

MINUTES

State Parks, Recreation & Travel Commission Mountain Harbor Resort, Mt. Ida, Arkansas October 13-14, 2005

Commissioners Present

Jane Christenson, Chairman
Bill Barnes
Billy Lindsey
Steve Arrison
Mike Mills

Jim Shamburger, Vice Chairman
Wade Williams
Jay Bunyard
Montine McNulty, Thursday only
Debbie Haak

Commissioners Absent

Jim Gaston, Personal Conflict
Danny Ford, Business Conflict
Ness Sechrest, Business Conflict
Polly Crews, Illness

Department Staff Present

Richard W. Davies, Executive Director
Larry Cargile, Central Administration Director
Greg Butts, State Parks Director
Joe David Rice, Tourism Director
Nancy Clark, Assistant Tourism Director
Mac Balkman, Manager, Operations
Stan Graves, Manager, Planning & Development
Joan Ellison, Public Relations Officer
Lynn Warren, Landscape Architect
Donna Perrin, Manager, Tourism Development
Jana Greenbaum, Communications Manager
Melinda Hawes, Group Travel Manager
Charles McLemore, Director, Research & Information Services
Jon Brown, Region I Supervisor
Tony Perrin, Region II Supervisor
Marcel Hanzlik, Region III Supervisor
Jim Cannon, Region IV Supervisor
Tracy King, Superintendent, Bull Shoals-White River State Park
Gloria Robins, Executive Assistant
Sandy Burch, Administrative Assistant

Agency Staff Present

Shelby Woods
Bill Fitzgerald

Wayne Woods

Karen Mullikin

Aristotle

Marla Johnson Norris
Sean McCreight

Jonathan Eudy

Paige Watson

Guests Present

Representative David Dunn, Forrest City
Brant Enderle, Village Creek Resort, LLC
Jim Adair, Village Creek Resort, LLC
Al Frommeyer, Southern Equity Advisors, LLC
Pete Hoover, Williams Anderson Law Firm
Bill Thomas, Cross County Economic Development Corp.
Bob Wright, Crews & Associates
Ross Moore, Greers Ferry/Little Red River Association
Karen Trevino, North Little Rock Advertising and Promotion Commission
Phillip Carr, President, Mt. Ida Chamber of Commerce
Maureen Walther, Executive Director, Mt. Ida Chamber of Commerce
Jerry Shields, Lake Ouachita Citizens Focus Committee, Mt. Ida
Barry Travis, Little Rock CVB
Dan O'Byrne, Little Rock CVB
Annabelle Davis, Jacksonville Chamber of Commerce
Laurie Green, Little Rock CVB
Mary Margaret Satterfield, Conway Chamber of Commerce

Call to Order

Chairman Christenson called the meeting to order at 8:30 a.m. and Gloria Robins called the roll.

Approval of the Agenda

Jay Bunyard moved to approve the agenda. Wade Williams seconded and the motion carried.

Presentation of Minutes from Previous Meeting

Jim Shamburger moved to approve the Minutes. Bill Barnes 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 September 30, 2005. The expenditures were: Parks Division, \$15,338,156, including construction and grants; Tourism Division, \$2,860,935; Keep Arkansas Beautiful, \$100,120; Administration Division, \$683,386; and History Commission, \$377,562. Expenditures for the Department totaled \$19,360,160. The Parks Division operating revenue totaled \$4,902,639, an increase of 2% over the same period last fiscal year.

Jim Shamburger moved to approve the Financial Report as presented. Debbie Haak seconded and the motion carried.

EXECUTIVE DIRECTOR'S REPORT

Mt. Ida Area Chamber of Commerce Report

Bill Barnes introduced Phillip Carr, President of the Mount Ida Chamber of Commerce who thanked the Commissioners for visiting and for supporting the tourism industry in the state. Mr. Carr introduced Maureen Walther, Executive Director. Ms. Walther said there had been tremendous growth in Montgomery County and reported on many of the Chamber's plans for the future. Mr. Carr said membership in the Chamber had grown from 63 to 171 members in the last three years.

