



SPRINGDALE
Chamber of Commerce
WE'RE MAKING IT HAPPEN

Board of Directors Packet May 2017

Agenda Items

Guest Speaker

- Regan Rogers, Kawneer Company

Approval of Minutes

Approval of Financials

Departmental News

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

Board Discussion

Board Minutes

March 31, 2017

The March meeting of the Springdale Chamber of Commerce Board of Directors was held on Tuesday, March 31 in the Zachary Conference Room of the Springdale Chamber. Board members present at the meeting were: Brent Hanby, Hex Bisbee, Perry Webb, Eddie Vega, Derek Gibson, Brian Moore, Dr. Jim Rollins, Tom Sledge, Bob Arthur, Danny McGinley, Rev. Don Elmore, Heather Lind, Patty Hatfield, Tex Holt, Murry Cline, Mayor Doug Sprouse, and Billy Sweetser and Frank Ray. Dan Kallesen, General Manager of South Coast Baking was a special guest.

Five members of the Leadership Springdale class were present including: Melissa Reeves (city of Springdale), Hunter Rogers (The Jones Center), Alonzo Pedigrew (Tyson Foods), Jonathan Koonce (Northwest Health), Lisa Kaplan (Legacy National Bank). Staff members present included Rhonda Hughes, Sarah Gordley, Jim Ed Reed, Bill Rogers, and Scott Edmondson.

Chairman Hanby called the meeting to order and introduced visiting members of the Leadership Springdale class.

Kallesen, general manager of South Coast Baking, addressed the Board, providing a historical background of the company. He explained the owners had repurchase the California-based company in 2012 and needed a manufacturing and distribution facility in the middle part of the country to better service its customer base including Walmart and Sam's Club. Springdale was chosen after working with the Chamber and state economic development commission. The company produces private label cookies and ships the frozen dough to customers who cook them on-site. Kalleesen was very complimentary of the assistance the Chamber, city and state of Arkansas provided in their relocation to Springdale. To accommodate further expansion and growth, South Coast Baking was sold to Rise Baking in February of 2016. He said the local plant has submitted plans for a 97,000 sf expansion that would add an additional 60-80 employees when complete and operational. He said business has been excellent and that the company has discussed potentially building a separate distribution center.

The Board was asked to review minutes of the regular January Board meeting as well as the January Special Board meeting. Motions to approve were made and seconded for each and the motions passed.

Webb provided the Board with a review of the Financial Dashboard. He explained the Chamber was on budget through March with financials showing the Chamber \$400 ahead of budget. He said March financials would reflect the \$69,000 net profit made from the 2017 Annual Meeting. A motion was made and seconded to approved the financials and the motion passed.

The Board heard that auditors had completed their work on their 2016 audit of the Chamber's financials. Webb said he would expect to receive something from the accountants in late April, in time for the Board to review at their May meeting.

Renovations to the Chamber building are almost complete, the Board was told. The Chamber moved out of the building it was leasing from the First United Methodist Church on March 1. The Development Division and the Communications Division are now located on the renovated ground floor of the Chamber building. Some trim work remains to be done as well as the replacement of all windows in the building next month. Webb said that while a line of credit was established to assist in the renovation, the Chamber hadn't had to use it as much as anticipated. He invited the Board to take a quick tour of the downstairs after the meeting.

Reed provided a membership and sponsorship update, explaining that after a slow January and February, membership sales had picked up with 21 sold in March, ahead of the monthly goal of 20. He said the staff has been

taking part in additional sales training and viewing sales technique videos. He said he expects 20-25 memberships sold each month for the remainder of 2017. He noted a record \$110,000 in sponsorships sold for the Annual Meeting and that his team is on track to set record sponsorship sales for the Spring Golf Scramble.

The Board heard the Tyson Foods Salute to the Arkansas Legislature was successful in February with 62 legislators attending and 150 total attendees including members of the Leadership Springdale class. Webb noted that the regional NWA Night Out a few weeks later drew fewer attendees. The Annual Meeting enjoyed a \$69,000 net profit, thanks to strong sponsorships sales and reduced expenses. Morning Brew continues to show strong numbers, hosting nine first time attendees the week before during Spring Break.

Rogers reviewed each of the nine sections that comprise the Chamber's submission to be accredited by the U. S. Chamber of Commerce. The deadline for submission is March 31. The Chamber will receive confirmation of its accreditation level in early June. A number of documents were created and/or updated for the process including an Annual Report, Crisis Preparedness Plan, Technology Plan, Data Protection Plan, and Marketing Plan. A motion was made to endorse and approve the plans and the motion passed.

