

**Minutes**  
**State Parks, Recreation and Travel Commission**  
**Multi-Agency Complex**  
**Little Rock, Arkansas**  
**January 17, 2002**

**Commissioners Present**

Debra Haak, Chair  
Bill Barnes  
Polly Wood Crews  
Loretta Lever House  
Jim Gaston  
Ted Mullenix  
Wade Williams

Billy Lindsey, Vice-Chair  
Jane Christenson  
Danny Ford  
Mike Mills  
Montine McNulty  
J.D. "Bud" Shamburger

**Commissioners Absent**

Ness Sechrest, Business conflict

**Department Staff Present**

Richard W. Davies, Executive Director  
Greg Butts, State Parks Director  
Joe David Rice, Tourism Director  
Larry Cargile, Director, Administration  
Nancy Clark, Assistant Tourism Director  
Stan Graves, Manager, Planning & Development  
Mac Balkman, Manager, Operations  
Chris Peek, Manager, Administration  
Joan Ellison, Arkansas State Parks Public Information Officer  
Paddy Murphy, Director, Museum Services  
Jay Miller, Administrator, Program Services  
Tony Perrin, Supervisor, Region II  
Neil Curry, Interpreter, Pinnacle Mountain State Park  
Joe Chu, Internal Auditor  
Jay Harrod, Communications Manager  
Donna Perrin, Tourism Development Manager  
Jane Ellen Frazier, Group Travel Manager  
Charles McLemore, Director, Research & Information Services  
Dan DeLaughter, Manager, Management Information Systems  
Steve Pigeo, Manager, Accounts Payable  
Dorothy Sherman, Accounting Supervisor II  
Gale Law, Agency Fiscal Manager  
Carl Daschke, Manager, Fixed Assets  
Cathy Coston, Manager, Purchasing  
Gloria Robins, Executive Assistant  
Jennifer Carson, Administrative Assistant  
Sandy Burch, Administrative Assistant

Sue Harris, Administrative Assistant

**Agency Staff Present**

Wayne Woods  
Karen Mullikin  
Bernie Jungkind

Shelby Woods  
Kay Medlin

**Aristotle**

Marla Johnson Norris  
Jonathan Eudy

Alex Mitchell

**Guests Present**

Leroy Dangeau, Arkansas House of Representatives, District 90

**Call to Order**

Chairman Debra Haak called the meeting to order at 8:00 a.m. Gloria Robins called the roll.

**Special Presentation**

Chairman Haak presented Wade Williams with a plaque, honoring the outstanding job he did the past year as Chairman. She said she appreciated how much Mr. Williams has taught her. Ms. Haak said that he set the example for all Commissioners to follow, because he read everything and made sure the best interests of Arkansans were being served.

**Approval of the Agenda**

**Polly Wood Crews moved to approve the agenda. Loretta Lever House seconded and the motion carried.**

**Presentation of Minutes from Previous Meeting**

**Jane Christenson moved to approve the minutes. Mike Mills seconded and the motion carried.**

**Recognition of Guests**

Chairman Haak welcomed guests attending, with a special recognition of Representative Leroy Dangeau from Wynne.

### **Financial Report**

Larry Cargile presented the financial report that reflected year-to-date budget and expenditures for the period ended December 31, 2001. Expenditures for the entire Department, including construction and grants totaled \$29,823,625, 28% of budget. Regarding revenue from the Parks Division, though some of the numbers reported by the AASIS system are still unclear, Mr. Cargile said he felt revenues were running slightly above the previous year.

**Mike Mills moved to approve the financial report. Wade Williams seconded and the motion carried.**

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

#### **2002 Commission Meeting Schedule**

Richard Davies presented the proposed schedule for 2002 Commission meetings.

**Jim Gaston moved to approve the 2002 State Parks, Recreation and Travel Commission meeting schedule:**

<b>February 21-22</b>	<b>Heber Springs/Red Apple Inn</b>
<b>March</b>	<b>No meeting - Governor's Conference on Tourism in Springdale, March 17-19</b>
<b>April 18-19</b>	<b>Mountain View, Ozark Folk Center</b>
<b>May 16-17</b>	<b>Clarksville, Mt. Magazine State Park</b>
<b>June 20-21</b>	<b>Hot Springs Village</b>
<b>July 18-19</b>	<b>Ponca, Buffalo Outdoor Center Lodge</b>
<b>August 15-16</b>	<b>Fort Smith</b>
<b>September 18-20</b>	<b>DeGray Lake Resort State Park</b>
<b>October 17-18</b>	<b>Jonesboro</b>
<b>November 21-22</b>	<b>Harrison</b>
<b>December</b>	<b>No meeting</b>

**Bill Barnes seconded and the motion carried.**

#### **Commission Per Diem**

Richard Davies said, as required by law, a per diem rate for 2002 must be established. Mr. Davies said the Commission is authorized to approve a rate as high as \$75.00. He said that the Commission has, in the past, held the rate to \$65.00.

**Danny Ford moved to retain the Commissioner's per diem at \$65 per day, plus all expenses incurred on Wednesday for early arrival for the remainder of the calendar year 2002. Montine McNulty seconded and the motion carried.**

### **Entertainers Hall of Fame**

Richard Davies said the Legislature transferred the Entertainers Hall of Fame Commission (EHFC) to the Department as another of its responsibilities. He said that, in doing so, fiscal control was transferred from the EHFC to the SPRTC. Mr. Davies said \$300,000 was transferred along with the fiscal responsibility, that was the balance left from the original funding. The SPRTC's original motion was to give \$250,000 for exhibits, and hold \$50,000 for banquets. The initial exhibit expense was approximately \$225,000 which left about \$25,000 in the fund that could go to new inductees' exhibits. With the second induction, monies were released that reduced the fund to \$250,000. Due to interest accrued, repayments and other factors, the fund today stands at approximately \$72,000. The EHFC wants to hold another induction. Mr. Davies suggested the fund be reduced to \$50,000 which would make \$22,000 available to EHFC. He added that he does not think it is a good idea to reduce the fund below \$50,000. He advised the EHFC to go to the Legislature to seek funds for future inductions. Loretta House asked if EHFC conducts any fundraising events. Mr. Davies said they do not other than funds acquired from ticket sales. He added that EHFC had not solicited corporate sponsors. Mr. Davies said Pine Bluff funded the last banquet. Bill Barnes asked if the money would be used to create the recognition in the Hall for new inductees. Mr. Davies said that was correct. Mr. Barnes asked if it typically costs about \$25,000 for an inductees' banquet. Mr. Davies said it has and typically the number of inductees has been between six to eight people.

