



**SPRINGDALE**  
Chamber of Commerce  
WE'RE MAKING IT HAPPEN

## **Board of Directors Packet July 2017**

### **Agenda Items**

Audit Report

Approval of Minutes

Approval of Financials

Election of Board Treasurer

Departmental News

- Development
- Events/Programs
- Workforce
- Government Affairs
- Economic Development
- Communications

Board Discussion

# Board Minutes

May 16, 2017

The May meeting of the Springdale Chamber of Commerce Board of Directors was held on Tuesday, May 16 in the Zachary Conference Room of the Springdale Chamber. Board members present at the meeting were: Brent Hanby, Perry Webb, Eddie Vega, Derek Gibson, Brian Moore, Dr. Jim Rollins, Bob Arthur, Danny McGinley, Rev. Don Elmore, Heather Lind, Patty Hatfield, Tex Holt, Mayor Doug Sprouse, Clinton Bell, Rocky Steele, Carl West, Mitchell Johnson and Mike Morgenthaler. Regan Rogers, General Manager of Kawneer Company was a special guest.

One member of the Leadership Springdale class was present: James Hales (City of Springdale). Staff members present included Rhonda Hughes, Sarah Gordley, Jim Ed Reed, Bill Rogers, Lance, Eads and Scott Edmondson.

Chairman Hanby called the meeting to order and introduced the special guests.

Rogers talked about Kawneer Company, which has been located in Springdale since 1981. He explained he had returned to the Springdale plant a year ago after working in Kawneer locations in western Canada, Toronto and Pittsburgh. He explained he has a priority for the company being a good corporate citizen and highlighted STEM-related grant partnerships the plant has recently entered into with the Don Tyson School of Innovation, Northwest Technical Institute and The Jones Center's summer STEM program.

He said his company is growing and has continued to do so since 2008. He noted that Kawneer window products can be seen in the new Tyson Foods building on Emma Avenue, the Arkansas Children's Northwest hospital as well as the Dallas Cowboys and Minnesota Vikings football stadiums. He said current projections are for company growth to remain steady at least through 2020. He said while no greenfield expansions are planned, the company will invest as much as \$2 million in the coming year on infrastructure improvements at the plant. Of the 500-plus employees at the plant, Kawneer employs approximately 160 draftsmen and engineers in its front office who work with companies and architects to design the specific products a building requires. He said the future of the industry is in innovation but not necessarily robots. He said he can't count the number of \$2-3 million CNC machines currently on the Kawneer plant floor – machines that require technological skills to operate. He said he was proud that the plant has not seen a reduction in workforce since the end of the recession in 2008.

Hanby asked the Board to review minutes of its last meeting. A motion was made and seconded to approve the minutes and the motion passed.

Webb reviewed the March and April Financial Dashboards included in the Board's packet, noting the Annual Meeting allowed the Chamber to post a \$36,600 profit in March. With no April event, the Chamber posted a \$22,900 loss but he explained a \$34,000 loss had been budgeted. He reminded the Board that there are only four months of the year in which the Board typically posts a profit. A motion was made and seconded to approve the financials and the motion passed.

In departmental reports, Reed noted the 66 new members added in March and April and that 11 memberships had been sold in May. Each month, the sales staff has a goal of 20 net new members. He said sponsorship sales for the next event – August's Teacher Appreciation Event – could be record breaking with just over \$96,000 currently sold. He explained that a new inside sales employee has been hired and the Chamber is in

search of a commission sales person. Webb emphasized the impact the increased priority on member retention and outreach is having on membership. With as many as nine member touches during the year, the Chamber had only three companies drop their membership in April.

The Board was reminded that the Spring Golf Classic had been rescheduled for June 26 after the heavy rains postponed the May event. Thirty-two Leadership Springdale class members graduated the week before and Junior Leadership students will graduate this week. Applications for Class 23 of Leadership Springdale will begin in June. The 2017 Teacher Appreciation Event will be August 10 at Springdale High School. The Board was told plans are underway to host CityFuture 5 in late November or early December. Locations being considered are Big Cedar Lodge and Chateau on the Lake in Branson. A key to success of this year's event will be to increase the participation by elected and appointed officials who are able to attend free of charge.

Webb explained Ted Abernathy is currently in Springdale conducting research related to diesel technicians and mechanics. Abernathy is conducting the research both locally and statewide for the Chamber. He is attempting to identify the demand for diesel technicians, the supply of those interested in entering the field, the interest in original equipment manufacturers in partnering with a training program and how to best incorporate and integrate a training program in the public schools. Abernathy and his team are meeting with end users from repair shops and dealers as well as with representatives from Tyson Foods, Walmart and J.B. Hunt Transport. Senator Lance Eads is expected to be appointed to a legislative panel that will consider steps the state might take to establish a pilot program for diesel technicians.

