

State Parks, Recreation and Travel Commission
Hilton Garden Inn, Little Rock, AR
April 15-16, 2015

Commissioners Present

Mike Mills, Chairman	Shash Goyal
Jim Dailey, Vice Chairman	Weston Lewey
Jay Bunyard	Montine McNulty
LeRoy Dangeau	Ness Sechrest
Danny Ford	Jim Shamburger
Jim Gaston	Cindy Smith
John Gill	Mike Wilson
Mark Givens	Randy Wolfinbarger

Commissioners Absent

Bill Barnes
Bob Knight

Department Staff Present

Richard Davies, Executive Director
Cynthia Dunlap, Director of Administration
Greg Butts, Director, Arkansas State Parks
Joe David Rice, Tourism Director
Ron Maxwell, Deputy Tourism Director
Gloria Robins, Executive Assistant
Jon Brown, Park Operations Manager
Randy Roberson, Planning & Development Manager
Kelly Farrell, Administrator of Program Services
Joe Jacobs, Marketing & Revenue Manager
Joan Ellison, Public Information Coordinator
Monika Rued, Public Information Officer
Leah DiPietro, Communications Manager
Tracey Morales, Group Travel Manager
Tiffany Knox, Welcome Center Administrator
Kristine Puckett, Tourism Development Manager
Kris Richardson, Administrative Specialist, Parks Division
Erik Holbrook, Administrative Specialist, Tourism Division
Marcel Hanzlik, Region 3 Supervisor
Shea Lewis, Region 4 Supervisor

Aristotle

Marla Johnson
Hallie Shoffner
Laura Kirk
Matt McClellan

Jennifer Pepper
Adrian James
Whitney Bailey

CJRW

Shelby Woods
Darin Gray
Brian Clark
Bill Fitzgerald

Wayne Woods
Joy Phillips
Jennifer Morgan
Brandi Childress

Guests

Josh Curtis, Governor's liaison
Chrissy Egleston, Visit Hot Springs
Representative Kelley Linck
Jack Moyer, Crescent Hotel & Basin Park Hotels, Eureka Springs
Bill Ott, Crescent Hotel & Basin Park Hotels, Eureka Springs
Kalene Griffith, Visit Bentonville

Roll Call

Chair Mike Mills called the meeting to order at 2:00 pm on Wednesday, April 15, 2015. Gloria Robins called the roll.

Approval of the Agenda

LeRoy Dangeau moved to approve the agenda. Mike Wilson seconded and the motion carried.

Presentation of Minutes from Previous Meeting

Danny Ford moved to approve the Minutes from the February meeting as presented. Shash Goyal seconded and the motion carried.

Financial Report

Cynthia Dunlap presented the year-to-date financial report for the period ended March 31, 2015. The expenditures were: Parks Division, \$55,486,939; including construction and grants; Tourism Division, \$9,637,647; Keep Arkansas Beautiful, \$393,680; Administration Division, \$2,333,865; and History Commission, \$1,346,136. Expenditures for the Department totaled \$69,198,267 a decrease of .9% over the same period FY14. The year-to-date operating revenue Parks Division totaled \$16,877,618 an increase of 5% over the same period FY14; 1/8% Cent Tax \$22,182,918 an increase of 1.97% over the same period FY14; and 2% Tax \$10,671,276 an increase of 7.6% over the same period FY14.

Jim Shamburger moved to approve the Financial Report with amendments. Shash Goyal seconded and the motion carried.

EXECUTIVE DIRECTOR'S REPORT

Legislative Session Update

Richard Davies provided a legislative session update on the Arkansas 90th General Assembly. He stated that Greg Butts, Kevin Carr and Gloria Robins did an excellent job tracking legislature and keeping staff apprised of issues affecting the agency. Davies reported that all agencies, including Arkansas Department of Parks and Tourism (ADPT), received a 1% budget cut in their General Revenue appropriations. In addition, ADPT's was reduced \$544,541, which came from the Retirement and Relocation Promotion and Regional Tourism Programs. As a result, ADPT received budget cuts of over \$900,000; comprised of three revisions. Davies stated that Tourism will have a new Festival Grant Program funded from the 2% Tourism tax. The \$150,000 program will assist in the in-state promotion of local festivals around the state, set up as two to one match.

