present**

Kelley Linck, Ozark Mountain Region  
Ross Moore, Greer's Ferry Lake/Little Red River Association  
Tony Perrin, Region II Supervisor  
Bill Young, Manager, Ozark Folk Center  
Jo Price, Executive Director, Heber Springs Chamber of Commerce  
Pam Evans, Director of Sales, Red Apple Inn

### **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**

**Montine McNulty moved to approve the agenda. Billy Lindsey seconded and the motion carried.**

### **Presentation of Minutes from Previous Meeting**

**Jane Christenson moved to approve the minutes. Danny Ford seconded and the motion carried.**

Gloria Robins mentioned that a copy of the minutes for the joint Game & Fish Commission and the State Parks, Recreation & Travel Commission meeting were available for review.

### **Financial Report**

For the period ended January 31, 2002, the Parks Division fiscal year-to-date expenditures, including construction/grants, totaled \$29,069,658 or 32% of annual budget. Tourism Division expenditures, including Curran Hall pass-through grant, totaled \$6,270,421, or 50% of annual budget. Keep Arkansas Beautiful expenditures were \$161,959, or 32% of budget. Administration Division expenditures totaled \$1,204,443, or 53% of budget. History Commission expenditures were \$760,680, or 61% of budget. Total Department expenditures - \$37,467,161. or 35% of annual budget.

The 2% Tourism Promotion gross revenues for tax months May through November totaled \$5,447,844. The year-to-date Parks Division Conservation Tax totaled \$12,236,072.

**Billy Lindsey moved to approve the financial report. Montine McNulty seconded and the motion carried.**

### **EXECUTIVE DIRECTOR'S REPORT**

In the absence of Mr. Davies, Greg Butts, State Parks Director gave the Executive Director's report. Mr. Butts stated that the groundbreaking ceremony for the water play area was held on February 7 at the Crater of Diamonds State Park. The Governor, Cabinet members and Chairman Haak were in attendance. He stated that it was one of the few groundbreakings where snow was turned. Mr. Butts also stated that the Governor also held a Forum at the same time. Chairman Haak stated that she was amazed at how many people were able to attend and that a lot of good questions were asked and comments were made. Chairman Haak also noted that the people in the Murfreesboro area were genuinely excited about the project.

Mr. Butts stated that the Parks Division was busy working on a 5th Anniversary video regarding the Conservation Amendment with Cranford Johnson Robinson Woods and Ron Blome. He reminded Commissioners that Ron produced and narrated the crisis videos back in 1994 and 1996 for the vote. Mr. Butts further stated that there is lots of information to disseminate and projects that have been completed. It is hoped that the video will debut in April.

## **TOURISM DIVISION**

### **2002 Arkansas Governor's Conference on Tourism Update**

Nancy Clark stated that Governor's Conference packets have been mailed. This year's program includes many good speakers and will be diverse. Ms. Clark stated that the theme is always based on the spring marketing campaign and this year is, "Arkansas Tourism: Marketing Makes It Click." She reminded Commissioners of the silent auction and stated that the *Kansas City Star* had donated an ad valued at \$11,500. She further stated that although sponsorships seem to be down this year, the conference would have a good program.

Montine McNulty emphasized that Commissioners ought to send something with the item that would visually stimulate people to bid on it. She further stated that donating an item is a good opportunity to help people and reiterated that most of the money raised through the auction would go towards educational scholarships.

Mike Mills stated that he believes that the Governor's Conference is no longer an operator's conference and he is concerned that the attendees seem to be Convention and Visitors Bureau employees rather than tourism business operators and that the Commission and the Arkansas Hospitality Association need to address the issue. He stated that more tourism business operators need to be involved in the conference because the health of the industry is at stake since industry leaders are not being replaced.

Jim Gaston stated that a lot of people in the major tourism areas pulled marketing and participation after the 2% tax was passed. He further stated that over the past decade, there has been a tremendous change of ownership and that the new people are not aware of how fortunate they are to have the 2% tax.

Ted Mullenix mentioned that he never seemed to see legislators at any of the Commission meetings and questioned if they were, in fact, invited or at least aware of the meeting. He stated that he felt a concentrated effort should be made in invite legislators to the commission meetings and Governor's Conference on Tourism. Chairman Haak questioned whether that was feasible. Gloria Robins stated that she would discuss it with Richard Davies and come up with a plan. Montine McNulty stated that legislators are normally invited to every meeting. Loretta Lever House speculated if legislators would be more involved if they were asked to take part in Commission meetings. Joe David Rice declared that legislators were also invited to the Governor's Conference on a complimentary basis, courtesy of the Arkansas Tourism Development Foundation.