Lake Ouachita Citizens Focus Committee – New Hiking Trail Report – Jerry Shields

Bill Barnes said the U.S. Army Corps of Engineers (COE) had selected an advisory committee which was called the Lake Ouachita Citizens Focus Committee (LOCFC). Mr. Barnes introduced committee member, Jerry Shields, who had developed a partnership to develop a new shoreline trail at the lake. Mr. Shields said it has been a team effort made up of representatives of the COE, the U.S.D.A. Forest Service, Montgomery County Judge, the LOCFC, the Arkansas Department of Highway & Transportation, and the Mayor of Mount Ida. The plan for the 40 miles trail integrated new and existing facilities and was divided into phases. The first phase will consist of 5.2 miles with vista points. LOCFC is considering naming this section the *Lake Ouachita Vista Trail*. Construction will begin in the next two weeks and will be completed by the end of 2006. The second leg of the trail will be started in February 2006 and the third leg will be constructed in 2007. Mr. Shields said a 1,000 foot suspension bridge on the trail will be an attraction to the area and he expects it will generate new business in Montgomery County. Mr. Barnes said in the future a request will be made of the Commission for financial assistance for some components of the trail.

Legislative Subcommittee Meeting Report

Richard Davies said a Legislative Subcommittee meeting was held in Heber Springs on September 22. The Tourism staff and CJRW presented the Spring/Summer 2006 Campaign to the legislators. The Arkansas Tourism Development Foundation hosted a dinner at Lindsey's

Resort that evening. Billy Lindsey stated the Legislators have already scheduled the September 2006 meeting at Lindsey's. Mr. Lindsey said the meeting offers an excellent opportunity to spend time one-on-one with legislators. The Outdoor Caucus was new this year, which will play a bigger role in recreation activities beyond hunting and fishing.

U.S. Cultural & Heritage Tourism Summit Report

Richard Davies said he, Joe David Rice, Cathie Mathews Director of the Department of Arkansas Heritage, and Jack Moyer of the Crescent Hotel represented Arkansas at meetings of the Cultural & Heritage Tourism Summit. At a panel of multi-national tour operators a German tour operator said it was a waste of time for individual states to meet with him. The point made was that tourists don't visit an individual state; they visit regions. Mr. Davies said another interesting session was called *Package or Perish*. Rather than have a package on a website or in a brochure, offer a menu of activities that includes tickets for area attractions and events. A hotel becomes an agent for what a tourist may want to do on a visit to the area.

Entertainers Hall of Fame Induction Banquet

Richard Davies said the Arkansas Entertainers Hall of Fame is one of the Department's boards and the 2005 induction banquet was held at the Pine Bluff Convention Center on September 30th. Mr. Davies said nobody has any idea of the talent that has come out of Arkansas until they attend an induction ceremony or visit the Hall of Fame. Montine McNulty asked if it would be a possibility for AETN to televise the induction ceremony. Mr. Davies said the entire ceremony had been taped so that is something we could investigate. Debbie Haak suggested a Commission meeting be scheduled to coincide with the next induction ceremony so it would be easier for all the Commissioners to attend the banquet.

PARKS DIVISION

Village Creek State Park – Wellington, Int'l. Reorganization

Greg Butts said the Parks Committee had met with representatives of Village Creek Resort, LLC (VCR). Mr. Butts introduced Brant Enderle, President of VCR, Al Frommeyer, Southern Equity Advisors, LLC, Pete Hoover and Nicole Lovell, Williams Anderson Law Firm, Bill Thomas, Cross County Economic Development Corp. and Bob Wright, Crews & Associates.

