



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

## **Board of Directors Packet March 2018**

### **Agenda Items**

Approval of Minutes  
Approval of Financials

#### **Departmental News**

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

# Board Minutes

January 15, 2019

The January meeting of the Springdale Chamber of Commerce Board of Directors was held on Tuesday, January 15 in the Zachary Conference Room of the Springdale Chamber. Board members present at the meeting were: Hex Bisbee, Murry Cline, Perry Webb, Mike Morgenthaler, Joel Kelsey, Stephanie Robinson, Danny McGinley, Debbie Creek, Zelda Parson, Heather Matthews, Kent Williamson, Sarah Brothers, Don Elmore, Patrick Swope, Greg White, Jason Appel, Brent Hanby, Sam Hollis, Denton Park, Ashley Harris, Heather Lind, Clinton Bell and Tex Holt.

Leadership Springdale guests included Ashley Mauldin (Crafton Tull), Jimena Flores (Arvest Bank), Jeremy Claypool (Multi-Craft Contractors), Mason Clinkscales (Boone-Ritter Insurance), Justin White (NWACC), Megan Ford (Arvest Bank) and Dr. Patrick McGowan. Additional guests included Dr. Evelyn Jorgenson, Treva Kennedy and Mike Luttrell, representing NWACC.

Staff members present included Rhonda Hughes, Sarah Gordley, Bill Rogers, Jim Ed Reed, Scott Edmondson and Aerial Courdin.

Chairman Bisbee called the meeting to order and introduced visiting guests. New members of the board – Appel, Brothers, Swope, White and Williamson – were acknowledged as were new ex-officio members – Harris, Park and Robinson.

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

In a review of financials, the Board heard the organization showed an \$11,000 profit in November and a \$45,000 loss in December but for the year posted a \$7,663 profit. Membership sales and retention remained a factor throughout 2017, with 54 dropped members in December. Webb explained a reengineered retention program had already begun to show progress with only four dropped members in January. A motion was made and seconded to approve the financial report and the motion passed.

The Board was presented with the slate of new officers approved by the membership with Cline as chair for 2019, Hollis as chair-elect, Swope as treasurer, Bisbee as past-chair, Webb as president, and at-large members Jeff Wood and Mike Morgenthaler. Bisbee thanked the board for its service during his term as chair in 2018 and asked for a motion and second to approve the slate of officers. The motion passed.

Cline recognized representatives of NWACC who made a presentation about the Washington County Center currently under construction in Springdale. The new campus, expected to be ready for students in January of 2020, will meet the needs of the approximately 40 percent of NWACC's enrollment who live in Washington County as well as an expected increased enrollment from the county. The campus will focus on general education with a heavy emphasis on health professions (nursing, EMT/paramedics, health information tech) to better serve the growing medical hub in Springdale and the region. About \$5 million has been raised for the \$12 million development. The Chamber is partnering with NWACC to conduct four informational briefings with employers about new curriculum and the benefit to workforce training efforts.

The Board was presented with the 2019 budget for consideration. As is the organization's practice, the budget is a break-even budget. The proposed \$1.93 million budget is a 7.7% increase over the \$1.79 million budget for 2018. Webb explained 65% of the Chamber's expenses are staff-related. The organization receives \$525,000 in government-related services contracts. He said his one concern with the budget would be if there is a delay in \$100,000 in planned revenue from a capital campaign scheduled for 2019 but that adjustments would be made should there be a delay. A motion was made and seconded to approve the budget and the motion passed.

In department reports, upcoming events were detailed including a Chamber-sponsored reception to honor the induction of John W. Tyson and Joe M. Steele into the Arkansas Business Hall of Fame, the Jan. 23 Salute to the Arkansas General Assembly reception in Little Rock, and the Jan. 25 Chamber Annual Meeting luncheon presented by Harps Foods. The third Experience Springdale quick emersion class is scheduled to begin in the last week of February and Leadership Springdale is in the process of raising funds for three separate community projects required of the program – an indoor kids' zone and a picnic area for Ozark Guidance and mile markers for the Fitzgerald Mountain Bike Trail.