### **TIC Rebuilding Program Update**

Joe David Rice stated that good things continue to happen with this project. A meeting was held with the architectural firm, Atkins-Benham, on February 12th, which was attended by Chairman Haak and First Lady, Janet Huckabee. The firm presented three proposals in response to concerns issued by the committee. One proposal consisted of an E. Fay Jones approach, the second was a timber frame look, and the third was reminiscent of Mather Lodge. Mr. Rice stated that committee members liked the third proposal, which is the lodge-look, the best. Large timbers stripped of bark will be used as well as big stone and glass. Mr. Rice asked for Chairman Haak's input. Chairman Haak stated that the architectural firm seems so eager to help. She also commented that she is pleased that the Highway Department is including Tourism staff regarding the project. Chairman Haak also mentioned that the project is progressing rapidly and attendees to the Governor's conference would be able to view a display.

The groundbreaking for the first Center, which will be in Texarkana, will probably be held in June. He also mentioned that the Tourist Information Center would be moved outside of town to mile marker 7, northeast of where Interstate 49 will be built. Montine McNulty questioned who would be responsible for the interior design of the Center. Mr. Rice replied that the architectural firm already has a design, but may contract out some of the exhibit work. Chairman Haak assured Ms. McNulty that the firm was aware that the Center's interior needed to be indicative of the area in which it is located. Polly Wood Crews suggested coordinating with Cathie Matthews at the Department of Arkansas Heritage to make sure the exhibits are accurate.

Mr. Rice also stated that the preferred property for the El Dorado Tourist Information Center would be obtained. He explained that it is located at the corner of US 7/167 and US 82. Mr. Rice stated that although it has been cleared, the property would be a perfect spot for the Center.

Joe David Rice stated that Florida Centers serve orange juice, some states serve Coca-Cola, and that maybe Arkansas could establish its trademark by a special blend of coffee. He stated preliminary contact has been made with coffee vendors and the concept is being investigated. Chairman Haak stated that it would be a good way to get the community involved and to have them use the facilities. Loretta Lever House suggested whether the community could partner in to serve the coffee to travelers.

### **Retirement/Relocation Program Update**

Mr. Rice informed the Commission of the meeting that took place a couple of weeks ago with Representative Roger Smith due to his concerns about the program. He stated that he feels like Representative Smith left feeling better about the direction the program is going and that he appreciated Commissioners concerns about getting the leads out. Mr. Mullenix added that he also believes that Representative Smith understands the staff's concerns regarding the program. Shelby Woods stated that he also felt like it was a positive meeting and he appreciates Representative Smith's interest in the issue.

### **Travel South Showcase Update**

Joe David Rice stated that two familiarization tours were currently underway in support of Travel South Showcase. One is being conducted in Northwest Arkansas and the other in Southwest Arkansas. Five hundred people are expected to attend. He explained that the opening night event would be held at the Mid-America Science museum. Mr. Rice stated that Jane Ellen Frazier had planned a "wacky mad scientist" theme for the event and that it should be a fun evening. He explained that a Travel South board meeting would be conducted as well as city tours for the delegates and a marketplace. He mentioned that Commissioners were invited to stop by the events. Mr. Rice also informed Commissioners of the new Group Travel Consultant, Beth Wiedower.

### **Marketing & Communications**

Karen Mullikin introduced a new addition to the agency staff, Libby Doss. She is the new publicity/communications person for the Parks & Tourism account. Ms. Doss said a few words about her background and how excited she was to be working with the Commission and the Department.

### **"See Arkansas First" Creative Recommendations**

Karen Mullikin stated the "See Arkansas First" campaign would begin in April and is an in-state campaign targeted toward Arkansans. Outdoor billboards will be involved in this campaign. Although their results are hard to measure, billboards tend to "cross sell" the state. Billboards, newspaper, radio and television media sources will be utilized in the promotion. The television will be through the TBA announcements. The Travel & Win game will be utilized again this year as a way to get Arkansans to travel the state. The game will be incorporated into the Governor's Conference presentation this year. The number of "must-see" places has been expanded to thirty locations. This year, a person needs to only see ten of the locations in order to qualify for the drawing for a computer system and win a picnic cooler. A person qualifies to win a t-shirt after visiting five locations.