Brant Enderle said he, Jim Adair and Scott Boruff had purchased Earl Worsham's interest in the developments he owned which included the *Carter Plantation* and the shares of Wellington International (W.I.). Mr. Enderle is the managing member of the companies and will be the person who signs on debts. Andy Dye will be responsible for the golf course design and Frank Butler of Three Architecture, Inc. will be the architect responsible for the resort design, and managing construction. Mr. Enderle listed staff of the *Carter Plantation* who will spend two months hiring and training staff at the Village Creek project. Dana Feneck will be the interim Managing Director until a permanent Managing Director is appointed. Al Frommeyer will work at marketing and identifying group business. A sales and marketing person will be hired by February 2006. Mr. Enderle expects the resort to open by June 2007. Bob Wright said

everyone had been working diligently to put the project financing together. Following all approvals and working out environmental issues, the bond transaction bid would close in late November or early December. Mr. Wright said he is very confident in the project and grateful to ADPT for its assistances. Mr. Enderle said the archeological survey would be completed by the end of October. Pete Hoover said there will need to be an amendment to lease and a development agreement between ADPT and VCR. The development agreement would give VCR the authority to overlook construction of the golf course and interact with all the contractors. With the Cross County Facilities Board (CCFB) there will be a loan agreement, and an indenture which will stipulate the sale and repayment of bonds and the amount ADPT will receive to build golf course. Mr. Hoover said the CCFB is essentially the lender.

Jim Shamburger asked if the Commission needed to take any action. Mr. Butts said, subject to the approval for bond sales by Cross County voters on October 18th, staff would need the authority to move forward following approval by the Arkansas Development Finance Authority (ADFA) and the Attorney General's office.

Billy Lindsey moved to approve moving forward with amending and finalizing the lease, development agreement and other required legal documents with Village Creek Resort, LLC, and other entities, for financing the construction of the lodge and golf course at Village Creek State Park. The Commission's approval is subject to approval by the Recreation and Tourism Public Facilities Board of Cross County, the Arkansas Attorney General and the Arkansas Development Finance Authority. Montine McNulty seconded and the motion carried.

Lake Ft. Smith State Park – Response from City of Ft. Smith

Greg Butts said the most recent bids on the Lake Ft. Smith State Park project had been discussed by the Commissioners during the September 15-16 meeting and the decision was to cost share with the City of Ft. Smith the \$3.2 million deficit. Mr. Butts summarized the study session that he and Rex Friedman attended on October 11th with the City's Board of Directors'. The City said it was not willing to increase its \$12 million commitment, and asked that certain facilities be included in the new park (the group cabin, group dining hall and the swimming pool) and if the SPRTC found it necessary to eliminate certain park facilities, that those facilities be added in the future as funds become available. City Director Maddox said during the meeting that both the City and ADPT should look at collectively financing phasing the project over time. Mr. Butts said staff's proposed recommendations to make up the \$4.1 million deficit include postponing the Visitor Center and exhibits and adding back in a temporary, modular Visitor Center with a reduction in exhibits. A lengthy discussion followed during which the Commissioners considered various options which included postponing the construction of some facilities, building modular cabin and a smaller swimming pool, and constructing the Visitor Center as designed versus building a temporary, modular structure.

Billy Lindsey moved to direct staff to construct cabins at Lake Ft. Smith State Park at a cost not to exceed \$2 million, delay construction of the group facility and dining hall, and construct a temporary Visitor Center as proposed at the estimated cost of \$250,000. Debbie Haak seconded the motion. The motion failed to carry by a vote of four in favor of the motion and five against.

Bill Barnes moved to direct staff to delay construction of all cabins and the dining hall at Lake Ft. Smith State Park, and construct the Visitor Center and group facility as designed, but look for ways to cut the cost to construct the group facility. Following construction, any excess funds be used to construct cabins, and an annual assessment take place to review the need to fund additional cabins to meet public demand. Billy Lindsey seconded and the motion carried.