**Bill Barnes moved to reduce the Entertainers Hall of Fame Commission's fund used for exhibits for inductees to any amount above a \$50,000 balance, not to allow the fund level to go below \$50,000, except for banquet purposes, provided that within six months the City of Pine Bluff develop an operating/fund raising plan for future activities over and above the banquets. The operating/fundraising plan will be submitted to the State Parks, Recreation and Travel Commission. Montine McNulty seconded and the motion carried.**

Mike Mills asked if the EHFC should be accountable to the SPRTC. Mr. Davies responded that the Board was left with the authority to decide who is inducted into the EHFC and the SPRTC was given the fiscal authority. Therefore, EHFC does not have access to any money without SPRTC approval. Mike Mills asked if the SPRTC should adopt a forum at which the EHFC makes a presentation to the SPRTC. Mr. Davies said that could be done. Jim Gaston said this is similar to a restoration grant. Montine McNulty said if EHFC has expectations that the City of Pine Bluff will assist, it should be communicated. Mr. Davies said the Department has a contract with the City of Pine Bluff for fiscal control. He said the Department is paying the bills as though it was one of the Department's facilities, up to the limit set by the Commission. Loretta House asked if a letter could be sent to EHFC suggesting they begin looking at ways to raise funds. Mr. Davies suggested that either the EHFC and/or the City of Pine Bluff seek further fund sources for future induction exhibit costs. Montine McNulty suggested that the City of Pine Bluff develop a plan to present to the SPRTC. Bill Barnes said the SPRTC needs to be careful not to put itself in the position that the City of Pine Bluff returns the responsibility of the

EHFC to the Department. He added that the SPRTC should not cause EHFC to feel it must answer to the SPRTC on its choice of inductees. Jim Gaston said a five-year master plan should be developed for the EHFC because he does not anticipate the situation will improve. Wade Williams said the City of Pine Bluff owns the exhibits and should be responsible for it. Mr. Williams suggested that the SPRTC could go to the Legislature and ask that the \$50,000 be taken away from the SPRTC and give the oversight to some other entity. Montine McNulty said one of the problems might be the number of inductees each year. She said it is a very costly proposition exhibiting for six people. Ms. McNulty said the EHFC just inducts and does not have to raise funds. Chairman Haak said she would hate to see the doors close because so much money has been spent. Montine McNulty said, regarding visibility and visitation, the EHFC receives a lot of activity. She said a lot of receptions are held at the facility. Loretta House asked if EHFC charges. Mr. Davies said that if EHFC is charging, it is for space.

## **STATE PARKS DIVISION**

### **Village Creek State Park - Proposed Golf Course & Lodging Facility**

Greg Butts said the Commission authorized the Division to prepare a draft request for proposals and qualifications (RFP/RFQ) for developing a golf course and lodging facility at Village Creek State Park. The purpose of the RFP/RFQ is to solicit, nation-wide, for parties interested in financing, designing, constructing, managing and operating a golf course and lodge/conference center. Mr. Butts said the announcement will appear on the Internet, in newspapers, and in journals that cover the golfing and lodging industry. He said the Golf Course Feasibility Consultant, Castin & Associates, and the Department of Economic Development would assist in developing that list. Mr. Butts said he anticipates receiving several responses to the announcement. Upon receipt of contact expressing interest, a packet will be sent that includes an RFP/RFQ that is similar in concept to what was done for the Crater of Diamonds evaluation project. Mr. Butts said a review team would be assembled to include the Department of Economic Development and the Arkansas Office of State Purchasing. He said that those two Departments are currently reviewing the draft RFP/RFQ and criteria to be used in the evaluation process to insure we meet all state regulations involved. The most qualified group from the proposals will be selected and approved by the Commission, to begin negotiations to work out the details for a long-term contract. Mr. Butts said the RFP/RFQ is the first step and he is looking for the Commission's guidance and advice. He said he would like to commence the process in the next thirty to forty-five days.

Representative Leroy Dangeau thanked the Commission for considering the project. Representative Dangeau said the local Chambers of Commerce and Legislators feel the golf course and lodge would be a great economic boost for all of eastern Arkansas. He said Village Creek State Park is the most beautiful park in the state and a lot of people have not seen it. Representative Dangeau said that by calling attention to the park by developing the golf course and lodge it would help the income to the park system as well as the area. He said the Chambers of Commerce and the Economic Development Corporation are willing to do anything they can to assist in the process. Representative Dangeau said he receives calls, almost daily, from the

economic development groups in the area asking about the golf course. He said they think the golf course is one of the most important things that could happen to east Arkansas and one of the most important things to happen in the area over the last thirty years.

Richard Davies said the lodge and golf course were in the original master plan for Village Creek State Park. He said Village Creek State Park was intended to be the counter-part to DeGray Lake Resort State Park. Mr. Davies said that at DeGray, there was free federal land available for lease. At Village Creek State Park about 6,700 acres were purchased. Mr. Davies said that other than for horse stable concessions at DeGray and Lake Catherine, this is the first time the Department has gone to the private sector for a build/operate proposal. He said they are willing to do it at this time because it is a very important project and a first-class, tourist type golf course is a big investment. Mr. Davies said there are two key points in the RFP/RFQ. One is that any offer can be accepted or rejected. Also, whoever does the project is eligible for the tourism incentive legislation. They will get 25% of their investment back through sales tax credits.

Ted Mullenix said he thinks this is a great project to try to move forward on. He said he feels the state could never do a project like this at this point in time. Mr. Mullenix encouraged moving on with the project.

**Mike Mills moved to approve staff to move forward in soliciting parties interested in developing a golf course and lodge/conference center at Village Creek State Park. Montine McNulty seconded and the motion passed.**

Bill Barnes asked if he was correct that the first direction staff would approach would be to solicit private investors. Greg Butts said yes, and that a team will review the proposals and come back to the Commission with all the information. The Commission will make the final selection. He said the only other consideration would be if the Commission wanted the Commission Chair or Chairman of the Parks Committee to be a part of the evaluation process. Richard Davies said that at this time, the proposed review team is State Parks Division staff, one person from the Department of Economic Development, and one from the DFA Office of Procurement.

Jim Gaston suggested a checklist be developed of all the problems the Department had at DeGray and hire an outside consultant to look over the final contracting documents.

#### **Certification of Appreciation - Neil Curry**

Greg Butts introduced Neil Curry, Interpreter at Pinnacle Mountain State Park, who is leaving to take a position with the Arkansas Game & Fish Commission. He highlighted Neil's achievements and accomplishments during his 21-year career with ASP.