Mr. Woods stated that although not a lot of people turned in their cards last year, the general consensus was that it did generate business for the must-see locations. He further stated that the campaign is recommended again due to the optimism in the industry that it will generate more traffic for businesses around Arkansas. He assured Commissioners that the promotion would be closely monitored this year.

Chuck Robertson presented the creative recommendations to the Commission. He stated that the same theme had been kept, as requested by Commissioners. Bill Fitzgerald stated that last year, the most visible element of the campaign was the billboards and this year 93 billboards will be placed around the state to promote "See Arkansas First." He stated the headlines, on the billboards, give an emotional connection to the natural shots. The aim is to expose Arkansans to other parts of the state. Proofs of the billboards were passed around the room for Commissioners

to view up close. Ted Mullenix stated that he feels that more attraction shots should be included in the campaigns. Mr. Woods stated that the agency would include those shots.

Jim Gaston questioned whether "See Arkansas First" could be trademarked, including design, web site, etc. Billy Lindsey added that it could also be applied out-of-state. Shelby Woods stated that he felt that it was an excellent idea and it's exactly what ought to be done.

**Jim Gaston moved to approve that "See Arkansas First" be adopted and trademarked or copyrighted as property of the Department of Parks & Tourism and handle usage like "Arkansas The Natural State." Billy Lindsey seconded and the motion carried.**

Jonathan Eudy, from Aristotle, asked if the domain name, "See Arkansas First" should also be registered. Jim Gaston agreed that it should be. Loretta Lever House suggested that the shots be more diverse and inclusive of all minorities, including African-Americans, Hispanics, etc. She further stated that the shots should be kept, but more people added. Mr. Woods stated that the shots are diverse and the agency is sensitive to that issue. Bill Fitzgerald mentioned that minorities are also represented in the television spots.

Chairman Haak questioned what the criteria would be for including an attraction shot in to the campaign. Mr. Woods answered that it did not depend on the attraction itself, rather on the quality of the shot, how visually appealing the shot is and the geographic location. Mr. Mullenix stated that his intent is to make the public aware of all the other attractions in Arkansas. He further stated that action shots should be incorporated, possibly having more than one shot in a scene. Mr. Gaston commented that we need to make sure that we do not replicate Branson in their advertising efforts, but he does agree with having action shots included. A general discussion regarding the issue followed.

Karen Mullikin presented the billboard placement recommendations to the Commission. The creative is sorted to cross sell the state. The budget for the campaign is about \$220-225,000, \$40,000 of which will be expended for billboards. Ness Sechrest questioned how long the billboards would be up. Ms. Mullikin replied that they would be up for the month of April, longer if there is not a company that has rented the board after the Department. She stated that many of them stayed up quite a bit longer than paid for, last year. Polly Wood Crews stated her disappointment with the billboard placement, specifically due to the lack of billboards in some portions of the state. Kay Medlin stated that the major expressways were covered and the billboards placed were ones that would have a 75 showing. She elaborated that a 75 showing means that 75% of all traffic that pass by will see the billboard. Ms. Crews stated that she wants the people in the less populated areas of the state to feel included. Billy Lindsey mentioned that the issue might be addressed in some areas of the state since the Department also has billboards for State Parks. Mr. Lindsey stated specifically that around Heber Springs, there are boards for the Ozark Folk Center. Mr. Gaston stated that maybe next year the less populated areas could be more included. Shelby Woods replied that he understands the issue, but it comes down to return for the dollar spent and that Ms. Medlin looks at the traffic patterns in order to get the best value for the money.

Ms. Mullikin presented the creative for the newspaper, radio and television. Bill Fitzgerald stated the ads stimulate people to travel Arkansas through the Travel & Win game. The cards will be available at all Tourist Information Centers and Shell Superstops. Mr. Fitzgerald mentioned that the 1-800-NATURAL number will not be listed on the cards because the call center is not set up to fulfill requests for the card, but the web site will be listed. Two radio spots were played for the Commission. Department staff recommended approval of the first version. The television spot was also played for the Commission.