Bull Shoals-White River State Park – Proposed New Lease Areas from COE

Greg Butts said staff had been requested to look at the possibility of adding two areas to the COE lease at the park. One of the areas was part of the park in 1977 that the COE had asked ASP to transfer back to them for use as a maintenance facility. The COE did not build the planned facility and we would like to add the area back to the park. Stan Graves presented a power point program of the two areas discussed in the feasibility study. The Dam Site Area is adjacent to the site of the new Visitor Center and is comprised of 35 campsites, a restroom, bathhouse, dump station, basketball court, playground, horseshoe pits, and a group shelter. The Lakeview Day-Use Area contains approximately 85 acres and is south of and runs parallel to Highway 178. This area was the part of the park as it was originally constituted but given back to the COE in 1977. Mr. Graves outlined the profit/loss statistics, staffing, maintenance and operation costs, short-term renovation and estimated costs, proposed long-term construction and cost estimates and the disadvantages and advantages of entering into a lease with the COE for Dam Site Park. There is a boat launch ramp at the dam site area that is not part of the lease area. The COE wants to retain the ramp with future plans to expand it. The ramp is a revenue source for the COE. Mr. Butts said this ramp is the COE's only major high-water ramp on the lake. Richard Davies asked if park guests could use the ramp. Lynn Warren said the COE would maintain the ramp and tentatively agreed to permit all park guests to use it at no cost. Mr. Graves said that is one of the conditions proposed in an expanded lease agreement. Regarding the Lakeview Day-Use Extension Area, Mr. Graves said proposed future plans would be for hiking and interpretive trails, connecting the area to the main park. The COE currently permits hunting on the property. Mr. Davies asked how much hunting occurs. Superintendent Tracy King said there was very little if any.

Jim Shamburger moved to approve entering into a lease with the U.S. Army Corps of Engineers (COE) for the 85 acres adjacent to the Lakeview Day-Use Area and the Dam Site Area consisting of 78.1 acres at Bull Shoals-White River State Park with the conditions that the COE upgrade the Dam Site Area as proposed by staff and the COE provide a use waiver for free boat ramp use for all park guests. Montine McNulty seconded and the motion carried.

Bill Barnes asked if the day-use produced any revenue. Mr. Graves said it did not. Mr. Barnes suggested that the campsites in Dam Site Area be retained as future camping areas are developed. Mr. Graves said that is something that can be considered in the future. Mr. Barnes said the park needs to retain revenue producing potential.

Renewal of Grant Partnership Agreement – Arkansas Press Association (APA)

Greg Butts said APA wished to extend the grant partnership, and requested approval to renew the agreement. We will purchase up to \$75,000 in ad space and APA will contribute ads of equal value for each one placed (buy-one, get-one free).

Jay Bunyard moved to approve a one-year renewal of the Arkansas State Parks/Arkansas Press Association Grant Partnership Agreement. Steve Arrison seconded and the motion carried.

Renewal of Grant Partnership Agreement – Arkansas Broadcasters Association (ABA)

Greg Butts introduced Jim McCall, Executive Director of ABA. Mr. McCall thanked the Commissioners for 18 years of a wonderful partnership and for putting trust in the ABA. The contract calls for a four-to-one return on \$75,000 spent for advertising spots. It is estimated that the ABA will exceed \$1.1 million in advertising value; which is approximately a 15-to-1 return.

Mike Mills moved to approve a one-year renewal of the Arkansas State Parks/Arkansas Broadcasters Association Grant Partnership Agreement. Steve Arrison seconded and the motion carried.

Recreational Metal Detecting – Recommendation to Continue Program

Greg Butts requested that the pilot program for metal detecting be continued.

Steve Arrison moved to approve recreational metal detecting at public swim beaches at designated parks from the day after Labor Day through the weekend preceding Memorial Day. Bill Barnes seconded and the motion carried.

Devil's Den State Park - Removal of Structures from Inventory

Stan Graves requested approval to remove two dilapidated outbuildings from inventory. The structures are in disrepair and pose a hazard.

Wade Williams moved to approve removing the following structures from inventory at Devil's Den State Park: Outbuilding # 05.68 (AASIS #120004146) and Privy #05.69 (AASIS #120004147). Mike Mills seconded and the motion carried.

Powhatan Historic State Park - Removal of Structures from Inventory

Stan Graves requested approval to remove five structures from inventory. The structures are dilapidated and pose a hazard to park guests.