Eads reviewed a number of pro-business laws enacted during the recent General Assembly, explaining their specific impact for Springdale. Act 465 cuts sales tax paid on replacement parts and repairs by manufacturers, Act 734 reduces the eligible weeks for unemployment insurance during current low unemployment times, HCR 1012 opens the door for Marshallese children to qualify for Medicaid and ARKids First, and Act 685 was the enabling legislation in support of Amendment 97 that the Springdale Chamber was instrumental in writing and passing in the previous General Assembly. Webb noted the HCR 1012 is important for the affected families and will also save the Springdale School District significant money as the District is currently absorbing the cost of medical services for these students. Eads announced the annual Washington D.C. Fly-In would be September 10-13.

In economic development, construction of a new Home2 Suites by Hilton has begun and the grand opening of the Imperial Coffee and Vending facility on Old Missouri Road has been scheduled for June 6. Edmondson explained the Chamber has met with and continues to work with the Arkansas Highway Department on preferred access points for the planned relocation of Highway 265 that will align west of an 87-acre tract of industrial park property recently purchased by the Springdale Public Facilities Board. The new Sam's Club will officially open with a brief 8 a.m. ceremony May 25. Webb explained that 1,362 new jobs have been created in Springdale in the first three months of the year, more than were created in all of 2016.

The Board heard that the consultant hired by the Chamber to facilitate a greater number of grant opportunities for the community would be back in Springdale May 24-26 to continue research about the city and its various groups and organizations. Heather Walker-Clark is expected to provide initial grant strategies sometime in late summer.

Rogers highlighted recent work by the Chamber to fulfill advertising and promotion contracts for the A&P Commission in 25 different print and digital publications. The Chamber has met with the ACO, Rodeo of the

Ozarks and Bikes Blues and BBQ about opportunities to assist them with their promotion needs. A new website – NWAGolfTrail.com – has been launched and is being promoted on social media to promote golf tourism here. As part of the Chamber’s work to become more engaged in social media, a recently purchased set of Springdale-specific Google ad words generated 109,000 impressions and the ExploreSpringdale visitor Facebook page has experienced a 76% increase in user likes.

A one-page economic impact report on a large youth baseball tournament hosted in Springdale was distributed. Webb highlighted the sales tax revenue the tournament generated from both non-local and local participating teams. About half of the participating teams were local, nullifying criticism about the weekend tournaments keeping local teams off the city-owned fields.

The Board heard updates on efforts to obtain state funding for two community organizations. With the Legislature not funding GIF monies and an anticipated shortfall in state revenues for FY2017, the focus has shifted to seeking funds from the Governor’s budgeted funds.

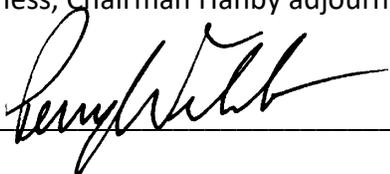
Mayor Sprouse provided detail to the city’s plans to ask voters to approve a bond issue in early 2018 that would generate between \$130-150 million in construction money. He said the majority of the revenue generated would go to infrastructure needs. Other anticipated requests would be a new Criminal Justice building north of City Hall, two or possibly three new fire stations, completion of the northwest park and renovations to Tyson Sports Park and a new city animal shelter. He said he hopes to have significant preliminary designs completed prior to a vote so that voters will have as much information as possible about the city’s plans. He expressed disappointment that the recent General Assembly did not approve an internet sales tax but thanked Sen. Lance Eads for being the only Springdale legislator to support the pro-small business measure.

Rollins explained the Springdale School District had a great year. The District opened a new elementary school and the Don Tyson School of Innovation and that plans are currently underway for Phase II for the School of Innovation that would double student capacity. He said he believed the next new elementary school would be needed in 2020 or 2021. More than \$10 million in scholarships were earned by Springdale High School graduates at the school’s recent senior assembly. He expects similar achievement when Har-Ber High announces its scholarship totals at this week’s senior assembly. The District will graduate more than 100 from the Archer Learning Center and more than 600 each from Springdale High and Har-Ber High – the state’s two largest high schools. The District is in the process of hiring 100 new teachers for 2017-18. Administrators expect 300-plus new students to enroll next school year.

Holt reminded the Board of the June 21-24 Rodeo of the Ozarks dates. He said the move from July 1-4 saw the number of participating athletes increase by 35% last year, including 15 World Champions.

Hanby acknowledged the recent contributions of the Derek Gibson family (\$500,000) and Eddie Vega’s EZ-Spanish Media radiothon (\$326,000) to the Arkansas Children’s Hospital.

With no further business, Chairman Hanby adjourned the meeting.