**Mike Mills moved to approve the creative recommendations for the "See Arkansas First" campaign. Ness Sechrest seconded and the motion carried.**

### **Spring/Summer 2002 Television Schedules**

Kay Medlin presented the recommended spring/summer 2002 television schedule. It is estimated to reach 92.6 % of adults 25-49 an average of 7.6 times. Arkansas will receive approximately 725 gross rating for the 4-week schedule, April 1-28. The 10 out-of-state markets in the flight are among the top origin markets for travelers to Arkansas. Out-of-state markets include Dallas, Texas - \$371,650.00; Joplin, Missouri - \$17,915.00; Kansas City, Missouri - \$101,275.00; Memphis, Tennessee - \$78,790.00; Oklahoma City, Oklahoma - \$63,800.00; Shreveport, Louisiana - \$53,550.00; Springfield, Missouri - \$54,745.00; Tulsa, Oklahoma - \$60,240.00; Wichita Falls, Texas/ Lawton, Oklahoma - \$21,405.00 and Wichita/Hutchinson, Kansas - \$60,895.00. Out-of-state media totals \$884,265.00.

It will also appear in major Arkansas metro networks, which include El Dorado, Arkansas/Monroe, Louisiana - \$23,910.00; Fort Smith/Fayetteville - \$42,745.0; Jonesboro - \$16,250.00 and Little Rock - \$71,085.00. In-state media totals \$153,990.00. The total budget for 2002 Spring/Summer television media is \$1,038,255.00.

Shelby Woods noted that approximately \$67,000 will be received in added value to make up for points lost due to the events of September 11th and the increased media coverage. The added value will overlay the spring/summer campaign.

Ted Mullenix inquired as to how spots air on the Dish Network. He mentioned that since September 11th, he seems to only watch news programs. Kay Medlin responded that the recommendations are based on markets and cost efficiency. Shelby Woods interjected that due to the sheer volume of channels on the network, a lot of them cannot be measured. Kay Medlin also stated that \$180,000 is spent on PPI and the spots are out on different channels.

Ms. Medlin pointed out the latest issue of *Arthur Frommer's Budget Travel*. The issue includes an Arkansas cooperative ad. Shelby Woods inquired as to whether Commissioners were receiving their complimentary copies of the magazines. Ms. Medlin stated she would send a list out regarding what magazines they should be receiving.

**Mike Mills moved to approve the 2002 Spring/Summer television media recommendations as presented. Ness Sechrest seconded and the motion carried.**

### **Newspaper Inserts**

Karen Mullikin presented the two spring newspaper inserts to the Commission. The first will be dropped at the beginning of March and the second will follow about eight weeks later, on April 21st. She stated that due to interest in the test insert, the number of pages increased to 16. She also stated that the insert would be distributed in more newspapers than ever before. Ms. Mullikin noted that an effort is being made to work with members of the industry to help measure the results of the piece, over and above normal research methods.

Wayne Woods mentioned that there are some new advertisers in the insert, specifically Garvan Woodlands Gardens. He also stated that several cities, Fort Smith, North Little Rock for example, participated on a larger scale.

### **Focus Group Schedule**

Ms. Mullikin stated the focus groups would be held in Tulsa, Oklahoma and Memphis, Tennessee during the first week in April. Research will be conducted on the print and television ads, the newspaper inserts and the Vacation Planning kit as well as the web site.

### **Arkansas.com Video E-mail Promotion Update**

Marla Johnson Norris introduced Dina Crane to the Commission. Ms. Norris stated that although Ms. Crane is not new to the Aristotle staff, she is new to the Parks & Tourism account. Ms. Crane said a few words about her background and experience with other tourism accounts. Ms. Norris noted that Jonathan Eudy would be handling the Tourism side of the account while Dina would handle the Parks side. She mentioned that they are working to integrate a lot of the information. Ms. Norris stated the statistics for the new web site were up significantly in January compared to last January. The new web site has been well received and sign up for the e-newsletter has increased tremendously.

Ms. Norris presented four different creative concepts for video e-mail, which will be specifically targeted, to geographic areas. The video that will be included in the e-mail will be a current Arkansas spring television commercial and will be sent to recipients between March 25 and March 30, 2002, pending testing and approval. Ms. Norris stated that the minimum buy of 100,000 uses of the video e-mail technology is recommended. Recipients of the e-mail will include Arkansas.com general travel newsletter, the State Parks newsletter, on-line requestors of the Family Fun Pack, Group Travel list and Vacation kit requestors. Also recommended is the purchase of lists from the following areas, with a minimum buy of 10,000, Memphis; Shreveport; Tulsa and Dallas. The total cost of the project is \$31,000 including production and management - \$7,500; deployment - \$18,200 and additional lists - \$5,300.