**Mike Mills moved to approve a Certificate of Appreciation for Neil Curry. Loretta House seconded and the motion carried.**

### **Miscellaneous**

Richard Davies called the Commission's attention to a copy of the Governor's radio address of December 27. Mr. Davies said the Governor has tourism related radio addresses, talking about the impact of tourism, the value of tourism, and things that are going on. Mr. Davies said it is very nice to have a chief executive that talks about the benefits of state parks and tourism. He said he received the address via e-mail from the Governor's office. Bud Shamburger asked that he forward it on to all the Commissioners.

Danny Ford said he liked the shirts that were worn by the Arkansas Game & Fish Commissioners. He said he would like one that said parks and tourism commissioner. Richard Davies suggested that samples from the gift shop be brought in for the Commissioners to see so each could make a selection.

Chairman Haak acknowledged the amount of mail each Commissioner receives. She said the information about the history of state parks is wonderful. Commissioner Haak said Jay Harrod is doing a wonderful job providing the information. Mr. Harrod said the series would continue throughout the entire year as an article is done on each state park in the order in which it was inducted into the system.

### **Lake Fort Smith State Park - Update**

Greg Butts reported that the Department and the City of Fort Smith had come to terms just prior to Christmas on the Memorandum of Agreement. Mr. Butts thanked Wade Williams for his review of the final documents, which was very helpful. He said there were still a couple stumbling points on some basic things before signing the agreement, but he wanted to be sure they had a mutual agreement on the approval of the facilities, the designs and the construction standards. The City disputed the National Park Service's decision on conversion, which can be appealed. He said he revised the agreement and the City agreed with the changes. Mr. Butts said that part is behind us.

Polly Wood Crews thanked the Department, the Director and Wade Williams. She said so many people worked on this and worked so hard, and she had nothing but admiration.

Richard Davies said Greg Butts dealt with several difficult issues during negotiations with the City of Ft. Smith. Greg Butts thanked Mr. Davies and added that Stan Graves, Mac Balkman, and Rex Friedman had worked very hard, also. Mr. Butts said that this year marks the fifth anniversary of working on this project. He said the park was closed January 1, 2002. Prior

to that there were a lot of visitors during the Christmas holidays that were taking pictures. Mac Balkman, Don Ross and the park staff are working on closing out the equipment inventory and transferring items in good condition to other parks. Items that are fully depreciated will be sold or transferred through the Marketing and Redistribution Department. Mr. Butts said that he had signed leases for the Superintendent's and Assistant Superintendent's housing. He said the two new residences and the maintenance building at the new park site would go to bid in February and should be completed in approximately five months. Mr. Butts said the City had also signed a contract on the main access road from Highway 71 through the park. The road should be completed in November or December 2002. Mr. Butts said there had been a few differences on the overall real property assessed inventory. Stan Graves and Rex Friedman had worked diligently on resolving differences with the City. Mr. Butts added that soon the appraisals on the park and the park relocation area would be completed and are important for the conversion process with the National Park Service. In March bids will be opened for the testing of the material that will be used for dam construction. Staff will be leaving the park for the last time by February 13, 2002. Extensive photographs had been taken as well as descriptions on all the structures. Mr. Butts said soon he would start working on the details of the final draft lease. He said Mr. Williams' help on that document would be appreciated. The document will have to be approved before submitting to the National Park Service for approval on conversion.

Polly Wood Crews asked if Ron Gossage, Park Superintendent, received a fair offer on his house from the City. Mr. Butts said it had not been settled yet.

#### **Hobbs State Management Area - Approval to Acquire Beets Property**

Stan Graves discussed the importance of acquiring the 0.87-acre owned by the Beets family. He said the acquisition would shorten the boundary lines of the park and eliminate an inholding. The property includes an 850 square foot building that will provide suitable housing for a summer intern and seasonal employees. Mr. Graves said the appraised value of the property is \$89,000. The final sale price was negotiated down to \$63,500.

**Bud Shamburger moved to approve the acquisition of the Barbara J Beets property for \$63,500, consisting of an 850 square foot structure and 0.87 acre, part of the NE ¼ Section 25 in Township 19 North, Range 28 West lying west of Arkansas State Highway 12. Montine McNulty seconded and the motion carried.**

#### **Millwood State Park - Removal of Building from Inventory**

Stan Graves distributed photographs of a deteriorated fish cleaning station at Millwood State Park. Mr. Graves requested removal of the building from inventory due to decayed wood, broken blocks, and a grinder and electrical panel burned beyond repair. In addition, the wet well

can no longer be drained and poses a health hazard. Mr. Graves said the Division is exploring other methods to dispose of fish waste at the park.

**Danny Ford moved to approve the removal from inventory at Millwood State Park Building #27.18 a Fish Cleaning Station. Jane Christenson seconded and the motion carried.**

### **Old Washington Historic State Park - Proposed Acquisition of the Ford Property**

Stan Graves described acreage at Old Washington Historic State Park that is owned by the Ford Family. He said the property is adjacent to the highway going to the park. The property includes a 2,119 square foot residence, two storage buildings and a barn with a corral. The residence meets park system standards and would be a suitable residence for park staff. Mr. Graves said this parcel was not in the original master plan for the park. However it offers adequate acreage for grazing animals used in park programs. He said the property was appraised for \$79,000. After negotiations the agreed to sale price was \$82,500, or 4.4% above appraisal. Greg Butts said the pasturing opportunity is critical to the park because livestock must be moved around between very small areas. Bud Shamburger asked about the type of construction. Mr. Graves said the residence is frame and brick, and has undergone extensive improvements, new fixtures, flooring and wall coverings. He said the funding for the acquisition would come from ANCRC and the general improvement fund. Wade Williams asked if the master plan calls for additional residences and are additional residences needed at the park. Mr. Graves said it does and the plan also calls for the relocation of some.

**Bud Shamburger moved to approve the acquisition of the Ford Family property for \$82,500. The property consists of a 2,119 square foot residence, two storage buildings, a barn with corral and 7.586 acres, part of the S ½ of the NW ¼ of Sec. 27, T11S, R25W, Hempstead County. Montine McNulty seconded and the motion carried.**

### **Report on Damage from the 11/28/01 Ice Storm and the 12/15/01 Flood**

Mac Balkman distributed photographs of the ice storm and flood damage to several parks. Mr. Balkman discussed the revenue loss and expenses incurred to date at each park effected. He said Mount Magazine State Park received the greatest damage from the ice storm. Mr. Balkman reported that the Park Superintendent said he felt this most recent ice storm was worse than the one that occurred in December 2000. He said several counties in the state were declared disaster areas as a result of the flood and reports will be submitted to FEMA in the hopes of receiving a federal declaration. Mr. Balkman said if that occurs, ASP could receive some reimbursement for some expenses and lost revenue.

