

MINUTES

**State Parks, Recreation & Travel Commission
Comfort Inn
Mountain Home, Arkansas
June 16-17, 2005**

Commissioners Present

Jane Christenson, Chairman, Thursday Only
Steve Arrison
Danny Ford
Jim Gaston
Billy Lindsey
Mike Mills, Thursday Only
Montine McNulty

Jim Shamburger, Vice Chairman
Bill Barnes
Polly Crews
Wade Williams
Jay Bunyard, Thursday Only
Debbie Haak, Thursday Only
Ness Sechrest

Department Staff Present

Richard W. Davies, Executive Director
Larry Cargile, Central Administration Director
Joe David Rice, Tourism Director
Nancy Clark, Asst. Tourism Director
Stan Graves, Manager, Planning & Development
Mac Balkman, Manager, Operations
Rex Friedman, Chief Planner
Jay Miller, Administrator, Program Services
Joan Ellison, Public Information Officer
Jana Greenbaum, Communications Manager
Tony Perrin, Region II Supervisor
Marcel Hanzlik, Region III Supervisor
Corrine Fletcher, Superintendent, Powhatan Courthouse State Park
Dave Jackson, Superintendent, Mammoth Spring State Park
Glenda Pryor, Assistant Superintendent, Mammoth Spring State Park
Janice Denney, Interpreter, Bull Shoals-White River State Park
Mark Clippinger, Superintendent, Hobbs State Park-Conservation Area
Donna Spaght, Superintendent, Old Davidsonville State Park
Tracy King, Superintendent, Bull Shoals-White River State Park
Lynn Warren, Landscape Architect
Ian Hope, Trails Coordinator
Connie Adkins, Administrative Assistant, Region II
Gloria Robins, Executive Assistant
Sandy Burch, Administrative Assistant

Agency Staff Present

Shelby Woods

Wayne Woods

Karen Mullikin

Brian Kratkiewicz

Aristotle

Marla Johnson Norris Jonathan Eudy Bojana Gojkovic

Guests Present

State Representative Johnny Key, District 81
Steve Stewart, Governor Huckabee's Office
Carolyn Joyce, Ft. Smith Convention & Visitors' Bureau
Laurie Green, Little Rock Convention & Visitors' Bureau
Barry Travis, Little Rock Convention & Visitors' Bureau
Dan O'Byrne, Little Rock Convention & Visitors' Bureau
Gina Marchese, Little Rock Marathon
Geneva Hampton, Little Rock Marathon
Annabelle Davis, Jacksonville Parks & Recreation
Mark Perry, 50th Anniversary Committee Little Rock Air Force Base
Major Tim Strong, 50th Anniversary Committee Little Rock Air Force Base
Kelley Linck, Ozark Regional Tourism Association
Doug Wilson, National Park Service
Terry Cook, Harrison Chamber of Commerce
Frank Wallis, Baxter Bulletin
Clare Adams, Jay Milner Associates, Inc.
Jonathan Knoffke, Solid Light, Inc.
Jim Griffin, Bull Shoals

Call to Order

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

Approval of the Agenda

Polly Crews moved to approve the agenda. Debbie Haak seconded and the motion carried.

Presentation of Minutes from Previous Meeting

Wade Williams moved to approve the Minutes. Montine McNulty seconded and the motion carried.

Recognition of Guests

Chairman Christenson recognized and welcomed guests in attendance.

Financial Report

Larry Cargile presented a fiscal year-to-date financial report for the period ended May 31, 2005. The fiscal year-to-date expenditures were: Parks Division, \$52,256,865, including construction and grants; Tourism Division, \$11,297,210; Keep Arkansas Beautiful, \$301,792; Administration Division, \$2,182,986; and History Commission, \$1,232,747. Expenditures for the Department totaled \$67,271,600. The Parks Division fiscal year-to-date operating revenue totaled \$12,531,973, an increase of 5% over the same period last year.

Ness Sechrest moved to approve the financial report. Danny Ford seconded and the motion carried.

EXECUTIVE DIRECTOR'S REPORT

IRS Ruling

Richard Davies said the Internal Revenue Service had ruled that all commissioners are technically employees of the state for payroll deductions on stipends. He asked the Commissioners to complete the employment forms by July 1, 2005 and return to Gloria Robins.

June Meeting

Richard Davies reminded the commissioners that the location of the July 21-22 meeting will be the Ozark Folk Center. A photograph of the commission will be taken during the meeting to be displayed in the new Welcome Centers along with the Arkansas Highway Commissioners photo.