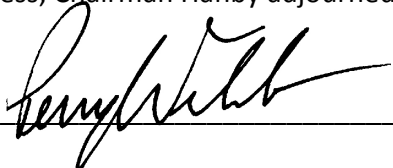
Rollins told the Board that the Don Tyson School of Innovation had been recognized as one of the 13 best innovation schools in the nation by the national school board organization. He said work to build fields for baseball, softball and track had been bid and would soon be under construction for Springdale High School. He said Southwest Junior High, Walker Elementary and Tyson Elementary would also be receiving some renovation work this summer.

Sprouse said he expected Governor Hutchinson to sign a resolution the next day that would allow Marshallese children in Arkansas to have access to the state's ARKIDS First healthcare program. Rollins praised the move noting that there are 3,000 Marshallese students in the Springdale Schools. Sprouse also said that work has begun again on the Elm Springs Road overpass and that it should be completed on its original timeline in late summer.

Webb reviewed a number of legislative actions the Chamber had been monitoring and said the Chamber's role had been primarily to put out a number of fires as bills had been filed that were not pro-business. He said that a consultant from Jonesboro would be in Springdale in early April to meet with various groups as part of the Chamber's work to help secure additional federal grants. The consultant has assisted Jonesboro in accomplishing this same goal. He said the Chamber would be contributing \$3,000 to the Fallen Veteran's Memorial recently approved by the City Council. The funds will come from the Leadership Springdale project account.

Hanby asked the Board for a motion to approve small edits to the previously amended and approved Chamber By-Laws, Financial Policy Manual and Policies and Procedures Manual that had been recommended after being reviewed by the Chamber's attorney. The attorney review was also a requirement of the U.S. Chamber accreditation process. After reviewing the minor edits in each document, a motion was made and seconded to approve the changes and the motion passed.

With no further business, Chairman Hanby adjourned the meeting.

Submitted by:  Date: March 28, 2017

REVENUE ITEMS	CURRENT MONTH			Last 12 Month Comparison			YTD
Events	Mar-17	Mar-16	% of Change	April 16 - Mar 17	April 15 - Mar 16	% of Change	As of 3/31
Annual Meeting - March							
Revenue	\$ 106,352.00			\$ 106,352.00	\$ 103,001.00	3.3%	\$ 106,352.00
Expenses	\$ 40,693.19			\$ 40,693.19	\$ 62,951.14	-35.4%	\$ 40,693.19
Net Profit	\$ 65,658.81			\$ 65,658.81	\$ 40,049.86	63.9%	\$ 65,658.81
Education Programs - Aug							
Revenue				\$ 113,524.00	\$ 100,520.31	12.9%	
Expenses				\$ 2,666.82	\$ 1,915.43	39.2%	
Net Profit				\$ 110,857.18	\$ 98,604.88	12.4%	
Golf Tournament - May							
Revenue				\$ 52,366.00	\$ 47,443.00	10.4%	
Expenses				\$ 20,550.96	\$ 21,159.46	-2.9%	
Net Profit				\$ 31,815.04	\$ 26,283.54	21.0%	
Government Affairs - Feb/Sept.							
Revenue				\$ 50,098.00	\$ 30,810.00	62.6%	
Expenses				\$ 31,776.07	\$ 23,657.41	34.3%	
Net Profit				\$ 18,321.93	\$ 7,152.59	156.2%	
Chickin, Peelin' - Sept.							
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%	
Workforce - Nov							
Revenue				\$ 162,254.00	\$ 74,994.00	116.4%	
Expenses				\$ 120,218.05	\$ 41,677.96	188.4%	
Net Profit				\$ 42,035.95	\$ 33,316.04	26.2%	

Economic Development	Mar-17		Mar-16		
	Permit #	Amount	Permit #	Amount	% of Change
New Commercial Building Permits	5	\$3,260,287.00	1	\$2,883,386.00	400%
New Residential Building Permits	30	\$7,218,802.00	28	\$6,490,531.00	7.1%
	Mar-17	Mar-16	% of Change	YTD	
Sales Tax \$'s	\$1,131,173.00	\$ 959,908.00	17.8%	\$ 3,481,135.00	
Springdale Water Utilities	26,851	26,342	1.9%		
Ozarks Electric	12,429	12,198	1.9%		
SWEP/CO/AEP	16,901	16,833	0.7%		