Loretta Lever House asked if the staff labor cost listed was time beyond regular work schedules. Mr. Balkman said no, and the storm related work delayed other projects and activities. Greg Butts said the reason that cost is listed is if FEMA declares eligibility, then ASP would be eligible to recoup some expenses.

### **Capital Improvements Program (CIP) Quarterly Report**

Stan Graves distributed a detailed park-by-park report on Amendment 75 projects. He said the report does not include items that are in the design stage. Regarding the CIP report, Mr. Graves said there are thirty-nine projects underway totaling \$82.9 million in construction and land acquisition. He said seven projects were closed during the quarter covered by the report (October, November, and December 2001) for \$840,630.

Mr. Graves said he was happy to report that a bid had been accepted for the water feature at the Crater of Diamonds State Park. Bill Barnes asked the cost of the water feature at the park. Mr. Graves said \$1.1 million. Richard Davies said it was the second bidding and was the low bid out of three submitted. Greg Butts said that only contractors licensed in Arkansas are eligible to bid on these projects and be awarded a contract. Mr. Butts said that if the Department went to a larger market such as Dallas or Memphis where there are contractors who are in the business of building water parks, they might have received better bids. He said by state law, a contractor must have an Arkansas general contractor's license.

Bill Barnes asked if he understood correctly that a bid of \$1.1 million was rejected last Fall and we went back and redesigned, and deleted some items to reduce costs, then got a bid of \$1.1 million for a lesser product then was rejected. Mr. Graves said per State Building Service's standards, the plans and specifications had to be changed in order to re-bid. Richard Davies said that often happens. Polly Wood Crews asked about the contractor's experience. Mr. Graves said he is from Waldron and completed the White Oak Lake campground renovations and he did a great job. State Building Services spoke highly of him. Bud Shamburger said this project must be done and the more it is put off, the more it will cost. Richard Davies said the Governor does community forums around the state and will be in Murfreesboro for a forum on February 7 and is willing to do a groundbreaking ceremony. Chairman Haak said the people in the area have been so committed to tourism and want the water feature very much. Billy Lindsey said that during the process of the diamond mining issues dealt with over the years, one of the things that was always stated was that if it will not be mined commercially, the Department was going to make the park a first-class attraction. Mr. Lindsey said the Commission needs to begin fulfilling its commitment to the park and the people of Arkansas. Greg Butts said he was with ASP when DeGray Lodge was built which cost \$2 million in 1975, and \$8 million was spent in renovations in the last two years. Mr. Butts said the point is it won't get any less expensive.

**Bud Shamburger moved to approve accepting the bid of \$1.1 million for the construction of the water feature at Crater of Diamonds State Park. Wade Williams seconded and the motion carried.**

Jim Gaston asked about the Bull Shoals-White River State Park VIC. Stan Graves said the VIC was in the design phase and it would take about six months to complete. He said the project is slated for 2003 but he is hopeful construction can begin by fall 2002. Mr. Graves said approvals had been received for the river crossing to tie into the City of Bull Shoals sewer treatment system. He said it might begin within the next ninety days. Mr. Graves said he

received a call from the mayor who is excited about a possible tie-in of an ADA trail from the new VIC to the city park. Bud Shamburger asked if there had been any more participation with the sewer tie-in from the city of Lakeview. Mr. Graves said there had not.

### **Miscellaneous**

Greg Butts called the Commission's attention to a quote from a park visitor about "priceless" Pinnacle Mountain State Park. Mr. Butts pointed out other articles and news releases. Richard Davies discussed the state park closings in Tennessee that were as a result of a budget crisis. Mr. Butts thanked Joan Ellison and Kimberly Pawelczak for their work on the 2002 State Parks Guide.

Ted Mullenix said he had received phone calls from sub-contractors who have not been paid for work completed at DeGray Lodge. Mr. Mullenix said he hoped the Commission could help in some way with, perhaps, a strong letter stating that it is not proper to wait a year before paying contractors. He said there are contractors in Hot Springs that have not been paid a year after work was completed. Greg Butts said ASP's contract is with the prime contractor, Jim Wood Construction (JWC). Phase One is resolved and ASP is very close on Phase Two except for a few items. Mr. Butts said ASP does not have a contractual agreement with sub-contractors. He said the process for the subs to voice their concerns with a prime contractor is through State Building Services. Mr. Butts said he had talked with several of the sub-contractors and had provided information to them and he had also talked with JWC about the situation. Richard Davies asked if JWC is taking the position that until ASP pays him, he is not going to pay the subs. Mr. Butts said that is probably the case. Mr. Butts said ASP had paid JWC all but approximately \$100,000. He said money was withheld per the contract terms until JWC finishes specific items. Ted Mullenix said he understands that and he is not advocating that ASP does anything if the phase is not completed. He said that perhaps the Commission or the staff could be more involved if work is completed and subs don't have to wait until Woods' work is completed. Mr. Butts said he communicates this sort of problem with State Building Services but it all boils down to the contract. He said there is a way for a sub to file against the prime contractor in order to collect. Stan Graves said it all has to do with the language of the contract between the sub-contractor and the general contractor. Mr. Graves said, unfortunately with that particular project, there are some unsettled issues plus there are liquidated damages against JWC. Richard Davies asked if our contract with JWC says anything about subs having to be paid if the property owner has accepted the part of the work completed by the sub-contractor. Montine McNulty asked if there is any correlation with this issue and the high bids received from contractors. Mr. Graves said that we have the right to withhold payment to the prime contractor if the sub-contractors have not been paid. Richard Davies asked if there is something that the Commission should recommend to State Building Services about paying the subs if the work has been accepted. Mr. Graves suggested we discuss the situation with State Building Services.