Ms. Norris noted that this type of e-mail is typically forwarded, but there is no cost to the Department.

**Loretta Lever House moved to approve the video e-mail recommendations. Mike Mills seconded.**

**Mike Mills withdrew second.**

**Mike Mills moved to table the motion until the Commission reconvened in the morning. Loretta Lever House seconded and the motion carried.**

Jim Gaston questioned the cost of the e-mails. He stated that he felt the cost was too high. Ms. Norris stated that she would have to get a copy of the research in order to give a proper response to the question. Bud Shamburger stated that he felt it was just "spam" and people would not read unsolicited e-mails with attachments. Ms. Norris replied that the e-mail does not appear as an attachment. She further explained that the e-mails are actually HTML newsletters with the video player incorporated into it, but that it does not look like an attachment. Mr. Shamburger reiterated his concern about sending "spam" mail. Ms. Norris stated that this is permission e-mail marketing and not "spam." Mr. Gaston inquired as to how a firewall would interpret this e-mail. Ms. Norris explained that a computer would not interpret it as an executable program. She stated that this type of deployment has been done before with good success rates. She also stated that this is not perceived as "spam" because they are permission based. Mr. Gaston questioned the cost of the 110,000 names.

Loretta Lever House questioned whether it was feasible to use a vacation sweepstakes as an incentive to forward the e-mail. Ms. Norris replied that the video could not be changed, but a vacation win option could be included and the participant would have to go to the web site and fill out a form in order to qualify.

Ms. Norris recapped the video e-mail issue by explaining that video e-mails were first approved because it is new technology that creates a buzz and because Richard Davies requested that Memphis, Shreveport, Tulsa and Dallas be added as test markets for research purposes. Ms. Norris stated that she had her staff recheck the figures for the additional lists and the cost is correct. The list is a geographically targeted list that includes people who have specifically requested information about travel. The cost for the list is higher because it is a targeted list. The result is that a higher click through rate is obtained by using a targeted list. Jim Gaston stated that he feels that the money would be better spent using traditional media to drive people to the site. Bill Barnes expressed his concern about the budget for the web marketing. He stated his opinion that the Department advertising needs to flow through one agency rather than two. Mr. Barnes is concerned about CJRW not having any input in how the marketing evolves and that he doesn't want to see two marketing programs evolve. Gloria Robins interjected that Aristotle does work with CJRW and the Department staff on a number of projects including "Coke, Arkansas & You" as well as "See Arkansas First." Bill Barnes reiterated his trepidation regarding the

marketing. He stated that everything that has to do with marketing and advertising should originate with CJRW and the technical aspect of it flow through Aristotle. A general discussion ensued about the marketing and Internet issues.

Joe David Rice clarified that Aristotle's budget is \$227,000 and that the Commission instructed them to come back with a recommendation for video e-mail. He stated that the Commission might now want to reallocate the \$31,000 instead of using for video e-mails. Mr. Rice reiterated that the Ms. Norris was only bringing back a recommendation that the Commission had previously requested.

Ms. Norris assured the Commission that she did not have a problem working with CJRW and added that the staffs did work together quite frequently. Ms. McNulty questioned the amount of the budget. Ms. Norris explained that the \$227,000 is the budget for the whole Department. Gloria Robins stated that including State Parks, the budget was approximately \$250,000, but that amount includes web sites for Petit Jean, the Ozark Folk Center and DeGray State Parks.

Ted Mullenix made some comments about the budget amount and requested regular specific reports about the decision making process and the dissemination of the money. Billy Lindsey commented that the Commission had gone through that process and that Mr. Mullenix needed to be privy to that information in order to understand how the issue has come to this point. Mr. Lindsey stated his biggest concern is that all the marketing needs to be funneled through CJRW. He also stated that if CJRW is ultimately responsible, then the process should be funneled through them at some point. He added that at no time was the Commission not privy to any information regarding the amount or allocation of dollars. Loretta Lever House expressed her concern that Richard Davies ought to be involved before any action is taken. Chairman Haak reminded the Commission that a motion had been tabled the day before and action needed to be taken.