Wade Williams moved to approve removing the following structures from Inventory at Powhatan Historic State Park: Grooms residence #62.20 (AASIS #120001903), Metal Building #62.22 (AASIS #120003230), Taylor residence #62.23 (AASIS #120004192), Fowler residence #62.25 (AASIS #120003229) and Shed #62.26 (AASIS 120004077). Mike Mills seconded and the motion carried.

Mt. Nebo State Park – Renewal of Agreement with Arkansas River Valley Amateur Radio Foundation (ARVARF)

Stan Graves said since 1995 the ARVARF operated a radio site on a tower at the park and requested approval to renew the agreement.

Billy Lindsey moved to approve a five-year renewal of the Amended Use Permit Agreement between Arkansas State Parks (ASP) and the Arkansas River Valley Amateur Radio Foundation to operate a radio site on a tower owned by ASP located at Mt. Nebo State Park. Montine McNulty seconded and the motion carried.

Certificate of Appreciation – Joyce McHaffey

Greg Butts requested a Certificate of Appreciation for Joyce McHaffey who will be retiring following 16 years of service at Hampson Archeological Museum State Park.

Steve Arrison moved to approve a Certificate of Appreciation for Joyce McHaffey in acknowledgement of 16 years of service. Jay Bunyard seconded and the motion carried.

Park of the Year Awards

Greg Butts called Commissioners' attention to a list of the 2004-2005 Arkansas State Park Awards. Mr. Butts said each year the Division recognizes "the best of the best."

Volunteer Program of the Year	Lake Dardanelle, Co-Winner
Outstanding Park Maintenance	Village Creek, Co-Winner
Outstanding Hospitality	Crater of Diamonds
Outstanding Interpretive Program	Millwood
Outstanding Special Event	Lake Dardanelle
Outstanding Resource Management	Cane Creek, "Ghost Roast"
Park of the Year, Region I	Jacksonport
Park of the Year, Region II	Cossatot River
Park of the Year, Region III	Petit Jean
Park of the Year, Region IV	Cane Creek
Museum of the Year	Lake Catherine
Overall Winner	AMNR
	Cane Creek

Queen Wilhelmina State Park – Southern Belle Depot

Greg Butts said he had received a letter from Sharee Boyd informing her intention to sell the Southern Belle Depot (SBD) (miniature train, miniature golf, store and snack bar with equipment). A condition of the concession agreement with Southern Belle Depot is they give us the first right of refusal to acquire it. Mr. Butts said he did not believe anyone would pay the current asking price of \$300,000 and he was not making any recommendation. The Commission's position in the past was that it did not want to acquire the business. Richard Davies asked if anyone was interested in acquiring the business. Mr. Butts said there were two brothers who are retired from a major railroad and had bid during the previous bankruptcy sale. Jay Bunyard said he was concerned that the opening of the new facilities at Mt. Magazine would affect Queen Wilhelmina, and if SBD was allowed to close it could hurt the park. Jim Shamburger said he felt Mt. Magazine could draw more attention to Queen Wilhelmina because it will add another lodge on top of a mountain. Mr. Bunyard said that could be true but guests at Queen Wilhelmina like the train and miniature golf and staff at the park is concerned. Mr. Butts said Ms. Boyd, as first right of refusal as required by the concession contract, is asking if we want to acquire the SBD. If we are interested, we would need to go through the appraisal process and then need Commission approval at a later meeting to acquire it. If we are not interested, we need to let Ms. Boyd know so she can proceed in finding another buyer. Mr. Shamburger said, as he understands right of refusal, if Ms. Boyd receives an offer, we would then have the option to acquire the business as the offered price. Mr. Bunyard said we might want to consider this next spring if no one has purchased it and the SBD won't be open. Wade Williams said if we have the right of first refusal in the concession agreement, Ms. Boyd needs to honor that. When she gets an offer, they bring it to us within the time period stated in the concession agreement, and we either accept the offer or refuse it at that time. Bill Barnes said Ms. Boyd may think she is honoring that by offering the business to us now. Mr. Williams said

that is not the way a right of first refusal works. Mr. Butts said Ms. Boyd will go out on the market and see if she can find an individual or group that might pay \$300,000. Mr. Bunyard asked how quickly we could get an appraisal if we decided we wanted to consider acquiring it. Rex Friedman said it could be done in 30 days or less. Mr. Bunyard said he is concerned that someone will purchase the train and move it out of the park. The right of first refusal part of the agreement needs to be looked at to see if we would have enough time to react if Ms. Boyd gets an offer. Mr. Davies said if our right is to match an offer, then an appraisal almost doesn't matter. Mr. Shamburger said it is worth what somebody is willing to pay.