Submitted by:  Date: May 16, 2017



REVENUE ITEMS	CURRENT MONTH			Last 12 Month Comparison			YTD
	May-17	May-16	% of Change	June 16 - May 17	June 15 - May 16	% of Change	As of 5/30
<b>Events</b>							
<b>Annual Meeting - March</b>							
Revenue				\$ 109,980.00	\$ 103,001.00	6.8%	\$ 109,980.00
Expenses				\$ 40,693.19	\$ 62,951.14	-35.4%	\$ 40,693.19
Net Profit				\$ 69,286.81	\$ 40,049.86	73.0%	\$ 69,286.81
<b>Education Programs - Aug</b>							
Revenue				\$ 112,774.00	\$ 100,520.31	12.2%	
Expenses				\$ 2,666.82	\$ 1,915.43	39.2%	
Net Profit				\$ 110,107.18	\$ 98,604.88	11.7%	
<b>Golf Tournament - June</b>							
Revenue				\$ -	\$ 52,366.00		
Expenses				\$ -	\$ 20,550.96		
Net Profit				\$ -	\$ 31,815.04		
<b>Government Affairs - Feb/Sept.</b>							
Revenue				\$ 50,098.00	\$ 30,810.00	62.6%	\$ 19,313.00
Expenses				\$ 32,206.93	\$ 23,657.41	36.1%	\$ 5,049.36
Net Profit				\$ 17,891.07	\$ 7,152.59	150.1%	\$ 14,263.64
<b>Chickin, Peelin' - Sept.</b>							
Revenue				\$ 66,234.00	\$ 71,222.99	-7.0%	
Expenses				\$ 19,294.62	\$ 19,270.04	0.1%	
Net Profit				\$ 46,939.38	\$ 51,952.95	-9.7%	
<b>Workforce - Nov</b>							
Revenue				\$ 162,156.00	\$ 75,092.00	115.9%	
Expenses				\$ 120,209.83	\$ 40,990.96	193.3%	
Net Profit				\$ 41,946.17	\$ 34,101.04	23.0%	

<b>Economic Development</b>	May-17		May-16		% of Change
	Permit #	Amount	Permit #	Amount	
New Commercial Building Permits	10	\$13,928,741.00	2	\$760,885.00	400%
New Residential Building Permits	25	\$6,235,407.00	22	\$6,158,714.00	13.6%
	<b>May-17</b>	<b>May-16</b>	<b>% of Change</b>	<b>YTD</b>	
Sales Tax \$'s	\$1,224,858.00	\$ 1,058,104.00	15.8%	\$ 5,786,215.00	
Springdale Water Utilities	26,858	26,619	0.9%		
Ozarks Electric	12,439	12,235	1.7%		
SWEPCO/AEP	16,917	16,890	0.2%		

## ORGANIZATIONAL

- 5-Star Accreditation: Only 106 of 7,000 chambers currently are 5-Star chambers (1.5%); Only 11 states have four or more 5-Star chambers; Arkansas 5-Stars: Springdale, Fayetteville, Rogers-Lowell, Hot Springs

## DEVELOPMENT

- Membership: 101 new memberships (\$42,350) in 2017: May (17/\$7,600); June (18/\$7,600)
- Sponsorships & Registrations: \$596,000 has been sold through June 30 – 80% of budgeted goal

## EVENTS/PROGRAMS

- Cargill Golf Tournament: 45 teams participated in rescheduled event; tournament net profit: \$36,700
- Leadership Springdale: Applications being accepted for Class XXIII; Five Free Little Pantry unveiled May 31
- Sam's Furniture Teacher Breakfast: Aug. 10; \$112,154 in revenue sold – 98% of \$115,000 budgeted goal; booth sales & gift collection underway
- CityFuture 5: Dec. 6-8 at Chateau on the Lake, Branson; \$649 per person

## WORKFORCE

- A.C.E.S. Conference June 19-21: 49 educators & 24 companies with tours of Cargill and new Tyson Incubation Technology Center, industry and legislative panels
- Workforce Magazine: aggressive ad sales (34 sold), 22 articles written with Spanish translations in progress
- Diesel Research: Research report expected after Labor Day

## GOVERNMENT AFFAIRS

- Washington DC Fly-In: Sept. 10-12; \$1,590 per person; Washington Hilton Hotel, 20 current attendees

## ECONOMIC DEVELOPMENT

- Grants Research: Heather Walker-Clark conducted second visit/community tour May 24-26 including project readiness survey with key stakeholders; provided available grant funds research in visit last week of June
- Hwy 265 Relocation: Chamber continuing to work with AHTD on access points for industrial park
- Sewer Extension: Work begun on sewer extension to Kendrick property, complete July 17-18
- New Inquiries: 13 new inquiries since April: 6 industrial/service, 7 retail/office/restaurants (4 downtown)
- New Restaurants: Freddy's Steakburgers, Giraldi's, Fratelli's, Dunkin' Donuts
- Business Retention Interviews: 33 personal visits in 2017 with company owners/plant managers
- New jobs: 1,748 new jobs created in January, February, March and April

## COMMUNICATIONS & MARKETING

- Redesign of Rodeo Facebook page and online marketing campaign (Cooperative Marketing)
- 10 A&P tourism print/digital ads placed
- ACES and AIM Magazine social media brand promotion (2017-18 Online Marketing Campaign)
- ExploreSpringdale.com: 27,000 reached since June 1, 200% increase; majority of users now 25-34
- Facebook Growth:
  - ExploreSpringdale: 123 new likes (+24%) in May/June, 44 more than previous 4 month total (79)
  - Chamber: 159 new likes (+7%) in May/June, 48 more than previous 4 month total (111)