REVENUE ITEMS	CURRENT MONTH			Last 12 Month Comparison			YTD
Events	Apr-17	Apr-16	% of Change	May 16 -April 17	May 15 - April 16	% of Change	As of 4/30
Annual Meeting - March							
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
Education Programs - Aug							
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%	
Golf Tournament - June							
Revenue				\$ 52,366.00	\$ -		
Expenses				\$ 20,550.96	\$ -		
Net Profit				\$ 31,815.04	\$ -		
Government Affairs - Feb/Sept.							
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
Chickin, Peelin' - Sept.							
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%	
Workforce - Nov							
Revenue				\$ 162,156.00	\$ 75,092.00	115.9%	
Expenses				\$ 120,209.83	\$ 41,677.96	188.4%	
Net Profit				\$ 41,946.17	\$ 33,414.04	25.5%	

Economic Development	Apr-17		Apr-16		
	Permit #	Amount	Permit #	Amount	% of Change
New Commercial Building Permits	8	\$7,709,294.00	4	\$74,791,806.00	100%
New Residential Building Permits	42	\$10,379,217.00	39	\$9,048,106.00	7.7%
	Apr-17	Apr-16	% of Change	YTD	
Sales Tax \$'s	\$1,080,220.00	\$ 1,121,627.00	-3.7%	\$ 4,561,356.00	
Springdale Water Utilities	26,851	26,342	1.9%		
Ozarks Electric	12,441	12,207	2.0%		
SWPCO/AEP	16,917	16,890	1.0%		

DEVELOPMENT

- Membership Sales: 66 memberships sold in 2017: Jan (14), Feb (14), Mar (24), Apr (14)
- Sponsorships & Registrations: \$525,285 has been sold through April 30 – 71% of budgeted goal
- Teacher Breakfast: \$94,260 in revenue sold – 82% of \$115,000 budgeted goal
- Staffing: vacant telemarketing position filled; seeking additional commissioned sales person

EVENTS/PROGRAMS

- Golf Tournament: full field (45 teams) with \$57,319 in revenue sold; rescheduled date – June 26
- Leadership Springdale: May 11 graduation dinner event; Free Little Pantry installations in early May
- Teacher Breakfast Thursday, August 10 at Springdale High School
- CityFuture V: potential venues and dates being researched for 4Q 2017 event

WORKFORCE

- Diesel Research May 16-17: focus group and 1-on-1 interviews with Ted Abernathy scheduled
- Workforce Magazine: aggressive ad sales (30 sold), 18 articles written and translated into Spanish
- A.C.E.S. Conference June 19-21: 40 educators & 15 companies with tours & industry panels
- Har-Ber High Mechanical Lab: dedicated April 21

GOVERNMENT AFFAIRS

- Business friendly legislation passed:
 - Act 465: tax cut for manufacturers' replacement parts & repairs
 - Act 734: reduced eligible weeks for unemployment insurance from 20 to 16
 - HCR 1012: resolution requests adding Marshallese children & expectant mothers to Medicaid coverage
 - Act 816: lighted funeral escort vehicle has right of way/control of intersection lights
 - Medical marijuana: numerous Acts providing business community-supported definitions and regulations (workers comp, drug testing, operating machinery, termination, etc.)
 - SJR 8 proposed constitutional amendment: tort reform to limited awarded damages
 - Act 685: enabling legislation for Amendment 97
- Washington DC Fly-In: researching late September dates

ECONOMIC DEVELOPMENT

- Hwy 265 Relocation: Chamber working to insure preferred route/access thru industrial park
- Grants Research May 10-12: second visit/community tour by consultant with key stakeholders
- New Inquiries: 8 new inquiries since mid-March (1 expansion, 5 retail including 2 downtown)
- Business Retention Interviews: 20 personal visits in 2017 with company owners/plant managers
- New jobs: 1,362 new jobs created in January, February and March

COMMUNICATIONS

- In-Office Marketing: 25 tourism A&P print/digital ads created/placed
- Community Outreach: discussions with ACO, Rodeo & BBQ about Chamber assistance
- Sports Marketing: new website (NWAGolfTrail.com) online; baseball tournament economic impact
- Social Media Growth: 1Q growth – 76% increase in Facebook user likes, 109,000 impressions on 3-month Google ad word buy for ExploreSpringdale; new Online Marketing Manager begins May 8