PARKS DIVISION

Devil's Den State Park - Report on Storm Damage

Mac Balkman reported that a storm had taken place the evening of June 13, 2005 that caused damage to Devil's Den State Park. A summary of the damage by the heavy wind storm was distributed that indicated approximately 200 trees were downed, one of which fell on a cabin that will be out of service for several weeks until repairs are made. Mr. Balkman said the park is now open to the public. Richard Davies said park staff did an outstanding job in getting the park open over night after removing 40 trees that were downed across the roads.

Arkansas Post Museum - Master Plan

Rex Friedman introduced Clare Adams, Senior Associate and Principal Preservation Planner with John Milner Associates, Inc., and Jonathan Knoffke, Project Manager with Solid Light, Inc. Ms. Adams and Mr. Knoffke were the consultants for both the Arkansas Post Museum and Powhatan Courthouse State Park Master Plans.

Jonathan Knoffke said the objective of both master plans was to create an observation of how each park operates today and where it needs to go from an interpretive and facilities standpoint, and how they can best serve the public.

Mr. Knoffke described the museum, its location and collections. It is a community based museum with a focus on local and regional history. In 2004, the museum had 3,000 visitors and 2,000 people attended programs. General observations were that the museum has significant collections management, exhibit, interpretation and visitor services infrastructure needs and it has a supportive relationship with the *Friends of Arkansas Post Museum*. The museum's greatest potential asset is that it has a fine collection of agricultural material and photographs and a good connection to the community. Mr. Knoffke said the museum has an identity problem because the mission and name don't reinforce what the museum does. Because the asset is collections based, there are no adequate storage facilities for historic and archival collections, and no real option on where they should be stored. The interpretation has a narrow focus with mostly self-guided tours. Mr. Knoffke said their recommendations include adopting a new mission and name, define the interpretive focus, emphasize cultural and natural heritage, increase staff, address site engineering issues, create a site development plan, develop facilities to manage and exhibit the collection and define the role of the friends group and other partners. Some goals for the museum include development of visitor services, development of the museum's identity and heritage tourism niche, and the development of revenue generation strategies.

Montine McNulty asked if Mr. Knoffke had a suggestion for name change. Mr. Knoffke said Prairie Life Museum or Prairie Culture Museum, which would show how the land influenced the people who lived there. Ness Sechrest said he felt the community would resist any name change. Polly Crews asked if there was competition between the Arkansas Post National Monument and the Museum. Mr. Knoffke said no, and that the two staffs help each other. Ms. Crews asked what could be done to enhance the Museum to attract more visitors. Mr. Knoffke said a marketing plan must be developed that captures what the site can be and connect with other sites in the area. Because the location is remote it will be difficult to make the Museum a destination. Ms. Adams said often when guests get to the Museum and find out they are not at the national monument, they leave. The Museum has an identity problem. Richard Davies explained the attempt to change the name during the legislative session but that it was not successful because of local residents' resistance. Ms. Adams said the solution may be to keep the present name and add a tag line. Mr. Knoffke said some other areas that need to be addressed are site drainage, modification of visitor entry and orientation to the museum, prairie grass restoration be expanded, change location of the entry drive into the park, reduce or consolidate the Peterson Building exhibits, move the 1933 Playhouse indoors, and seek extra-help Park Techs, full-time Interpreter, and part-time curator or education coordinator.

Mike Mills asked how many visitors went to the Museum. Wade Williams stated it was 3,107 in 2004. Jim Shamburger said at that number it cost \$65 per visitor. Ms. Crews said she felt signage is a problem and perhaps it would be helpful if there were dates on the signage. Ms. Adams said signage is a recommendation. Wade Williams asked if the local residents would be resistant to expanding the current collection, because that could be of interest to more visitors.

Mr. Knoffke said that was addressed and that the strength of the collection is within a 50 to 75 year period following the Civil War. Our recommendation is the story the Museum tells be continued to the present. Mr. Williams asked how tied to the plan we'd be if it was approved. Mr. Williams said he was a little concerned about hiring additional staff for 3,000 visitors annually. Mr. Davies said staffing levels would be based on growth. Ms. Crews asked about the possibility of having a floating curator who could work at different parks when needed. Mr. Davies said yes, and it had also been considered to have regional collection management sites.

Wade Williams moved to approve the Master Plan for Arkansas Post Museum as presented. Debbie Haak seconded and the motion carried.