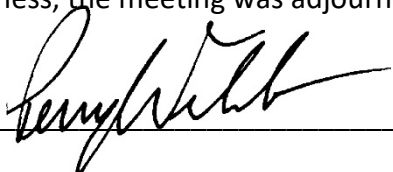
The Board was provided a link to the recently received Ted Abernathy report on improving the delivery of workforce training services in Springdale. The report outlines 10 initiative goals. Abernathy facilitated a discussion about improving NWTI with its board and staff members in November. The Northwest Arkansas Council has granted \$200,000 to NWTI for use in addressing delivery improvement strategies.

In government affairs, the regional legislative reception is scheduled for Feb. 19 in Little Rock. The General Assembly was gavelled into session the day before. Business interests will likely spend the session playing defense to avoid the passage of anti-business legislation. Tax cuts, road funding and government restructuring are major themes. Sen. Lance Eads will be seeking consensus on legislation that would tweak existing language to insure business protection and improvements to economic development incentives.

There were 1,331 new jobs created in Springdale in 2018, the second highest total by an Arkansas city. Springdale has the lowest unemployment rate in the state (2.4%) and sales tax for the year is up 3.9% over the same period in 2017.

The Chamber's social media efforts are on track to surpass its mid-year goals and increasing its exposure to the targeted age range. A membership sales strategy that employs social media and the internet is being prepared for 2019. The Chamber also continues to earn praise for its creative department and its ability to assist non-profit organizations with their promotion and marketing efforts.

With no further business, the meeting was adjourned.

Submitted by:  Date: January 15, 2019

# FEBRUARY FINANCIAL DASHBOARD

REVENUE ITEMS		CURRENT MONTH			Last 12 Month Comparison				YTD
		Feb-19	Feb-18	% of Change	Mar 18 - Feb 19	Mar 17 - Feb 18	% of Change	As of 2/28	
Membership Information	Total Number of Members	1133	1193	-5.0%					
	Total Number of Dropped Members	3	0		203	119	70.6%	6	
	Total Dues Revenue	\$ 42,699.53	\$ 38,833.43	10.0%	\$ 518,381.98	\$ 473,032.50	9.6%	\$ 87,810.28	
	Number of New Members	16	8	100.0%	126	210	-40.0%	24	
	New Member Revenue	\$ 6,250.00	\$ 3,418.00	82.9%	\$ 52,308.00	\$ 86,170.00	-39.3%	\$ 9,700.00	
Financial Information									
	Total Assets	\$ 1,140,739.38	\$ 1,059,424.70	7.7%					
	Total Liabilities	\$ 830,001.18	\$ 762,211.45	8.9%					
	Total Equity	\$ 310,738.20	\$ 297,213.25	4.6%					
	Total Revenue	\$ 121,375.31	\$ 97,012.22	25.1%	\$ 1,891,265.98	\$ 2,172,748.25	-13.0%	\$ 348,086.55	
	Total Expense	\$ 144,572.02	\$ 122,540.63	18.0%	\$ 1,877,741.03	\$ 2,056,143.09	-8.7%	\$ 335,952.07	
	Net Profit	\$ (23,196.71)	\$ (25,528.41)	-9.1%	\$ 13,524.95	\$ 116,605.16	-88.4%	\$ 12,134.48	
Membership Programs									
	Revenue	\$ 3,230.95	\$ 3,558.95	-9.2%	\$ 48,690.25	\$ 46,270.78	5.2%	\$ 6,271.90	
	Ambassador Expenses	\$ 278.55	\$ 336.93		\$ 4,424.13	\$ 4,876.09	-9.3%	\$ 606.18	
	Membership Events Expenses	\$ 341.28	\$ 155.90		\$ 7,308.60	\$ 4,330.10	68.8%	\$ 341.28	
	Net Profit	\$ 2,611.12	\$ 3,066.12	-14.8%	\$ 36,957.52	\$ 37,064.59	-0.3%	\$ 5,324.44	
Programs									
Leadership									
	Revenue	\$ 7,141.22	\$ 6,227.11	14.7%	\$ 69,269.87	\$ 54,016.63	28.2%	\$ 14,882.44	
	Expenses	\$ 323.12	\$ 1,950.00		\$ 16,830.30	\$ 17,125.79	-1.7%	\$ 2,203.12	
	Net Profit	\$ 6,818.10	\$ 4,277.11	59.4%	\$ 52,439.57	\$ 36,890.84	42.1%	\$ 12,679.32	
Springdale.com									
	Revenue	\$ 2,358.42	\$ 2,358.42	0.0%	\$ 28,301.04	\$ 36,427.96	-22.3%	\$ 4,716.84	
	Expenses	\$ 2,317.03	\$ 2,456.27	-5.7%	\$ 26,497.49	\$ 29,808.74	-11.1%	\$ 4,484.25	
	Net Profit	\$ 41.39	\$ (97.85)	-142.3%	\$ 1,803.55	\$ 6,619.22	-72.8%	\$ 232.59	
Ignite Springdale									
	Cash on Hand	\$ 23,274.80	\$ 39,614.47	-41.2%					
	Amount Billed	\$ 1,500.00	\$ 15,020.83	-90.0%	\$ 55,404.29	\$ 154,670.79	-64.2%	\$ 4,520.99	
	Chamber Investment	\$ -	\$ -		\$ 60,000.00	\$ 219,940.00	-72.7%	\$ -	