CIP Report

Stan Graves said \$2.4 million in projects was completed the first quarter of FY06 (July, August, and September 2005). There is \$110 million in projects currently in existing MOF's. Mr. Graves said, to date, \$88.3 million in capital improvement construction projects has been completed throughout the park system with Amendment 75 funds (1/8¢ Conservation Tax).

Miscellaneous

Greg Butts pointed out an article that had been written about Lake Dardanelle State Park Superintendent, Andy Thomas. Terri Bruin, Director of Craft Interpreters and the Craft Grounds at the Ozark Folk Center, had been appointed by Governor Huckabee to the Arkansas Arts Council.

Greg Butts said Governor Huckabee had released \$43,019 from the General Improvement Fund to match the Ouachita River Commission's remaining \$72,500 grant allocation for cabins at Moro Bay State Park. The design process will begin in January 2006 and should be completed in approximately one year. Stan Graves said the total design cost is \$115,000. Montine McNulty asked if ASP could have several set designs so cabins wouldn't have to be redesigned each time we are going to construct new ones. Richard Davies said, though that is a good idea, state law requires that the architect is paid each time the design is used. Mr. Butts said that, also, the designs are normally different each time due to terrain, park mission and related architectural style for the park (i.e., CCC). Debbie Haak asked if staff would be trying to construct the cabins at a lower cost. Mr. Graves said staff had discussed manufactured cabins and had visited Whisper Creek Log Homes in Mountain Home that, completed, would cost approximately \$100 per square foot. Bill Barnes asked if staff was no longer considering floating cabins. Mr. Butts said the Commission's motion approved 1,000 square foot, two-bedroom, two-bathroom, full-service cabins. There is a great fluctuation in water level at the park which would require pilings that have to be high enough. Ms. Haak asked if ASP could have its own architect. Mr. Davies said ASP has an architect, Jim Vandenberg, who is currently on military duty. A licensed architect would not be paid for a design if an employee of ASP. Mr. Barnes asked if a second architect could be retained on contract. Mr. Davies said the state professional design criteria are influenced by the engineering and architect professions and the contractors' lobby. Mr. Butts said what Mr. Barnes had suggested could be done; however, there would be a fee for the architect's next job that involves construction management, bidding the project, etc.

Greg Butts said a 2.16 carat light yellow diamond was found by Darrell Burkes of West Helena on September 29th at Crater of Diamonds State Park. Mr. Butts said deeper and wider plowing may have helped.

TOURISM DIVISION

Heart of Arkansas Regional Tourism Association Proposal

Joe David Rice said representatives of the Heart of Arkansas Regional Tourism Association (HARTA) visited staff with an idea of taking the region in a new direction. Jim Shamburger said he had been a member of the HARTA board for several years and is president this year. One of the things the association does is publish a book to bring leisure travelers to the region. The Region challenged itself to come up with something different from what the other regions were doing. Mr. Shamburger introduced Annabelle Davis, Jacksonville Chamber of Commerce, to give an overview of a new concept. Annabelle Davis said HARTA members had discussed what could be done differently that would bring the region more to the forefront, better serve members and bring more business into the area. Though 85,000 HARTA books are distributed each year, there has not been a way to monitor or track results. A new brochure format was designed to market different categories, i.e. conference facilities, sports fields, etc. The new brochure will be more productive, be easier for the general visitor to use and cost less to produce and mail. Ms. Davis said HARTA also wanted to do something that would benefit all communities in central Arkansas. HARTA would become a collective agency to market all of central Arkansas. To assist with this effort it is hoped that at some time in the near future a sales person for HARTA will be brought on-board. Ms. Davis unveiled the new slogan and logo for HARTA: *Arkansas – at the center*. Mr. Shamburger said the focus is changing from being a leisure marketing group to a sports and special events sales organization.