Powhatan Historic State Park - Master Plan

Clare Adams gave an overview of the Powhatan Historic State Park and history of the area. Today the park could be characterized as primarily an historic site because the focus is on local and county history. Visitation has been down due to closing the courthouse for renovation. Average visitation prior to closing the courthouse was 8,000. General observations included the fragmentation of a visitor's understanding of the community, an untapped potential for archeological research, problems with site circulation and collections management. Ms. Adams said some challenges are: the name emphasizes the courthouse and not the town, improvement of community relationships, privately owned parcels hinder 19th Century interpretation, there are numerous access issues due to topography and Highway 25 and barrier-free access is complicated by the fragmented location of historic resources. Recommendations include improvement of visitor services and orientation, continuation of land acquisition to create a contiguous site, address safety, traffic, circulation and barrier-free access, increase staffing and tell a broader picture of the town's evolution and decline with an emphasis of its 19th Century community and commercial history.

Danny Ford moved to approve the Master Plan for Powhatan Historic State Park as presented. Jay Bunyard seconded and the motion carried.

Powhatan Courthouse State Park - Proposed Acquisition of Hanshaw Property

Stan Graves said Mr. and Mrs. Robert Hanshaw contacted staff regarding property they own and wanted to sell. The Hanshaw property consists of 3.5 acres and is directly adjacent to existing park property. Though the property includes a 1,200 square foot house, it lacks adequate insulation, wiring and plumbing, and the foundation slab is broken. If acquisition of the property is approved, a new employee residence would be constructed on the site. Acquisition of the tract would satisfy the requirement by the Land & Water Conservation Fund that property be provided of equal value and usefulness as replacement for the property at Hobbs State Park-Conservation Area (HSPCA) of approximately 3.04 acres for the county road right-of-way easement. The acquisition would use Arkansas Natural & Cultural Resource Council

grant funds in addition to \$7,000 in funds paid for the HSPCA easement. Mr. and Mrs. Hanshaw are asking \$40,000 for the property, however it will be appraised. Mr. Graves said he felt the appraisal would be close to the \$40,000 asking price.

Jim Shamburger moved to approve acquisition of the Hanshaw property located adjacent to Powhatan Historic State Park (all of Block 19 of the Addition to the Town of Powhatan, AR and also part of the West half of the Southeast Quarter of the Southeast Quarter of Section 30, Township 17 North, Range 1 West described by metes and bounds containing 2 ½ acres more or less, all located in Lawrence County, AR). Debbie Haak seconded and the motion carried.

Hobbs State Park-Conservation Area - Public Meeting on PD 3070

Mac Balkman said during the April 21-22, 2005 meeting the Commission approved staff's recommendation to close the multi-use trail at Hobbs State Park-Conservation Area during the two five-day permit deer hunts (modern gun and muzzle load) and mornings until noon during the spring turkey season. Following any comments during this meeting, the 30-day public comment period will conclude. The Commission had been provided with copies of the eight written comments that had been received. Chairman Christenson recognized those present who wished to address the Commission.

The first speaker was Fred Woehl from Harrison

Mr. Woehl said he had been a hunter education instructor for the Arkansas Game & Fish Commission for almost 30 years and had taught over 10,000 people how to hunt safely. In addition to being an avid turkey hunter, Mr. Woehl said he was a horseman and a member of several horse groups. Mr. Woehl listed other organizations to which he had affiliation. Mr. Woehl said he was greatly concerned with the direction the Commission had taken with the horse situation at Hobbs. There had been some actions taken based on opinions that are not founded in fact or with sound evidence. Closing of trails during hunting season is not based on scientific or dependable reason. It was based on opinion without any facts or any basis for it. Safety concerns were stated as the reason as to why it would happen. For the last 28 years Mr. Woehl did a list of all accidents within the state. In those 28 years there has never been an incident of a person being shot off horseback during hunting season. The National Park Service and the U.S. Forest Service understands that and doesn't close their trails during hunting seasons. Mr. Woehl said it doesn't make sense to close a multi-use trail when he could ride and hunt, according to Arkansas Game & Fish Commission (AGFC) regulations.

The second speaker was Jacque Alexander from Little Rock

Ms. Alexander said she wanted to ask consideration for a less extreme option. Closing the trails is an extreme because they will be used by mountain bikers and hikers in addition to those on horseback. Closure will be confusing as far as when the trails will be open and when they will be closed. Safety had not been substantiated as an issue. Horseback riders are

accustomed to being careful during hunting season. Ms. Alexander said the portion that made sense to her was closure during deer hunting. The idea of closure during turkey season did not make sense. Ms. Alexander said Commissioner McNulty had made the request that different options be considered and that, to her knowledge, zoning had not been considered, and it is good option. Ms. Alexander said closure would turn over control of when the park would be open to another independent agency. That does not make sense.