**Ness Sechrest moved to table the video e-mail issue until the April Commission meeting. Danny Ford seconded and the motion carried.**

A general discussion ensued about the excellent quality of the work performed by Aristotle. Nancy Clark clarified that the budget requested was \$300,000 and agreed that it is a substantial amount of money. She further stated that the Commission had approved the concept in general and asked for a recommendation at a later date. Ms. Clark also stated that there was never any intent, by the staff, to circumvent the Commission.

Marla Johnson Norris reiterated that Aristotle is in constant communication with CJRW and although they do not meet weekly, they do work together very closely. General comments were made about how successful the Internet and specifically the web site has been.

### Miscellaneous

Mr. Rice stated that work would begin on the fall 2002 advertising campaign shortly. Since the fall campaign will be a continuation of the current spring/summer campaign, Mr. Rice suggested that a preliminary meeting of the Advertising Committee, to approve the concept, might not be necessary. Shelby Woods echoed Mr. Rice's sentiments.

Mr. Rice encouraged Commissioners to read the tourism-related articles located in their folder. Also, the 2002 Vacation Planning kits were distributed to Commissioners.

Ted Mullenix requested an update, within the next two Commission meetings, regarding the bus tour situation in the state. He stated that he wants the bus tax issue addressed.

### PARKS DIVISION

#### FY03 ANCRC Grant Request

Greg Butts presented the FY03 Arkansas Natural and Cultural Resources Council (ANCRC) grant request totaling \$3,275,411. Mr. Butts said the request includes projects that address public health and safety issues, federal and state regulations, fulfillment of parks' master plans, projects not identified in the A-75 plan, priority land acquisitions, etc. Mr. Butts said there are several federal and state regulatory matters to deal with regarding water/sewer projects. He said there are several water and sewer projects that were not listed in the original '94-'96 A-75 plan. Some of those facilities are 25 to 30 years old. He said ASP has counted on receiving an average of \$3.3 to \$3.6 million annually from ANCRC and it was identified as essential in the A-75 calculations.

Bill Barnes asked if it is reasonable to expect that we may receive the same amount this year. Greg Butts said he hoped that would be the case because the items listed are very important projects. Mr. Butts said there is approximately \$10 to \$11 million available annually. He said he has seen, over the years, a lot more interest from other state agencies, including the University of Arkansas system. He said he does not know if parks will receive the amount requested or not, as the total requests exceed the funding 3 to 1 usually. Mr. Butts said the grant award meeting would be held May 8.

Bill Barnes asked if the wastewater maintenance projects were a high priority. Mr. Butts said, absolutely, they must be done. Mr. Barnes said he is very familiar with wastewater treatment plants and everything listed for that is very important. He said he wanted to go on record by saying if all the requests are not granted, he hopes that the wastewater treatment projects are the highest priority.

**Bill Barnes moved to approve the FY03 Arkansas Natural and Cultural Resources Council grant requests totaling \$3,275,411. Jane Christenson seconded and the motion carried.**

### **Arkansas Broadcasters Association – Spring 2002 TV & Radio Spots**

Joan Ellison presented two new 30-second television spots, three new 60-second radio spots and one new 30-second radio spot. These spots will air during March, April and May.

Montine McNulty asked if Amendment 75 could be mentioned in the TV spots. Ms. Ellison said the spots focus on the facilities and programs and when the public visits a park they will see the A-75 signs. Greg Butts explained that an Amendment 75 educational video is being produced to remind Arkansans and Legislators about the program and its benefits. He said the video would be debuted by the Governor in April. Mr. Butts said one reason for the video is because of the massive turnover in the Legislature. He said, as Richard Davies had mentioned in the past, it would only takes a few votes in a legislative committee meeting for parks to lose its general revenue funding because Legislators may feel it is not needed because of the funding from A-75. Billy Lindsey said the best thing everyone could do is to get to know their legislators. He said everyone needs to take the time between now and when the session begins to sit down with them privately and talk about what A-75 funds and the 2% tourism tax means to the state. Mr. Lindsey said the way to approach a legislator is to tell them what it means to them. From a voter perspective, show them how this money is being spent in their “back yard.” He said he thinks these are the two single most important issues for parks and tourism. Mr. Lindsey said if both sources of funding were taken away, the clock would be turned back twelve to fifteen years.