Destination: Arkansas Update

Mindy Hawes said the Public Relations update provided to the Commissioners would give them an overview of articles that had been published and which ones are pending. It was noted that, due to the hurricanes, it may be a year before there are international tourists again visiting the south. Ms. Hawes said the hurricanes have not affected public relations as much as they have operators.

www.travel Update

Mindy Hawes said “.travel” is a new domain name that we are pursuing. The reason it is better than “.com” is there are qualifications that must be met in order to get a “.travel” domain. We have three: arkansas.travel, the natural state.travel and arkansas state parks.travel. In order to get a “.travel” domain name one must go through an organization. We acquired these “.travel” domain names through the National Tour Association. Richard Davies said there are many people who operate travel scams over the internet and it is felt in the national tour business if a company or organization has a “.travel” name, it is a legitimate business – consumers can trust the business.

Travel South USA Report on Canadian Sales Mission

Mindy Hawes reported on the Canadian Sales Mission put on by Travel South and said she felt it was successful. Representatives from the twelve states that make up Travel South attended the event in Toronto. Ms. Hawes gave an overview of each day's activities and said she hoped it would become an annual event. "TAP" has hired an executive director that will benefit southern tourism because there will be a center point person for TAP. Joe David Rice said, while attending the Canadian Sales Mission he had the opportunity to meet with Canadian media and golf writers and there was a lot of interest in the Natural State Golf Trail.

Tourism Development Report

Donna Perrin said Aristotle is working on the Retirement/Relocation section of Arkansas.com. Ms. Perrin encouraged the Commissioners to send in their Henry Award nominations. To date only 18 nominations had been received. Jane Christenson asked if that was the least number ever received. Ms. Perrin said that at this point last year 32 nominations had been submitted. Richard Davies asked that an e-mail notice could be sent to the industry soliciting nominations. Wade Williams suggested that nominations made in the past be considered if more are not received this year.

2006 Arkansas Tour Guide and 2006 Arkansas Adventure Guide

Jana Greenbaum said both publications have been completed and are in the layout and proofing stage.

Internet Glossary

Jana Greenbaum said staff is working to put together a glossary of terms. It is almost complete; however, it would be a more complete listing if the Commissioners could add any terms they wished to see defined in the glossary. Ms. Greenbaum said the glossary would be complete and made available at the November meeting. Richard Davies said he had observed that different terms have been used in the past by different people for the same item. The purpose for the glossary is that when a term is used, everyone will be talking about the same thing.

Research & Information Services Report

Charles McLemore said Welcome Center numbers were down a little last month mostly in the northern part of the state. Mr. McLemore said he looked at northern states and Missouri is down 6.5% January through August. Oklahoma was down .1%, Illinois was down 4.1%, Wisconsin was down 3.2% and Iowa was up 1.2%. Inquiries in September were up 89%. Mr. McLemore said the reason inquiries were up so much was because of the electronic fulfillment pay per inquiry (there were 39,664). Mr. McLemore thanked Commissioner Haak for bringing refreshments and working at the Texarkana Welcome Center during the time when hurricane

Katrina evacuees were coming into Arkansas. Ms. Haak said the Welcome Center employees worked very hard and were very professional. Mr. McLemore said Commissioner McNulty sent an e-mail out to the lodging industry in the state to find out availability of rooms and that information was provided to staff. This was critical information in helping evacuees find room. Richard Davies said Max Gilbert put together a flyer that contained information from state and federal agencies. Some of the information contained in the flyer included how to look for a job, how to enroll children in school, how to apply for Medicaid, etc. Mr. Davies said there are approximately 28,000 evacuees still in the state.

Mr. McLemore said "Answer Fort Smith" Company was awarded the 1-800 Natural contract for tele-marketing services.