The third speaker was Rick Chastain, Assistant Chief, Wildlife Management, Arkansas Game & Fish Commission (AGFC)

Mr. Chastain said he was at the meeting to support the proposal that had been approved by the Commission in April and was not going to address or defend safety issues in regard to the trail closure. Anytime there are guns in the woods there are safety issues. It is the desire of the AGFC for the park's user groups to have a quality experience which includes hunters. The proposal is about trying to give each group a quality experience. Hunters have to go through a computer draw process and pay money for the permit to hunt at Hobbs. AGFC felt that the proposal is a very good compromise.

Jim Shamburger asked if AFGC supported letting hunters ride horse during hunting seasons. Mr. Chastain said they do on the AGFC Wildlife Management Areas (WMA). At Hobbs, since it is a permit hunt, AGFC would be willing to try allowing it because it would be a limited number of people. Richard Davies said he had talked with David Goad with AGFC who said he was going to recommend to his Commission to not allow hunting from horseback during turkey season at Hobbs. Turkey hunting is a solitary and quiet experience. If one is turkey hunting and a group of horses or bike riders go by, the hunt is over. The staff perspective for state parks was that the short periods of time proposed closing the trails, it would allow for a quality experience. As a matter of history, when we acquired this park, AGFC, the Department of Arkansas Heritage and Arkansas Forestry Commission were involved with us. The proposed closing times is an experience issue more than one of safety. Debbie Haak said that is completely opposite from what was said in the very beginning – that it was safety. Mike Mills said the discussion was that it was strictly a safety issue; there was no discussion about quality of experience. Jim Gaston said he did remember the quality of experience being talked about at some of the meetings. Mark Clippinger said he felt the safety issue was a given. The quality of the experience has been discussed and we feel that there is a fair compromise on the table now. The hunting public has only a short time to hunt and the weather impacts that where we are proposing closing the trails only 8% of the year in order to honor the commitment to the hunting user group. Mr. Woehl said there are over 11,000 acres in the park and the horse trail has been cut down to 17 miles. Danny Ford asked if any bikers had complained about the proposed closings. Superintendent Clippinger said there had been one. Ms. Haak asked if there was data on how many people use the trail as opposed to the 120 permitted hunters. Superintendent Clippinger said because the trail wasn't open yet, he did not have any numbers. On other trails there are about 2,000 using Pigeon Roost Trail, and about 2,000 use Shaddox Hollow Trail. Ms. Haak asked if when the multi-use trail was originally proposed, was it said that it would be closed part of the time. Superintendent Clippinger stated in the comprehensive trail plan it does

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state that it would be closed. Ms. Haak asked if everybody concerned new that there was a possibility that it would be closed. Ms. Alexander said she remembered that it was not decided but that it was a consideration. We came back very strongly opposed to that. Danny Ford said some of us have felt that the short period of time we are discussing, would be fair for everybody.

Chairman Christenson said the public hearing was closed. Wade Williams said he had looked for a compromise. It is difficult to follow the logic of how we got to this point. Mr. Williams said he would not argue that hunters, as a user group, have a right to a quality experience. However, that had not been the focus of discussion to this point. Zoning and buffer zones had been eliminated based on safety issues. The logic that had been used does not hold up. Mr. Williams said Mr. Butts was not present to defend himself.

Wade Williams moved to table a decision on closing the multi-use trail during hunting seasons at Hobbs State Park-Conservation Area until the July meeting. Debbie Haak seconded the motion.

Bill Barnes said he followed Mr. Williams' logic better than he followed the logic for closure. Is it fair for the equestrian people to have to come back for a sixth meeting? Ms. Christenson said they did not have to come back; they had made their comments. Billy Lindsey said his position had changed. The fact that hunters would be able to ride horses but recreation riders would not be able to use the trails during hunting seasons did not make sense. Also the fact that other agencies allow it and that there have been no incidents where a rider has been shot off a horse during hunting season. Mr. Shamburger said that according to the information the Commission had been provided, the other agencies do close some trails during hunting seasons. Superintendent Clippinger said the Hobbs had been compared to U.S. Forest Service or Park Service lands. At the Buffalo River there are between 9,000 to 14,000 roadless acres. On Hobbs there are 37 miles of roadway on the 12,000 acres. It is important to realize that the comparison can't be made when comparing 1.5 million acres of U.S. Forest Service land, most of which is undeveloped, to a 12,000 acre tract cut up by 37 miles of road. Jim Gaston said getting more trails open should be expedited. Superintendent Clippinger explained which trails Mr. Butts had directed be started, such as a watchable wildlife trail for hiking only. There are also study areas as alternate multi-use trail locations. Mr. Gaston said it seemed like the problem was that there was only a few trails open at this time. Shouldn't the priority be raised to open more trails for riders. Mac Balkman said Mr. Butts' memo talked about that very thing. There is a planned multi-use of seven to nine miles being studied now. Polly Crews asked how long it would take to build a new trail. Superintendent Clippinger said he expected to complete four miles before deer season.