**Jane Christenson moved to approve two 30-second television spots: #1 *Arkansas State Parks 2002 Guidebook*, #2 *Arkansas’s State Parks Are Getting Even Better* and three 60-second radio spots, #1 *Arkansas State Parks 2002 Guidebook*, #3 *Arkansas’s State Parks Are Getting Even Better*, #4 *Did You Know*, and one 30-second radio spot #2 *Arkansas State Parks 2002 Guidebook*. Loretta House seconded and the motion carried.**

Bill Barnes said a lot of money is spent improving campsites and increasing the number of sites. Mr. Barnes asked if campsites could be shown in future television spots. Greg Butts said many campground areas are in the process of being improved. He said when some of the new and improved campsites are completed they will be included in future spots. Bill Barnes, referring to Mount Magazine State Park being publicized as the “newest state park”, asked if that might cause people to think that maybe it is the time to talk with Legislators about a new park in their areas. Mr. Butts said the Commission had placed a moratorium on adding new parks to the system. He said Mount Magazine State Park was authorized by the legislature in 1983 and that point is mentioned in news releases.

### **Prairie Grove Battlefield State Park - Proposed Acquisition of Bartholomew Property**

Greg Butts said the Billy Joe Bartholomew property is land that was identified and approved by the Commission as part of the fee simple acquisitions in the Battlefield Protection Plan. The proximity to a highway and the growing need for residential property in the area make

this property a desirable location for development. Mr. Butts said the ASP appraisal for the property was \$775,000 (\$5,600/acre) and showed the highest and best use was for agricultural purposes. Mr. Bartholomew's appraisal valued the property at \$1,405,000 (over \$10,000/acre) and reported the highest and best use to be a residential subdivision. Recent land sales near the park averaged \$10,000 per acre for a 10 and 100 acre parcel. As Mr. Bartholomew's property is more developed than the recent Stearman (\$6,650/acre) and Harlan (\$6,421/acre) purchases, it could easily be considered residential property. Given the disparity between the two appraisals, ASP proposed a combination of a cash payment and a tax-deductible donation by Mr. Bartholomew. Mr. Butts said that the negotiations resulted in the owner reducing his final price by \$430,000, which is less than the mid point between the two appraisals. The staff recommendation is to offer Mr. Bartholomew \$975,000, which is 25% above ASP's appraisal.

**Bud Shamburger moved to approve acquisition of the Bartholomew Property, Tract #10, part of the NE Quarter (Pt. Of the NE ¼), Section 7 (Sec. 7), Township 15 North (T15N), Range 31 West (R31W), Washington County (130.920 ac.), includes dwelling, three sheds and one barn, for \$975,000. Bill Barnes seconded and the motion carried.**

### **Lake Chicot State Park - Long Range Development Plan**

Stan Graves said the Long Range Development Plan being presented for Lake Chicot State Park reflects the projects identified in the 10-year A-75 plan. Mr. Graves gave background on the history and development of the lake and the park. He presented a Power Point program on of the various projects and facilities addressed in the plan.

Bud Shamburger asked why a lodge is proposed in the plan. Greg Butts said the reason it is part of the plan is because in 1989 the mayor of Lake Village, the Chicot County Judge and others approached ASP and asked for help with economic stimulus. The Commission directed staff to conduct a feasibility study. In November 1990 the results of the study were brought to the Commission for discussion. Based on the research, the entire lodge operation would have to be subsidized. The lodge was included in the plan because of the promise made to the community. Mr. Butts said that prior to any work being done on a lodge facility, there would have to be a market analysis and feasibility study, which would be brought to the Commission for a final decision. Mr. Shamburger asked if any new hotels had been built in the area. Mr. Butts said additional lodging facilities have been added in the City and much has changed since the Commission discussed the project in November 1990. Mr. Shamburger asked when the lodge is slated to begin. Mr. Graves responded 2005-07 biennium. Mr. Butts said the plan recommends a market analysis and feasibility study be completed before the project is undertaken.

Bill Barnes said the Commission needs to help every community in every way it can without creating additional operating overhead for a park. He said constructing a lodge and subsidizing its operation would take money that could be put into the park system's maintenance and repair needs that will grow as we complete A-75 projects. Mr. Barnes said he would like to see the completion of the remodeling on the cabins. He said that once the cabins are finished and

campsites are upgraded he would then like to see the occupancy rate over a five-year period. Mr. Barnes said that unless a high occupancy rate is generated, ASP does not need to build a lodge. Mr. Barnes suggested that the staff review the costs of constructing a floating versus stationary marina store due to the seasonal operational needs of the facility

**Bud Shamburger moved to approve the Long Range Development Plan for Lake Chicot State Park, with a market feasibility study being conducted during the 2005-07 Biennium for a lodge and/or meeting facility, with the SPRTC making a decision at that time on the lodge based on the results of the study. Bill Barnes seconded and the motion carried.**

### Advertising Committee

Chairman Haak said she wanted to retain the same members on the Advertising Committee: Chair, Montine McNulty, Loretta House, Jane Christenson, Mike Mills, Jim Gaston, Ted Mullenix. Billy Lindsey and Debbie Haak, Ex-Officio.