Richard Davies summarized that Act 17, HB 1049 made technical corrections to provisions for general membership and Commissioner Emeriti of the State Parks, Recreation and Travel Commission (SPRTC), doing away with Emeritus in the future. Act 744, HB 1464 increased State Parks Recreation and Travel Commission (SPRTC) membership from 13 to 15, designating members active in media and members working in tourism and adding Recreation and Arts & Culture members. Davies mentioned various bills that were passed and noted additional information on any of the bills is available from Gloria Robins. Discussion followed regarding the results of the legislative session and passed bills and the ramifications on ADPT. Greg Butts advised that due to term limits, the legislature as a whole does not understand the long term financial needs of the park system, its day to day operations and mission. State Parks needs the current funding sources to remain in place. Parks are in the forever business and are not meant to be here today and gone tomorrow. Butts stated we need to continue the education

process about mission and funding sources and needs. Shash Goyal advised that the broader picture must be explained, that state parks bring revenue, along with other tax revenues. Help legislators understand that reducing the quality of state parks also reduces other taxes and revenues. Weston Lewey reminded commissioners that it is their job to contact legislators and help provide information, opinions, etc. when staff needs support. Governor's Liaison Josh Curtis reported that ADPT staff did a great job this legislative session. However, once key ADPT staff retires at the end of this year, more involvement from the SPRTC will be critical in the near future.

PARKS DIVISION

State Parks Committee Employee Housing Report

Greg Butts reported that the staff and State Parks Committee was charged with the task of analyzing different options available for employee housing and making design changes to lower the cost of construction. He advised that Arkansas State Parks (ASP) provides employee housing for uniform officers for the benefit of the department and to respond to the public 24/7 and to protect park's historical, cultural and natural resources. It has been the tradition of ADPT since before 1973 to provide employee housing for uniform staff for the benefit of the department.

John Gill reported over a nine year period that ADPT has paid an average of \$282,000 for each employee residence. The committee was asked to examine these costs and explore means of reduction. In addressing this issue the committee's primary objective has been to explore cost reduction without sacrificing quality. The cost of construction is expensive for a couple of reasons: 1) Remote areas add expense in getting materials and labor to the site; 2) Contractors dealing with state government add an estimated 20% to the cost for doing business with government because of lengthy construction documents, rules and procedures, etc. However, the State Parks Committee is pleased to make the following recommendations which initially can reduce construction costs by an estimated 20%.

John Gill moved to approve the following recommendations to reduce the cost of employee housing as follows:

Recommendation 1- The changes in specifications for standard employee residences listed in the Department's Planning and Development Value Engineering Report dated February 18, 2015, are approved with the goal of reducing the cost of standard employee residences estimated at \$46,775 per unit.

Recommendation 2- Approved re-design of standard employee residence by grouping plumbing spaces and reducing an extra wide hall way by 65 square feet at estimated savings of \$10,530 per unit.

Recommendation 3- Planning & Development explore bidding multiple residences in a single park (or parks in close proximity to one another) at the same time to reduce the overall cost of construction, including superintendent time, material delivery costs, bulk material purchase and related savings.

Recommendation 4- Planning & Development explore modular housing (with carport) to the extent practical, and acquire manufactured housing where limitations and circumstances dictate this to be the best approach in light of improved quality of construction.

Recommendation 5- The parks division continue the practice of acquiring housing, at reasonable cost, nearby state property which meets or exceeds the Department's minimum standards.

Recommendation 6- Planning & Development continue efforts to develop more economical standard housing designs.

Recommendation 7- Planning & Development continue efforts to simplify the specifications (book) issued when bidding standard employee residences through Arkansas Building Authority.

Shash Goyal seconded and the motion carried.

Jim Shamburger noted he appreciated the efforts and results of the committee.

State Parks FY 16 Website Budget

Joe Jacobs reported that there has been a restructure in the Marketing and Revenue section. Joan Ellison has been promoted to Public Information Coordinator and taken on new responsibilities, including supervising the Public Information Officer (PIO) position. Jacobs introduced Monika Rued as the new PIO who will focus on social media, online presence, and the geocache program.

Hallie Schaffner and Adrian James, Aristotle account representatives, presented the website budget for review.

Jim Shamburger raised the question, with all the issues that Tourism has had with their new responsive website, does parks still want to launch a new responsive website? Greg Butts replied yes, the new website for parks will not utilize the Orchard Content Management System.