Wade Williams said if more trails could be built that could be used during hunting seasons, then we won't be denying the rest of the public the ability to use the park. Mr. Williams said he wanted a commitment from Mr. Butts as to when the trails would be built before the park is closed to the rest of the public. As the park is developed, more people will use it and there will be many competing uses going on at the same time. Mr. Williams said that what staff was trying to do made sense, and to make sure hunters have a quality experience is important, but a compromise could be made.

A vote was taken and the motion carried.

Mt. Magazine State Park - Public Meeting on CY06 Lodge and Cabin Rates and Fees

Mac Balkman the Parks Committee reviewed and approved rates for the lodge rooms and cabins. During the public comment period one letter was received that appeared to be favorable.

Ness Sechrest moved to approve the lodge room, conference center and cabin rates for Mt. Magazine State Park for CY06 as presented. Montine McNulty seconded and the motion carried.

Jane Christenson asked if it had been determined if Arkansas beer and wine could be served at the lodge. Mr. Davies said it would if the Commission so instructed.

Jim Gaston moved to permit the serving of beer and wine at the lodge at Mt. Magazine State Park given that all applicable regulations be met for a wine and beer permit from the state. Mr. Barnes seconded and the motion carried.

Miscellaneous

Jim Gaston thanked everyone for visiting the site of the Visitor Center that is under construction. Mr. Gaston said he would like ASP to look at bringing back into the parks system the boat launch ramp and camping area that is adjacent to the Visitor Center site. The advantage would be that barge tours could take place from the site and a nature trail could be developed. Richard Davies asked if the area currently has much camping use. Mr. Gaston said it does not have the camping appeal of the sites along the river. Superintendent Tracy King said there are 35 campsites and a newer bathhouse. The majority of the visitors who camp there go to that area because the park is full. It is a nice area that will need some minor improvements. People who want to be on the lake camp there. Stan Graves said only 20% of our current campgrounds have been improved. It would take an additional \$1 million to upgrade that camping area to meet our standards. Greg Butts had requested figures on improving the area and that information was being gathered. From the standpoint of interpretive programs, it would be great piece to have in the system. A discussion followed about another area near the park that could provide lake access. Mr. Gaston suggested that the area near the new Visitor Center be kept in its current condition and brought into the system. Mr. Gaston asked that it be considered both for the view and security at the dam. Mr. Davies said it would be considered.

TOURISM DIVISION

Aristotle Website Budget Proposal for Arkansas.com

Marla Norris discussed staff's recommendations and requests that were incorporated in the proposed 2005-2006 budget for Arkansas.com. Ms. Norris said Aristotle staff had met with CJRW and the tourism staff a couple times during the year to discuss landing pages, on-line promotion, and how Aristotle could help by developing content on the website to make on-line promotion more successful in the coming year. Ms. Norris reviewed the budget line-by-line. The overview of the budget included: providing for infrastructure and growth, keeping data, city listings and photographs up to date, adding more maps and photographs, Spanish translation, improvements to the *Arkansas Kids* section, itinerary ideas, monthly promotional videos, search engine optimization, keyword buys, research, tracking and reporting. The total amount of the proposed budget for FY 06 as presented was \$732,985. The budget can also be adjusted throughout the year.

Bill Barnes moved to approve the FY 06 Aristotle budget for Arkansas.com as presented. Wade Williams seconded the motion.