### Parks Committee

Chairman Haak said she wanted to retain the same members on the Parks Committee: Chair, Bill Barnes, Wade Williams, Ness Sechrest, Danny Ford, Polly Wood Crews, Bud Shamburger. Billy Lindsey and Debbie Haak, Ex-Officio.

Chairman Haak said the two committees would meet on a per-issue basis. The Chairman of each committee would be responsible for calling the meetings.

### Lake Fort Smith State Park - Removal of Buildings from Inventory

Stan Graves said that while the City of Fort Smith owns the structures at the park, Commission approval is needed to remove the buildings from the asset inventory.

**Polly Wood Crews moved to approve removal from inventory the following buildings from inventory at Lake Fort Smith State Park: #19.01 Bathhouse, #19.25 Cabin 5, #19.10 Cabin 1, #19.13 Cabin 3 #19.15 Cabin 4, #19.16 Cabin 10, #19.24 Cabin 7, #19.26 Cabin 8, #19.28 Cabin 6, #19.21 Cabin 2, #19.27 Cabin 9, #19.11 Dormitory, 19.35 Gazebo, #19.17 Maid Cabin, #19.29 Marina Office, #19.08 Pavilion, #19.02 Employee Residence/VIC, #19.12 Residence, #19.09 Dining Hall, #19.07 Restroom, #19.37 Garage, #19.06 Maintenance, #19.04 Chlorine Building & Filter Tanks, #19.30 Marina Storage, #19.03 Pool, #19.05 Valve House, #19.14 Restroom Cabin Area, #19.19 Restroom Cabin Area, #19.23 Restroom Cabin Area, #19.18 Cabin, #19.20 Cabin, #19.22 Cabin, #19.32 Boat Dock. Montine McNulty seconded and the motion carried.**

### **Certificates of Appreciation**

Greg Butts requested a Certificate of Appreciation for Ernie Cook. Mr. Cook is the Assistant Superintendent at Petit Jean State Park and is retiring after 28 years of dedicated service. Mr. Butts also requested a Certificate of Appreciation for Todd Ferguson. Mr. Ferguson started with ASP eight years ago. He left his position as Historic Preservation Specialist to take a position with the Boy Scouts of America.

**Ness Sechrest moved to approve certificates of appreciation for Ernie Cook and Todd Ferguson. Montine McNulty seconded and the motion carried.**

### **Miscellaneous**

Greg Butts reported on upcoming meetings and events. Mr. Butts said there would be a joint meeting with the Ozark Folk Cultural Center Commission (OFCCC) in April. On Thursday morning, April 18 the OFCCC will hold its meeting at the same time the Tourism Division will report at the SPRTC meeting. Mr. Butts said a joint meeting would be held in the afternoon. On May 14 at 4:00 p.m. the Grand Reopening of the Courthouse and *Mary Woods* would take place at Jacksonport State Park. On May 16 at 2:30 p.m. the Dedication of Mount Magazine State Park would be held. Governor Huckabee is scheduled to be at both events. Mr. Butts pointed out the update from the City of Fort Smith which outlines the schedule of contract awards, etc. Mr. Butts said Stan Graves is working with the City on bids for the two residences and the maintenance building. Mr. Butts said Hugh Durham, Executive Director of the Arkansas Game & Fish Commission, met with the City and said he was unable to raise the \$400,000 needed for the tail water fishery. He said the project had been dropped.

Chairman Haak thanked Ness Sechrest for hosting the Commission and staff for dinner Wednesday evening and Billy Lindsey for dinner on Thursday evening.

Shelby Woods reported that Wal-Mart has agreed to sponsor the *Arkansas Fishing Trail*.

The State Parks, Recreation and Travel Commission meeting adjourned at approximately 10:00 a.m. on Friday, February 22, 2002.