**Ted Mullenix moved that staff meet with Arkansas State Building Services to discuss the language in the contracts with regard to sub-contractors being paid by general contractors, when the portion of the work by a sub-contractor is completed and accepted. Montine McNulty seconded and the motion carried.**

## **TOURISM**

### **Group Tour Planner**

Jane Ellen Frazier stated that the Meeting Planner Directory and the Group Travel Planner would be a combined ad-based publication with a life span of two years. She briefly reviewed the process of how the data was culled and formulated. Karen Mullikin stated that the original estimate for the book was 160 pages, but after UALR verified the data, it was determined that the book will have many more pages. The book is divided into five geographic regions and is arranged in alphabetical order by city in the region. Information about lodging and dining in the area is listed as well as information about accessibility and attractions. Ms. Mullikin noted that due to the volume of the information, the publication deadline as been extended but the book will be delivered by the Governor's Conference in March. The perfect bound publication includes 385 pages in an 8 1/2 x 11 format. It will be somewhat heavy to mail, but it will be a comprehensive book and user friendly. Interest in the Planner has been so great that approximately \$88,000 worth of advertising rather than the \$40-50,000 previously expected has been sold.

Ted Mullenix asked if the information was available on the web site. Ms. Frazier stated that UALR verified the data that feeds into the Attractions, Lodging & Dining database on the web site. Mr. Davies clarified that the information is the same in the book as it is in the database on the web site. Mr. Mullenix stated that he is of the opinion that Tour Groups are going to the web site for their information. Alex Mitchell showed the Commission how a Group Tour Consultant or a Meeting Planner could access the information on the web site. Wade Williams asked if the book was available on the Internet in a PDF format. Mr. Davies replied that it would not be.

Jane Ellen Frazier stated that \$49,000 was originally budgeted for the publication from the Department. The net cost for the project after the deduction of the advertising dollars would be approximately \$91,068 for 10,000 copies. The recommendation is to print 6,000 copies for an estimated cost of \$64,249 in order to be more in line with the original estimated budget. Production of the CD-ROM can be delayed to July 2002, the next fiscal year. Approximately \$16,500 is budgeted for 4,000 CD-ROMs. Ms. Frazier stated that every effort has been made to make sure that the information is accurate. She further stated that in case of any changes, corrections could be made before the CD was produced. Loretta Lever House asked what the cost estimate would be if the CD-ROM were produced instead of the paper publication. Ms. Frazier asked for clarification on whether Ms. House wanted to completely do away with the paper version or reverse the order in which it was produced. Ms. House replied that she was just trying to analyze the costs involved since one would also have to include money in

the budget for postage for mailing such a heavy publication. Ms. Frazier stated that a lot of Tour Operators want the paper version rather than the CD-ROM. She further stated that the industry is slowly changing and at some point in the future, the trend may be that the CD-ROM is more popular. Ms. Mullikin stated that the users had been surveyed to find out if the need for the book was still there. The general consensus was that Tour Operators would prefer the paper version. Ms. House asked how many Tour Operators and Meeting Planners were on the list. Ms. Frazier replied that she had checked her database of persons requesting information for the last three years and on average, between the paper and CD-ROM versions, there would be more than enough copies available to fulfill requests. Mr. Davies inquired as to where the requests for information were coming from and questioned if they were in the marketing egg. Ms. Frazier agreed that most requests were from inside the egg. Wade Williams asked if 10,000 copies of the publication were previously needed how is it that 6,000 would be sufficient now. Ms. Frazier replied that the 10,000 number was based on a proposal that included mass mailing the publication to operators (on a purchased list) that had not requested them. Ms. Frazier stated that the publication is expensive and is costly to mail. She stated that she does not want to mail something that may end up in the trash. Mr. Williams recalled that the reasoning behind the recommendation was that if the information was mailed to everybody, it might prompt the operator to think about coming to Arkansas again. Ms. Frazier asked for a clarification on the word "everybody." Mr. Williams clarified that he was under the impression the Department already had a database of approximately 10,000 people. Mr. Davies interjected that the database included everybody that had gone to NTA and ABA. Nancy Clark clarified that it would be a purchased database from either NTA or ABA of people other than those that the Department has already had contact. Mr. Williams stated that the idea was that rather than waiting for requests, the Department would proactively give out information. Mr. Davies stated that he believed that Mr. Williams was correct, but that due to the publication's volume, it might be more cost effective to send a CD-ROM. Ms. Frazier stated that if the Department was to take that approach, it would be more cost effective to go through the NTA directory and send the publication only to people who put Arkansas on their itineraries. Mr. Williams stated that nothing would be gained by taking that approach and that the Department hadn't caused anyone to make a decision to travel here that wasn't already coming to Arkansas. Billy Lindsey wondered if all the information in the publication would be available on the CD. He questioned whether that objective could be accomplished with the CD-ROM. Jim Gaston stated that he believes that the CD is best used as a marketing tool. Mike Mills stated that he has been to both NTA and ABA and the Department recommendation is accurate. He further stated that the Group Tour business is tough and that bus tours are on the decline. Montine McNulty questioned what the cost would be to mail the publication. Ms. Frazier stated approximately five dollars. Nancy Clark interjected that the cost might be lower dependent on how it was sent. Bill Barnes questioned whether or not the book would be too burdensome and inconvenient to the user based on its volume as well as whether or not the staff had looked at Meeting and Convention Planners as equal to Group Tour Planners. Ms. Frazier replied that although this type of publication has been combined by other state agencies, and well received, the Department has never done it. She further stated that it is an experiment and that if it does not work, then the books would revert to separate publications. A general discussion ensued about Group Tour and Meeting Planners.

**Mike Mills moved to approve the Group Tour/Meeting Planner Directory with the staff recommended changes. Changes include that the current budget of \$16,500 for the CD-ROM be used to offset the additional Directory cost for Fiscal Year 2002. Production and printing of the 6,000 copies of the Directory is budgeted at a cost of \$64,249. The CD-ROM will then be produced in Fiscal Year 2003, which begins July 1, 2002. Polly Wood Crews seconded and the motion carried.**

### **Retirement/Relocation Leads**

Joe David Rice presented a recommendation to the Commission on how to proceed with the Retirement/Relocation leads. The plan includes the continuation of the present practice of releasing information weekly to real estate and land development companies upon request. Also suggested is the printing of a news release for publication in the *Arkansas Real Estate Commission Newsletter* and the *Arkansas Realtors' Association Magazine*. In addition, a "sidebar" about the availability of the leads will be placed in the annual tourism report. Lastly, Department staff will inquire to real estate officials about presenting programs on Arkansas's retirement/relocation campaign at major real estate meetings/conventions in the state informing agents of the database. Similar efforts will be aimed at municipal governments and Chambers of Commerce.