Bill Barnes said he believed strongly that Internet presence needs to continue to be improved because the Internet component of advertising has shown great results and has won its share of accolades. Richard Davies said the Internet budget has always been presented based on goals. Mr. Davies said he had input on the keyword buys and had asked for an amount that could be responsibly spent, not meaning that all of it has to be spent. The amount shown in the budget was put in for discussion purposes. Mr. Barnes said part of his comfort in making the motion was the understanding that the budget was an agreed consensus of Department staff, CJRW, industry representatives and Aristotle staff. Mr. Davies said he was not sure how much CJRW was involved in the details, though much of the budget remains to be decided among that team (staff, CJRW and Aristotle). Mr. Gaston asked with whom in the industry Aristotle had visited. Ms. Norris said Claude Legris in Ft. Smith regarding convention business and the heads of the regional tourism associations. Mr. Gaston asked how much time Aristotle had spent meeting with CJRW. Ms. Norris said there had been one meeting during which a discussion took place on on-line promotion. Mr. Gaston said "industry people" should include the Arkansas Hospitality Association, Little Rock, Pine Bluff and Hot Springs. Mr. Gaston asked Shelby Woods how much input or meetings did CJRW have with Aristotle regarding the budget. Mr. Woods said not much. Mr. Barnes said he did not think Aristotle had input in CJRW's budget and asked Mr. Gaston if the question was relevant. Mr. Gaston asked where the \$300,000 for keyword buys would come from. Mr. Davies said the first part of the tourism division's budget is for staff, M&O, etc. The second part is for the Internet and all the advertising funds left is turned over to CJRW. The funds come from the 2% Tourism Tax. Debbie Haak said there was a conversation two years ago in which the commission directed Aristotle and CJRW to meet regularly. That needs to be done. Ms. Norris agreed and said that Karen Mullikin and Jonathan Eudy had been trying to set up meeting every two months but, due to scheduling, it had not occurred. Ms. Haak said if they were asked to do that, it should have been a priority and it should be a partnership in developing the budget. Mr. Davies reiterated that the instruction

regarding the budgeted amount for keyword buys was his. Joe David Rice said he was projecting a 6% increase in the 2% Tourism Tax which would be approximately \$998,000 for the advertising campaign. This was allocated with an increase of about \$322,000 for Aristotle and about a \$676,000 increase for CJRW (32% and 68%). A discussion followed concerning keyword buys and the percent the budget was being increased with keyword buys. Mike Mills said he felt that spending more on search engine optimization could produce more than keyword buys.

Steve Arrison said he was concerned that so much money was being put in one area and there might be more return somewhere else. Mr. Arrison said he is not comfortable with how Aristotle and CJRW are working together. Danny Ford said he expected an increase but was shocked with this increase. Mr. Gaston said he was critical of the lack of communication between CJRW and Aristotle. They are both competing for same dollars and there are a lot of things they don't want to share. It is a feather in both caps to have the ADPT account. Mr. Gaston said, therefore, he expected preferential treatment for the Department. Use media to drive people to the website, and then use it to close the sale. Mr. Gaston said he couldn't support spending \$300,000 for keywords.

Wade Williams asked if the motion would need to be amended if the Commission elected to combine search engine optimization and keyword buys and then direct staff to allocate the funds in the best way. Mr. Davies said staff would do what it was directed to do by the Commission. There may need to be another motion about combining the two line items. Mr. Williams said each month the report Charles McLemore provides gives the top ten key search words or phrases. Mr. Gaston said what he wanted was the top ten sites that link to Arkansas.com. Mr. Williams said the Commission relies on staff and while the Commission has an obligation and right to question, this budget is the staff's recommendation. Mr. Rice said that was correct. Mr. Williams said it made sense to him to combine the two line items and direct staff to work with Aristotle to find the best ways to expend the funds. Ness Sechrest suggested that the Advertising Committee get together with staff, CJRW and Aristotle to work on the budget. The problem that has been discussed is that it is felt there has not been direct communication between CJRW and Aristotle. Mr. Sechrest said the Commissioners whose businesses were helped by the Internet should have input on the website. Mr. Barnes said the reason he supported the budget is because the Internet is working more for Arkansas each year. We, as Commissioners, always have input but we've always said "they are the pros"; let's permit them do their jobs and allow staff to do the fine tuning. Mr. Gaston said he only had a problem with the \$300,000 for keywords. Jay Bunyard said the budget needed to be handled by the Advertising Committee which would then make a recommendation to the full Commission. Mr. Davies suggested holding the keyword buy line item and approving the rest of the budget, if the commission was comfortable with it. Mr. Lindsey said the problem had not been addressed which is the lines of communication between the Commission, CJRW, Aristotle and staff.

Montine McNulty said there was a motion on floor, and called for question.

A vote was taken and the motion failed.

Wade Williams moved to accept the FY 06 Aristotle budget as presented with the exception of Goal # 6, Items 1 and 2, and those two items be combined, and direct staff to meet with Aristotle, CJRW and the Advertising Committee to reallocate the funds based on the discussions at this meeting. Ness Sechrest seconded the motion.