Jim Dailey moved to approve the Arkansas State Parks FY 2016 website budget plan presented by Aristotle as follows:

BUDGET

Keeping Online

Hosting & Renewals \$ 10,805.00
Sub-Total \$ 10,805.00

Development Budget

Updates & Maintenance \$ 20,000.00
Feature Development & Enhancement \$ 100,100.00
 Volunteer Coordination Feature
 GIS Mapping Integration
 NRID Integration
 Experience Planner
 Mobile Application Updates/Enhancements
Sub-Total \$ 120,100.00

Contingency

Contingency \$ 11,000.00
Sub-Total \$ 11,000.00

Marketing Budget

Content Calendar (Web & Email) \$ 24,000.00
Email Support \$ 10,000.00
Keyword Buys \$ 30,000.00
Search Engine Optimization \$ 14,400.00
 Advanced SEO Tracking
 Monthly Update Reports
 On-Page SEO Updates
 Technical SEO Programming
Sub-Total \$ 78,400.00

Campaign Support

Campaign Support \$ 5,000.00
Sub-Total \$ 5,000.00

TOTAL \$225,305.00

Shash Goyal seconded and the motion carried. Jim Shamburger opposed.

State Parks FY 16 Advertising Plan

Jennifer Morgan and Bill Fitzgerald, CJRW account representatives, presented an advertising plan for review.

John Gill moved to approve the Arkansas State Parks FY 2016 advertising plan presented by CJRW as follows:

Total Budget Summary FY 2016

Media

Arkansas State parks including Lodges of Arkansas State Parks And The Ridges at Village Creek	\$ 297,347.05
DeGray Lake Resort State Park	\$ 81,465.41
Mount Magazine State Park	\$ 66,306.67
Ozark Folk Center State Park	\$120,937.79
Ad Production	\$ 33,943.08
Jones Video / Television Production	\$ 72,000.00
Four-Color Facility Sheets	\$ 4,500.00
Arkansas Press Association (Production and Commission)	\$ 20,000.00
Contingency	\$ 15,000.00

Media and Production Subtotal

\$711,500.00

Parks Brochures	\$141,950.00
Partners in Parks	
▪ Arkansas Broadcasters Association	\$ 75,000.00
▪ Arkansas Press Association	\$75,000.00
	\$ 150,000.00
Travel Shows	\$ 71,339.00
Soundscapes	\$ 18,000.00
Aristotle Internet	\$ 225,305.00

TOTAL BUDGET

\$1,318,094.00

Danny Ford seconded and the motion carried.

Lake Charles - AGFC Boat Dock Permit Request

Randy Roberson reported that since 1957, the Arkansas Game & Fish Commission (AGFC) has granted the late Robert L. and Evelyn Flippo exclusive rights for commercial boat dock facilities on Lake Charles. With the passing of Mr. and Mrs. Flippo, there no longer remains an exclusive right for one commercial boat dock permit on Lake Charles. Very little if any commercial boat dock activities, rentals and related services have been offered at the Flippo Boat dock for a number of years. Roberson requested amendment of existing easement to include rights to develop and operate a public boat dock.

Jim Shamburger moved to approve the amendment of the existing easement to include rights to develop and operate a public boat dock at Lake Charles State Park. Ness Sechrest seconded and the motion carried.

Greg Butts noted that speaking with AGFC; this would not preclude the Flippo heirs or future landowners from also receiving a permit.

Jacksonport – Southers Property Donation Preliminary Approval

Randy Roberson reported that the superintendent of Jacksonport State Park has been approached by Ms. Ann Southers, who owns property located on the northwest corner of the intersection of Jefferson and Main Street, about her willingness to donate three lots she inherited to ASP. She expressed she wants the property to be put to good use and would rather donate it to ASP than sell it to anyone else. Roberson requested preliminary approval to proceed with the A.C.A. 22-4-106 process to pursue the acquisition as a donation.

John Gill moved for preliminary approval to proceed with the A.C.A. 22-4-106 process for the donation of three lots of property to Arkansas State Parks, described as follows: A part of the Southwest Quarter of the Southeast Quarter of Section 28, Township 12 North, Range 3 West, in Jackson County, Arkansas, more specific, Range 1E Block 8, Lots 1, 2 & 3 in the town of Jacksonport, Arkansas containing 0.5 acres more or less. Jim Shamburger seconded and the motion carried.

Bull Shoals – Removal of Water Fountain Shelter

Randy Roberson reported that building 06.22 is an open pavilion structure located in the Lake View Day Use Area that contains an inactive water fountain. Both the shelter and fountain have been replaced by the adjacent ADA compliant pavilion and water fountain and are no longer needed. Roberson requested approval for removal of the fountain shelter structure.