**Wade Williams moved to approve the recommendation for the Retirement/Relocation leads. Mike Mills seconded and the motion carried.**

### **TIC Program Update**

Joe David Rice informed the Commission of a presentation at the Arkansas State Highway & Transportation Department for the first conceptual elevation plan and floor plan proposals for the first four Tourist Information Centers to be replaced. It will be held on January 18, 2002 and Commissioners are invited to attend. Mr. Rice stated that ground should be broken for the Texarkana and Corning TICs sometime between May and June of 2002. A general discussion ensued as to what amenities would be available in the new buildings. Richard Davies noted that the Highway Department staff has been very inclusive of the Tourism staff during the project.

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

Nancy Clark reminded the Commission of the upcoming Governor's Conference. It will be held March 17-19 in Springdale at the Northwest Arkansas Convention Center. This will be the 28th Annual Governor's Conference on Tourism. Mrs. Clark informed Commissioners that rooms had already been reserved for them at the host hotel. She further stated that she would contact them at a later date to confirm their arrivals and departures.

### **Community Partnership Proposals**

#### **Eureka Springs**

Joe David Rice reminded the Commission of the cooperative marketing program with the Mountain View community last year. He stated that \$50,000 had been placed in the budget for similar projects. Joe David Rice stated that the Eureka Springs Group Cooperative has proposed a campaign to be entitled "Destination Eureka Springs." Sponsors of the campaign include the Eureka Springs Chamber of Commerce (\$1,500), the Eureka Springs Visitors Bureau (\$1,500), and the Eureka Springs Cooperative Group (\$6,000). The Department of Parks and Tourism is being asked to provide \$3,000 for the endeavor, which includes contracting with Mike Bishop and his show to represent the whole community at a number of trade shows. The Mike Bishop Show would perform at various meals and break times throughout the tradeshow. Booth space would be used to promote tourism. Various videotapes and the 2002 Eureka Springs Visitors Guide will be distributed and a "Destination Eureka Springs" package will be awarded at each show. Each package consists of two nights lodging, breakfast for two each morning, dinner at the Forest Hill Restaurant one night, tickets to attend the Ozark Mountain Hoe Down, the Mike Bishop Show, and the Great Passion Play. Packages will only be valid during the 2002 Eureka Springs season. Mr. Rice stated that Eureka Springs has received positive feedback from attendees of shows that have already occurred. Wade Williams agreed that positive feedback had been received.

**Wade Williams moved to approve \$3,000 to the Eureka Springs community Co-op campaign. Jane Christenson seconded and the motion carried.**

#### **Hot Springs**

Paul Vitale presented a proposal to the Commission to partner with Hot Springs businesses to promote Hot Springfest, April 5-13, 2002. This goal of the event is to establish the festival as a new citywide family event as well as attract more business the city and enhance the image of Hot Springs as a tourism destination. A series of promotional events will occur and coincide with Oaklawn's Racing Festival of the South and the grand opening of Garvan Woodland Gardens. Outlying malls, shopping centers and other aspects of the business community will also be involved. Advertisement of the event will occur in Shreveport, North Louisiana, Tyler/Longview, East Texas and Central Arkansas.

Richard Davies inquired if the estimated money had been raised. Paul Vitale replied that about \$85,000 has already been raised and if the full amount was not raised then part of the media would be cut. He further stated that this is the first festival in a number of years and that the community is very excited. General comments were made concerning the rate of commitment.

Richard Davies stated that some ground rules might need to be set for the next fiscal year regarding the Department's participation in community cooperative programs. He stated that he believes the theory, behind the program, of leveraging local investment is still good, but the programs presented do not demonstrate the Commission's original intent.

**Jane Christenson moved to approve \$25,000 to the Hot Springs community Co-op campaign. Bill Barnes seconded and the motion carried.**

Mike Mills stated his concerns that a new matching fund program is being established where a program already exists that includes matching funds for festivals. He further stated there are no guidelines for these programs. Mr. Davies concurred with Mr. Mills's opinion. Ms. McNulty wondered if cities were aware of the program. Mr. Davies replied that cities were aware of the program because it was presented at the marketing presentation to the industry. Mr. Mills reiterated his concern about the need for boundaries for this program. Chairman Haak questioned if some thought should be given to those boundaries. Mr. Davies replied that the Department has made the commitment for this year, but some thought will be given to it before next year. Polly Wood Crews asked if the \$22,000 left in the fund was not used the rest of this year, if it would be added to the available monies next year. Mr. Davies replied that it would not be added. Mr. Rice interjected that the \$50,000 budget is in the form of a contingency reserve in the advertising budget. Wade Williams questioned whether or not the Matching Fund program could be used for pilot programs. Mr. Davies stated that he thought it could be used for that purpose. Mr. Barnes suggested that the line item be taken out of the budget and that if a project with merit comes along, that money is found to appropriate to it. Billy Lindsey stated that he is opposed to writing another set of guidelines for a program.

Paul Vitale thanked the Commission for its support. Mr. Davies questioned whether the project would have been done if the Commission had not given the funds. Mr. Vitale replied that it would have been done, just not to the same magnitude. Mr. Vitale reiterated how excited the people of Hot Springs are about the project. Mr. Lindsey stated that he believed that the project is a good, sound business investment, but that his concern is, what would happen in the future.

### **Section Reports**

#### **Research & Information Services**

The section processed 22,264 requests for information during the month of November 2001. The December, 2001 inquiry total was 16,512. The final 2001 inquiry total is 427,900, down 13.9% from last year. Tourist Information Center visitation was up 18.1% over the

previous year. November and December requests for the Retirement/Relocation guide totaled 1,937 and 1,046, respectively.

Charles McLemore accompanied Joe David Rice and members of the Highway Department staff to several TIC's to make plans for the new buildings at Texarkana, Corning, El Dorado and Fort Smith.

The Sport Show season is underway. McAllen, Kansas City, Chicago Oklahoma City, and Tulsa take place in January. The annual Survey of State Travel Offices was also completed last month.

### **Communications**

Staff members worked on finalizing selections and gathering photography for the Arkansaskids.com feature, "Bored No More." Aristotle was provided with winter shots and cut-lines for seasonal updates. Spring and summer cut-lines were also written for the web site. The January issue of Arkansastravel.com was posted. It includes 13 new feature stories and 6 cover stories. A new feature, "Interpretive Perspective" commenced on Arkansastravel.com as well. The pre-Travel South Showcase familiarization tour plans were finalized. A "Fly Fishing America" film crew was accompanied on a video shoot at the Norfolk tailwaters, which will air on ESPN 2 in May. Various State Parks were also visited for series stories.

### **Tourism Development**

All Regional Association met the deadlines for December as well as completed their mid-year reports.

