

**Springdale Chamber of Commerce**  
**Board of Directors Minutes – February 20, 2018**

The February meeting of the Springdale Chamber of Commerce Board of Directors was held on Thursday, February 20 in the Zachary Conference Room of the Springdale Chamber. Board members present at the meeting were: Brent Hanby, Hex Bisbee, Mike Morgenthaler, Murry Cline, Sam Hollis, Perry Webb, Clinton Bell, Julie Shook, Brian Moore, Bob Arthur, Don Elmore, Steve Smith, Dr. Jim Rollins, Heather Lind, Billy Sweetser, Joel Kelsey, Danny McGinley, Zelda Parson, Heather Matthews, Tex Holt, Carl West, Gus Plumb, Debbie Creek, Mayor Doug Sprouse and Tom Sledge. Members of the 2017-18 Leadership Springdale class present Vernon Tarver (City of Springdale), Derek Hudson (Springdale Police Department), Elmer Rodriguez (First Security Bank), Mark Fougrousse (Rockline Industries), James Smith (Springdale Airport), Marshall Rucker (Multi-Craft Contractors), Luis Garcia (City of Springdale), and Ethan Passmore. Staff members present included Rhonda Hughes, Sarah Gordley, Jim Ed Reed, Bill Rogers, and Scott Edmondson.

Chairman Hanby called the meeting to order.

The Board reviewed minutes of its November meeting. A motion was made and seconded to approve the minutes and the motion passed.

In the financial report, Webb explained the Chamber had an exceptional financial year in 2017, showing a net profit of \$81,000. He explained that the Chamber showed a net profit of \$22,400 in January of 2018 but that that was less than a budgeted \$33,000. The Chamber will have to work to make up that deficit through various events during the year. A motion was made and seconded to approve the financials and the motion passed.

Hanby recognized the five new members of the Board: Kim Dutton (Arkansas Children's Hospital Foundation), Sam Hollis (Milestone Construction Company), Joel Kelsey (ABC Block Company), Heather Matthews (Innovative Business Furniture), and Gus Plumb (George's, Inc.). Members of the Leadership Springdale class present introduced themselves.

Hanby asked for a motion to approve a recommendation by the Executive Committee to approve the selection of Sam Hollis to the vacant position of Treasurer. A motion was made and seconded and the motion passed.

Hanby asked for a motion to approve the slate of officers to serve on the Executive Committee for 2018 that included Hex Bisbee as chair, Murry Cline as chair elect, Sam Hollis as treasurer and Brent Hanby as past-chair. A motion was made and seconded and the motion passed.

Hanby recognized board member Tex Holt for being honored as the 2018 Civic Service Award honoree at the Chamber's Annual Meeting and praised Holt for his service and friendship to the Chamber and the community.

The Board reviewed the preliminary organizational operating budget for 2018 of \$1,792,550. Webb noted it was \$107,000 less than the Chamber's 2017 budget primarily because monthly income from the Ignite Springdale capital campaign was exhausted last year. He reminded the Board that the Chamber prepares a break even budget each year. He noted there are plans to initiate another capital campaign in late 2018. After discussion a motion was made and seconded to approve the budget and the motion passed.

The development report noted 221 new memberships sold in 2017 with \$91,000 in revenue. Sponsorship sales are on a record pace with sponsorships for the Annual Meeting surpassing budget and the golf tournament nearing budget. Reed said the department's goal was 15 net new memberships each month. In events, the Board heard a report from members of Leadership Springdale about two different community projects being

planned – new playground equipment for Westwood Elementary and a shade structure for benches at the George Park splash pad. There are only five team slots open for the May 7 golf tournament.

In workforce, Webb provided details of ongoing efforts to facilitate the creation of a world-class ammonia refrigeration and boiler technician training facility at Northwest Technical Institute as part of a partnership between NWTI with Tyson Foods and other manufacturers. The effort aligns with the Chamber's ongoing research with Ted Abernathy to design a better delivery system here and statewide for workforce instruction.

In government affairs, the Board heard of \$250,000 Senator Lance Eads was able to obtain from Governor Asa Hutchinson's discretionary account for the Rodeo, ACO, Don Tyson School of Innovation and Downtown Springdale Alliance. Eads was not present due to the Legislature's fiscal session being underway. Webb said the Congress would soon pass a resolution endorsing the Marshallese in the United States that would lead to language in the upcoming appropriations bill that should make discretionary federal funds available for Springdale's Marshallese needs. He said Springdale continues to be included in the White House's infrastructure bill but that a TIGER grant may prove to be the best bet for additional federal infrastructure dollars. The city hopes to obtain a 20% match for the extension of 56<sup>th</sup> Street from Elm Springs Road north to Wagon Wheel Road. Edmondson reported on the 2017 sales tax revenue being up 9.8% in 2017 and 14 new business inquiries his office has fielded in the last quarter. In communications, Rogers reported on the redesigned Springdale.com website and significant increases in followers of the Chamber and tourism Facebook and Twitter accounts.

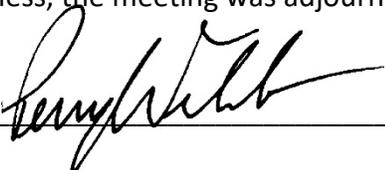
Sprouse thanked the Chamber and Board for its support that led to passage of the recent bond issue. He said the six ballot issues, on average, passed with 81% approval. He encouraged input by the business community as work begins to decide where money will be spent on new roads and in the design of the new Shaw Park.

Rollins addressed school safety, in light of the recent school shooting in Florida. He noted the partnership with the City of Springdale that places 18 school resource officers in school buildings. He also explained a safety committee of resource officers, parents and educators meet monthly at each school to evaluate school safety issues and make recommendations. He noted the school district was adding social workers to its partnership mix to address mental health needs that exist with students and their families. He said design of the Phase II of the School of Innovation was almost complete with a ground break scheduled for summer. He expects a new elementary school to be open in 2021, major renovations for Southwest Junior High in 2022, another new elementary needed in 2023 and possibly a fifth junior high in 2024 although those plans are very preliminary.

The Board heard of plans to launch a new immersion leadership education program in March called Experience Springdale that will provide targeted business leaders with a three-day course on the Springdale community. The program is an abbreviated version of the nine month Leadership Springdale program.

Hanby noted Debbie Creek had been nominated to fill an unexpired term for Harps Food Stores while Zelda Parson had been nominated to fill the open ex-officio position for The Jones Center. He reminded the Board its next meeting would be April 24. He noted Bisbee would take over the gavel at that time.

With no further business, the meeting was adjourned.

Submitted by:  \_\_\_\_\_ Date: February 20, 2018