Ms. McNulty suggested that no amount of money be approved and that staff, CJRW, Aristotle and the Advertising Committee meet and then come back with a recommendation to the full commission. Steve Arrison said there are other areas of the budget he was not comfortable with, and added that it was hard for him to believe staff looked at the budget and cut anything out. Mr. Davies said that was incorrect. Mr. Rice said the contract with Aristotle expires on June 30th and the system needs to keep running.

Ness Sechrest withdrew his second of the motion.

A discussion followed which included the suggestion that the initial budget presentation be made to the Advertising Committee which would then have a recommendation to the full Commission. Mr. Williams said that by including the Advertising Committee it would be changing the process. Mr. Shamburger said the Internet was changing all the time. Ms. Norris said she wished there was an Internet Committee. Chairman Christenson said she was not sure that everyone on the Advertising Committee should be on an Internet Committee; that it should be made up of people knowledgeable of the Internet.

Bill Barnes moved to approve the budget with the exception of Goal 6, Item 2 (\$300,000 for keyword buys) and direct staff, the Advertising Committee, Aristotle and CJRW to meet to propose the best way to utilize those funds (\$300,000). Wade Williams seconded the motion. A vote was taken and the motion failed.

Jay Bunyard moved to approve operating under this fiscal year's budget into July and allow the Advertising Committee to review the FY 06 budget to make a recommendation to the full Commission. Jim Gaston seconded the motion.

Mr. Davies said he assumed that meant doing nothing but keeping the website running. Last year's budget included work that had been completed. Mr. Mills said Mr. Bunyard's motion was a good one because there are many of the same line items in both budgets. Mr. Mills said the commission could authorize 1/12 of the previous year's budget. Mr. Gaston said the major concern is the \$300,000. Whatever is voted on can be changed later.

Jay Bunyard withdrew his motion.

Jim Gaston moved to approve the FY 06 Aristotle budget except for \$300,000 for keyword buys and the Tourism Staff, the Advertising Committee, Aristotle and CJRW meet to determine the best utilization of those funds and make a recommendation to the full commission. \$10,000 will be left in the budget for keyword buys for one month. Bill Barnes seconded the motion.

Wade Williams clarified that for the process next year, the budget would go to Advertising Committee for its recommendations to the full commission.

Ness Sechrest called for question.

A vote was taken. The motion carried with one vote against the motion.

Community Partnership Marketing Program Proposal – 50th Anniversary of the Jacksonville Air Force Base

Mark Perry is a member of the 50th Anniversary Committee for the Little Rock Air Force Base. Mr. Perry gave a brief overview of the history of the Air Force Base, which is the only base in the country where the land was donated with private funds. The 50th Anniversary of the base will be celebrated with the October 8-9, 2005 open house and air show. A large crowd is expected because the *Thunderbirds* will be performing. It is anticipated that nearly 200,000 people will attend the air show. Mr. Perry introduced Major Tim Stong, Operations Officer for the 50th Anniversary Celebration.

Major Stong said the theme of this year's show is *Golden Partnership* in celebration of the partnership the base enjoys with the local community. Major Stong gave an overview of the activities that will take place throughout the two-day event which include up to 400 paratroopers jumping each day, vintage air craft, an air craft demonstration show, motivational speakers, etc. The budget for 2004 was \$125,000. Those appropriated funds are doubled for 2005. Major Stong covered the impact on Arkansas tourism that is anticipated by this year's celebration.

Richard Davies asked what Major Stong anticipated for the grant funds. Major Stong said they could be helped in several areas where they are restricted by the Air Force. Though paying for acts is allowed, paying for meals is not. Other areas include "jumbotron" screens that could show in-cockpit video, advertising, and shuttle buses for off-base parking. Mr. Davies asked if there was a promotion budget. Major Stong said they were not allowed to pay for advertising with appropriated funds. Bill Barnes said if the Commission voted to approve a grant, that another entity could be funded to work closely with the community counsel in advertising the event.

Community Partnership Marketing Program Proposal – Little Rock Marathon

Dan O’Byrne introduced Geneva Hampton and Gina Marchese with Little Rock Parks and Recreation.

Ms. Hampton said it is their vision to hold a marathon in Little Rock on the level of the Boston and New York marathons. The Little Rock marathon will be held March 5, 2006. The 2005 marathon drew 5,000 participants from 47 different states and eight foreign countries. Ms. Hampton said they were requesting \$25,000 in order to do a national ad print campaign to take the world-wide awareness from Governor Huckabee’s participation in 2005 and continue the momentum. Richard Davies asked how many hotel rooms were booked for the last race. Ms. Hampton said 1,200.