The City of Clarendon was awarded a \$14,985 grant to conduct a study to expand the Eco-tourism season in a four-county area including Arkansas, Lee, Monroe and Phillips counties. The City of Bentonville was granted \$10,000 to conduct a study for a multiplex facility in Benton County.

Finalists for the Henry Awards ceremony were notified. A news release has been written and production of the program is in progress. Donna Perrin and Felisha Rice also worked on other aspects of the Governor's Conference on Tourism, including reviewing speakers and updating the phone listing.

### **Group Travel**

Section staff members responded to 366 inquires in November and 42 inquiries in December, resulting in a 5% and 26% decrease, respectively, over last year. Planning is still underway for the Travel South Showcase to be held in Hot Springs, February 23-26, 2002. Jane Ellen Frazier also attended the National Tour Association's annual Marketplace in Houston, Texas as well as the Meetings Quest Tradeshow in Dallas, Texas.

A new domain name was acquired for the group travel links on Arkansas.com. The new address, Arkansasgrouptravel.com will serve as a better research and marketing tool for tour operators, group leaders, and meeting and reunion planners.

### **Certificate of Appreciation**

Joe David Rice stated that Brenda Bradley, an eleven and a half - year employee of the Department has taken a position at Arkansas Children's Hospital. He stated that Brenda would be greatly missed and asked the Commission to approve a Certificate of Appreciation for Ms. Bradley for her years of service.

**Billy Lindsey moved to approve a Certificate of Appreciation for Brenda Bradley. Danny Ford seconded and the motion carried.**

### **Marketing & Communications**

#### **State of the Industry Report**

Shelby Woods stated that research is constantly being done and feedback is being received from the industry in order to determine the impact of recent events including September 11th, economic slowdown, etc. He further stated that due to the tragedy of September 11th, our country would lose between 550,000 and 800,000 jobs and the projected impact will be in the neighborhood of \$200,000,000. He also said that the industry might continue to feel repercussions from the incident.

Mr. Woods said that the American Lodging Association has predicted that lodging across the country will be down 3.1% in 2002. He iterated that those were national numbers and he did not believe that Arkansas would be impacted in quite the same way. He believes that those are the kinds of things that need to be monitored since our 2% Tourism Tax comes from lodging. Although it is a narrow tax, lodging contributes about 90% of the funds.

Information from the primary markets seems to be that corporate meetings and conventions are not canceling, but that attendance is down, in some cases, as much as 20-30%, even 40%. The major cities have been the most impacted. Mr. Woods stated the Travel Industry Association of America has saturated the market with spots to entice people to travel. According to a recent survey, approximately 70% of people in America have seen the spots at least one time. It is his understanding that people are not traveling due not only to the events on 9/11, but also because of the economy turning soft. He stated overall Arkansas seems to be doing fine and he is optimistic and confident of 2002. Mr. Woods further stated that although a lot of other states put together targeted campaigns following 9/11 to promote tourism, he believes that it was a good decision for Arkansas not to spend extra advertising dollars. He reiterated that he is cautiously optimistic about Arkansas's position in the market.

Mr. Rice interjected that TIA had asked that Arkansas participate in the advertisements and that the Department participated at the \$5,000 level. He stated that there was no time to get it approved, but it was felt that it was the right thing to do.

Richard Davies stated that Congress is working on a number of initiatives to help the industry and that the Southern Governor's Association also asked for recommendations. Mr. Davies stated three recommendations had been made. The first proposal is a one-to-one match of advertising dollars to state tourism offices by Congress to encourage more people to fly. The second idea is a \$500 tax credit for people who travel. Lastly, full deductibility for meals for business use. He stated that everyone across the South is in a similar situation and that cities were harder hit than rural areas. The parallel to Arkansas is what personally amazed him.

### **"Feel Free" Economic Stimulus Campaign Update**

Shelby Woods stated that eight 15-second spots as well as four 30-second spots are running all over the state. The spots have run quite a bit in Central Arkansas. Dennis Schick with the Arkansas Press Association is sending them out on a weekly basis to member newspapers. The ads will be going out for the next eight weeks. Mr. Woods reiterated the ads assured people that it's alright to go out and spend money and that Americans are safe in our own country. He suggested that the Hospitality Association, the Commission, and the Department write letters to participants and thank them for their generosity since it was all pro bono. Mr. Davies proposed involving the entire business community, not just the tourism industry. Mr. Woods replied that the ads are not just aimed at the tourism industry, but do involve the business community. Montine McNulty stated that she appreciated Mr. Woods's efforts. Mr. Barnes questioned if a list of names could be obtained from Cranford Johnson Robinson Woods of all the participants in the project so that a letter could be written from the Commission to each individual thanking him/her for the effort. Chairman Haak agreed that was a good idea.

### **Spring/Summer 2002 Newspaper Insert Update**

Mr. Woods updated the Commission on the newspaper insert project. He stated that the endeavor ended up almost at a 50-50 ratio. A total of 4,324,955 inserts will be placed in 16 markets on February 24, 2002 at a cost to the Department of \$366,179. The second insertion will include 870,000 inserts in 3 markets on April 21, 2002 at a cost to the Department of \$106,550. The total number of inserts to be placed is 5,194,995. The project cost is \$940,112 and the Department's share of that cost is \$472,729, private sector revenue totals \$460,000.

The second insert will be increased to 16 pages, including more pages for editorial. The cover will be redesigned and its message will convey a need to respond quickly.

### **2001 Trail of Holiday Lights Publicity Report**

Karen Mullikin presented a publicity report on the Trail of Holiday Lights. Ms. Mullikin stated that it was more successful than ever. Communities are reporting increases in business despite the bad weather. The *Arkansas Democrat-Gazette* did a couple of nice pieces on the Trail

as well as promoted the brochure. Television stations also gave quite a bit of coverage. All indications are that visitation was up during December. Stations also covered the smaller markets; Monticello, Searcy, Jacksonville, DeWitt, and Jonesboro for example. Ms. Mullikin stated that the TV coverage was monitored and there were over 130 stories that aired about Christmas lighting in general. She further stated that overall there were over 5 million impressions just on television alone. Ms. Mullikin stated that newspaper clippings are still coming in, but there were over 40 newspapers that covered the Trail and specifically mentioned picking up the brochure. She stated that the partners, Coleman Dairy, Shell Superstops, Bank of America, appreciated all the publicity. Shell Superstops have agreed to participate in the Travel & Win promotion for the See Arkansas First campaign. Bill Barnes stated that at Iron Mountain there were approximately 1.1 million lights this year. He also stated that David and Vickie Egleston, the owners, decided two years ago to raise voluntary contributions for the Make-A-Wish Foundation and that in 2000, they raised \$2,800 and in 2001 they raised over \$11,000 from the donation box at the entrance.