**DEVELOPMENT**

- **Membership:**
  - Feb 2019 sales (16/\$6,250)
  - Feb 2019 drops (3/\$1,000)
- **2019 Sponsorships:** \$431,189 sold for 2019 events as of February 28
- **Capital Campaign Interviews:** Whit Shepard of Convergent NonProfit Solutions is in process of interviewing 50+ members March 11-29

**EVENTS/PROGRAMS**

- **2019 Annual Meeting:** 710 attendees; \$74,271 net profit; Derek Gibson (Legacy National Bank) named Civic Service Honoree; Keith Moore (Servpro) named Ambassador of Year; Attendee survey participation
- **Tyson/Steele HOF Reception:** 190 attendees at ACO; the Feb. 8 Hall of Fame banquet had a record crowd
- **Experience Springdale:** Thirteen participants in Class IV scheduled for Feb. 26, March 5, March 12
- **FBI Bomb Threat Seminar:** April 2 event covering threat evaluation, search and evacuation protocols

**WORKFORCE**

- **Workforce Magazine:** \$13,789 net profit from Fayetteville magazine; discussions ongoing to produce magazine for Harrison in 2019
- **Abernathy Report:** March 7 Ted Abernathy press conference promoting release of Chamber's Diesel and Workforce Delivery research; Abernathy met March 8 with NWTI and Northwest Council leadership
- **Skills & Needs Survey:** 405 companies receive a skills and needs survey March 4

**GOVERNMENT AFFAIRS**

- **Springdale Salute to the Arkansas Legislature:** Net profit of \$7,092 for Jan. 23 event
- **Highway Bills Approval:** HJR1018 (1/2 cent sales tax amendment sponsored by Lance Eads) will be on Nov. 2020 ballot and SB336 (wholesale fuel sales tax, electric car fees, etc) for highway repair and maintenance
- **Marshallese Resolution:** Concurrent Resolution was introduced Feb. 13 in U.S. Senate and awaits approval

**ECONOMIC DEVELOPMENT**

- **Business Retention Visits:** 10 Springdale industries have been made thus far in 2019
- **Jobs:** January jobs and unemployment numbers will be released March 15
- **Unemployment:** Springdale's unemployment rate through December was 2.5%, lowest in Arkansas
- **Sales Tax Receipts:** Springdale saw a 2.7% increase in collections in February when compared to 2017. Year-to-date total is \$2.58 million, a 6% increase over the first two months of last year.

**MARKETING, SALES & TOURISM**

- Since March 2018, the Chamber's Facebook followers have increased by 1,100+ users
- Implementation of a new sales plan and strategy
  - lead generation techniques; re-designed marketing materials; targeted business data research; digital methods and creative content to streamline purchase process and push call to action
- The A&P Commission approved attendance at five tourism tradeshow this year focused on sports/outdoor recreation and small market meetings