Danny Ford said when the fund was set up it was intended to be as a start up for new events to attract visitors to small communities. Our money might go into another direction and do more good than here. Mr. Davies said if someone sees an ad as late as February will they still be able to get signed up and get a room. Ms. Hampton said they would. Bill Barnes said it was his understanding the money requested was to help take the marathon to the next level.

Richard Davies said there is a \$50,000 budget per year for this program. Mr. Ford stated if we committed this money to Jacksonville and Little Rock, we would not have any funds available if a small community came to the Commission with a request. Mr. Barnes said both requests were unique and maybe the Commission could figure out a way to help both groups this year. Would there be a way that the Commission could direct CJRW to do the advertising for both events for \$25,000. Mr. Davies said if advertising is the request, there is no reason to write a check to anyone. We would place ads on their behalf up to \$25,000. Polly Crews said that what Mr. Ford said was important and we need to get the word out across the state that this grant is available.

Ness Sechrest moved to approve \$12,500 each for Community Partnership Grants for the Little Rock Marathon and the 50th Anniversary of the Little Rock Air Force Base. Montine McNulty seconded and the motion carried.

SpaIndex.com

Debbie Barnes said that the website SpaIndex.com is an international guide to spa goers to find information on places they would like to visit. The spa market is growing and expanding. Ms. Barnes reported that an article about “Turtle Cove” had been featured on SpaIndex.com. Ms. Barnes said Jana Greenbaum had assisted in getting the author of the article to visit Arkansas and write about “Turtle Cove.” Bill Barnes said this is an example of what our Department does for tourism in Arkansas. The editorial value of the article on SpaIndex.com is greater than anything that could be purchased. Mr. Barnes credited Ms. Greenbaum who enticed the writer to come to “Turtle Cove.”

Image Book Update

Following up from Commissioner Haak's request, Shelby Woods reported on the cost to print the Image Book domestically. The cost to print 10,000 hardbound and 50,000 softbound books would be \$310,000, approximately \$101,000 more to print in the United States than in China. However, the freight would be reduced by approximately \$30,000. The bottom line difference would be about \$60,000 more to print in the US. Mr. Woods said trying to raise the funds to print the book will not be an easy task. Within the next few months it will be determined if we will move forward with the project. Mr. Woods said he would keep the Commissioners informed if the project is feasible and possible through partnerships with other state agencies and corporate sponsors. Joe David Rice said that if we undertook the project, the cost would be spread over two fiscal years.

The Natural State Golf Trail Update

Jim Shamburger said inquiries last month were five times over the previous month. In the previous week's edition of the *Tulsa World* newspaper there were two articles about the golf trail. Five courses have applied for membership for next year and they are currently being evaluated.

Destination Arkansas Update

Karen Mullikin said fam tours had been offered throughout May and part of June for writers to write about family attractions. A full report will be given in July. There have been several groups from the United Kingdom visiting in the last few months. An operator from the UK who specializes in birding heard about the Ivory Billed Woodpecker and after visiting Arkansas returned to the UK with glowing reports about the state; its beauty and the friendliness of its residents. The operator is putting together a tour called "avian adventures". This past week a group of newspaper writers from Europe visited. One was the *Daily Mirror* that has a circulation of over 2 million. Ms. Mullikin said that Mindy Hawes had overheard a conversation in which one of the writers had said, "Until you are actually over here, you can have no conception as to how beautiful Arkansas is".

Billy Lindsey said a couple that visited from the UK ran a travel agency that centers on fishing and golf trips. This was their first trip to the United States and they became very excited by the carp they saw around docks and marinas. The biggest brochure he had was on his carp fishing trips. They talked about coming back to fish for carp and to start lining up carp trips.

Revised "See Arkansas First" Television Spot

Karen Mullikin showed the *See Arkansas First* television spot that included the revisions the Commission had requested.

Miscellaneous

Joe David Rice said that Leigh Bidewell was retiring the end of June. Ms. Bidewell started with the Department in 1979. Mr. Rice requested a Certificate of Appreciation for Ms. Bidewell.

Ness Sechrest moved to approve a Certificate of Appreciation for Ms. Leigh Bidewell in recognition of her years of service to the Department. Bill Barnes seconded and the motion carried.

The meeting adjourned at 9:25 a.m. on Friday, June 17, 2005 at the Comfort Inn in Mountain Home, Arkansas.