### **Arkansas.com - New Design**

Marla Johnson Norris presented the new Arkansas.com web site design. She stated that feedback for the web site had been obtained from the focus groups that were conducted last year. Several changes were made to the web site, including larger titles, some reorganization, as well as brighter colors and textures. Ms. Norris stated that accessibility information was also added to the site. She explained that it allows impaired persons to click on a button and get information on events that are accessible. For example, if a person clicks on "Hot Springs," he/she would receive information on all the events that are accessible in Hot Springs.

Mr. Davies mentioned that the board that defines the ADA standards had a meeting and had stated that a lot of impaired persons are obtaining his/her information through web sites. Mr. Davies stated that, quite frankly, Arkansas.com did not have the information available. Alex Mitchell stated that the information was available, but that this modification is because it specifically tailors the information to the request (accessibility).

Ms. Mitchell stated that efforts had been made to respond to the focus group and that one observation had been the importance of maps. She further stated that although maps were available, they were not concentrated into a single area. Ms. Mitchell also stated that a new section had been built entitled "Find a Map", which is every map available on the site. It also links to the State Highway map, the road construction map, as well as links to other sites for driving directions. As an example, Ms. Mitchell showed a river map that was available. She stated that the maps are downloadable and printable.

Ms. Mitchell also discussed navigation of the site. Ms. Norris stated that the large photos and the captions to the photos were some of the popular features that were retained on the site. Ms. Mitchell stated that the "Song of Arkansas" was also available. It was broken into three sections for people to view on the site. Although it is not television quality, users are able to see

the video as well as hear the audio. She further stated that people on dial-up Internet service would be able to see pictures and that people with faster Internet service would be able to actually see the video play.

Ms. Mitchell displayed the Attractions, Lodging & Dining database. Mr. Mullenix asked if a user went to an attraction's web site, if the user could return to the Arkansas.com site. Ms. Mitchell stated that the user could, if there were a reciprocal link. She iterated that the user would not lose the state web site, just that the attraction's site would pop up in another box. Ms. Norris noted that the Convention & Visitors Bureau sites as well as the Chambers of Commerce were more prominent on the new site.

Jonathan Eudy stated that the web site for Petit Jean State Park would be launched next week. The site includes the history of the park as well as lodging information, a virtual tour, camping & hiking information, a calendar of events, and a map. He further stated there would be a link to the State Parks web site. The user will also be able to order brochures and sign up for an e-newsletter.

Marla Norris also explored the children's portion of the web site. Although it is not new, it has been revamped. She also noted the link to the History Commission. Ms. Norris stated that the "Bored No More" site is targeted directly at children. A user will be able to search for children's activities by date and by season. The site will also be useful to educators. Activities can be planned by subject or by region of the state.

Montine McNulty mentioned that the web site information looks outdoor related and she wondered where on the web site a person would go for information about Arts & Entertainment. Mr. Davies stated that information would be located in the Attractions, Lodging & Dining portion. Ms. Norris stated that the information is placed almost exactly in the order people are looking for it: State Parks, outdoors and sports, History & Heritage (museums), and Arts & Entertainment. Mr. Davies questioned how the "Must See" list was derived. Ms. Mitchell stated that it is the same list that was featured in last year's brochure. Ms. Norris stated that the list is not overwhelming and is representative of all the regions. It was also noted that the "Must See" places would change periodically. Chairman Haak stated that the web site is a strong teaching tool and people need to be aware of it.

Mr. Mullenix inquired as to whom designed the State web site. Mr. Davies stated that INA (Information Network of Arkansas), a quasi-governmental agency, is responsible for the site. Gloria Robins commented that she had e-mailed them about updating the information. Mr. Mullenix agreed that the information needed to be updated. Marla Norris stated that she had contacted them in regards to the linkage to the Arkansas.com site and that Arkansas.com is now featured prominently on the State web page. Ms. Norris also stated that she would be working to keep Arkansas.com featured on the State web site.

### Miscellaneous

Mr. Rice mentioned that there were pertinent tourism-related articles in Commissioner's folders. Bill Barnes brought up the issue of the U.S. Army Corp of Engineers National Reservation System. He stated that originally Lake Ouachita had been granted a waiver from the national contract, which calls for all federal properties under the contract that have campsites to be 60% reservable, 40% non-reservable. Lake Ouachita's waiver provided the campsites were 70% non-reservable and 30% reservable, but this year the waiver was not renewed. Mr. Barnes stated his concern for the loss of long term vacationing guests because people reserve the weekends far in advance, negating the ten-day two-week campers. He is also concerned about the conflict between the National Reservation System's contract with the government and the Corp's Title 36 Regulations. The regulations require that the site must be occupied if you are there, but the Reservation System doesn't care if the site is occupied or not as long as they are paid for the reservation. The thrust of his concern is about people who make reservations, and don't show up. Mr. Barnes further stated that he has contacted Congressman Mike Ross about the situation and he will check into it. He stated that he might ask Commissioners for their support.

Mr. Barnes also stated his enthusiasm for the joint meeting with the Game & Fish Commission held the day before. He suggested that the joint meetings become an annual event, as well as have a brief presentation to each Commission at the six-month mark. Mr. Davies stated a possible problem for having a biannual meeting is not having enough material to talk about.

Robert Phelps, Director of Keep Arkansas Beautiful, gave a short presentation on the Division's programs, events and activities. He stated that in 2000 over 30,000 people volunteered to coordinate programs with an approximate value of \$2,972,522. The cost benefit of time value versus program costs resulted in the state receiving a \$7.85 return for every dollar spent. He also stated that 90 people attended the affiliate conference, held in Fort Smith last year.

Legislative action on a new litter law will drive affiliate growth, activity and civic improvement. The new law reduced fines from \$1000 to \$100 plus 8 mandatory hours of community service. Fine proceeds will remain in the court's jurisdiction, provided there are KArB or KAmB affiliates that participate in the program. A new law, Act 803, was passed prohibiting glass on waterways and requiring secured food containers for food and beverages as well as an attached litterbag on the craft. Act 853, which requires litter law education to be placed in the Arkansas State Driver' License manual. Act, which allows the prosecution of illegal dumping on an owner's land.

Mr. Phelps also discussed the Division's education and recognition efforts throughout the state.

The State Parks, Recreation and Travel Commission adjourned at approximately 2:30 p.m. on January 17, 2002.