Revised Spring/Summer Consumer Campaign Creative Recommendations

Bill Fitzgerald showed a revised television spot and consumer ads that included shots of a lake, golf course and the City of Ft. Smith that had been requested by the Commission. A photograph from Ft. Smith will be on the cover of the spring/summer Calendar of Events in the Vacation Planning Kit. Jim Shamburger said the logo at the top of the print ads is much easier to read. Mr. Fitzgerald showed the outdoor board that would advertise the Welcome Center in Texarkana. The location for the Van Buren board had not been secured. Incorporated on the boards will be the symbols similar to the traditional highway signs. Richard Davies said the idea behind the symbols was to alert travelers that the Welcome Centers have many new services (i.e., ability to check e-mail, get a cup of coffee, etc.). Mr. Shamburger said the bill boards for the Welcome Centers are a great idea.

Revised Spring/Summer Consumer Campaign Media Recommendations

Karen Mullikin said there had been discussion at the September meeting regarding the buy allocated to *Active Years* magazine. The original proposal was only for the Newcomers campaign. Generally, that is what is put in *Active Years*. In order to bring the level of spending from Parks and Tourism up to the level that was spent last calendar year, it is proposed that an additional insertion be put in *Active Years* for the consumer campaign. The approval being requested is for fiscal year 06. There would be one consumer ad in the spring and parks will place three full-page ads to coincide with the opening of the lodge and cabins at Mt. Magazine State Park. In May, recommendations for the fall campaign will include some consumer campaign insertions in *Active Years* in order to bring the level of spending up to what was spent in CY05. As a result of the negotiations with *Active Years*, a major feature about the new facilities at Mt. Magazine State Park will run in conjunction with the advertising. Jane Christenson said there would be better exposure if the feature article ran at a different time than the paid advertisements. Shelby Woods said there was flexibility with the schedules.

Jay Bunyard moved to approve the revised spring/summer consumer campaign creative as presented, and the media revisions for *Active Years* magazine for a total of \$14,110.00 for the Tourism Division and an additional \$5,070 for the Parks Division. Debbie Haak seconded and the motion carried.

Natural State Golf Trail

Copies of a new brochure were distributed that highlighted the five courses that have been added to the Natural State Golf Trail. Karen Mullikin said there will be a direct mail project utilizing the new brochure. Fairways Golf is sharing its mailing list and 45,000 will be mailed mid-October to markets in the upper mid-west. Jim Shamburger said the courses that were added are good quality courses that will enhance the trail.

Trail of Holiday Lights

Karen Mullikin distributed the new brochures and said this was the ninth year for the event. The promotion begins in November with a television spot, and the brochure will be added to the Vacation Planning Kit beginning in mid-October as well as supplied to all the distribution outlets.

Miscellaneous

Joe David Rice said *American Heritage* magazine had an article about Little Rock in which it was named "This Great American Place." Mr. Rice said this is the eighth time the magazine had named a community "This Great American Place." Richard Davies said he had heard about the article on a radio program during which a representative from *American Heritage* was interviewed.

In response to Debbie Haak's question about the winery highway signs, Mr. Rice said the signs would not have a glass and cluster of grapes as he had reported in August. The signs will have a bottle and grape cluster. Artist renderings of the signs were distributed to the Commissioners.

Karen Mullikin reported on an article that was in *Ride Texas* magazine. It included places in Arkansas for Texas motorcyclists to ride. Richard Davies said it was a great article that was 20 pages in length. Shelby Woods said there would be an article about northwest Arkansas in the April 2006 edition.

Joe David Rice showed a clip from a national news organization entitled "searching for the ivory billed woodpecker." Karen Mullikin said *CBS Sunday Morning* is the news magazine program that ran the film.

SPECIAL ORDER OF BUSINESS

Appointment of the Nominating Committee for the 2006 Chairman and Vice Chairman

Chairman Christenson appointed the following Commissioners to serve on the Committee: Danny Ford, Chairman, Steve Arrison and Montine McNulty.

The meeting was adjourned 8:45 a.m. on October 14, 2006 at Mountain Harbor Resort, Mt. Ida, Arkansas.