Jay Bunyard moved to approve based on the information presented; the commission finds the structure obsolete notwithstanding its insured value and approves the removal of the fountain shelter structure (Building # 06.22/AASIS # 12005548) from Bull Shoals-White River State Park inventory. Cindy Smith seconded and the motion carried.

NAI Awards

Greg Butts reported that the National Association of Interpretation (NAI) Region 6 South Central professional awards were presented on March 4, 2015, in Natchitoches, LA. ASP staff is proud recipients of the following awards:

- Outstanding Interpretive Program “Trial by Jury” at Powhatan Historic State Park
- Outstanding Interpretive Special Event “Heritage Month School Days” Parkin Archeological State Park
- Richard Baldauf Outstanding New Interpreter – Dr. Melissa Zabecki-Harvey, Parkin Archeological State Park

Butts advised that creative programming and great interpretive energy are making emotional and intellectual connections with park visitors and state park resources.

CIP Quarterly Report

Randy Roberson reported that the CIP quarterly report reflects that \$56.9 million in projects are underway or completed, with nine methods of finance closing this quarter, at \$1.8 million.

Parks Miscellaneous

Randy Roberson presented photos of the nearly renovated lodge at Queen Wilhelmina State Park, indicating that sleeping rooms are furnished and advised that the kitchen equipment will be installed next week. Greg Butts reported that once the kitchen is installed, ASP will take partial substantial completion, tentatively May 5. He advised that hospitality training is ongoing. Butts noted that a “soft soft” opening is expected mid May for approximately two weeks with friends from the community, SPRTC, and staff invited to stay overnight and provide evaluation of services and facilities. Media day will follow and the lodge will be opened to the public by summer.

Greg Butts advised that Cindy Smith and Weston Lewey attended the ASP Gift Show recently. Cindy Smith requested that the State Parks Committee become involved with recommendations in merchandise for the gift shops. Mike Mills suggested a sub-committee from the State Parks Committee be created for this purpose.

Greg Butts reported that a ground breaking ceremony took place on April 11 in Wilson, AR, for the new Hampson Archeological Museum. It was a great day with approximately 125 people in attendance with construction expected to get underway later this year.

TOURISM DIVISION

Directors Office

Ron Maxwell stated that the overall feedback from the Arkansas Governor's Conference attendees was good. He stated that the registrants appreciated the quality of the sessions and speakers. Maxwell stated that the silent auction was a huge success and made \$80,295. The silent auction was coordinated by Tiffany Knox, with help from the Welcome Center Managers. The Tourism Gift Shop brought in \$5,405.54; this was the largest total in the three years it has been brought to the conference. Maxwell applauded the Arkansas Broadcasters Association for doing a wonderful job running the Hospitality Suite. Maxwell stated that the Department was honored to have Governor Hutchinson attend the Henry Awards Banquet Tuesday evening. A few issues that Maxwell brought up was the fact that the Holiday Inn & Convention Center was short staffed to prepare the food and service the guest in a timely manner; this was a larger issue during the Henry Awards Banquet. Maxwell confirmed that the conference was well attended and a huge success.

Joe David Rice commented that he had a follow-up meeting with Debbie Haak to address the Holiday Inn and Conference Center staffing issues. Rice stated that the 2016 conference in Springdale will be great and is a proven commodity.

Ron Maxwell led a FAM tour of Japanese travel and culinary writers through parts of the Delta Byways, Land of Legends and the Heart of Arkansas regions in March. Maxwell stated that Cindy Smith helped with the planning. Maxwell complemented the reception at the Delta Resort, stating they pulled out all the stops and fed the group a traditional southern feast. Other places of interest during the FAM tour included: Millers Mud, Hoots BBQ, Colonial Steakhouse, Community Bakery, Central High School, Arkansas State Capitol, Whole Hog Café, Diamond Bear Brewery, Capitol Hotel and Capitol Bar and Grill. Maxwell confirmed to the Commission that this was a wonderful tour and Arkansas will benefit from its great publicity from the writers. Richard Davies asked what the group was most impressed with; Maxwell stated it was the fried green tomatoes at the Delta Resort.

Tourism Development

Kristine Puckett presented charts and graphs of a new Feasibility Study Grant for a possible new indoor multi-sport facility in Little Rock.

Puckett stated that National Tourism Week will be the first full week in May; she presented signs that will be placed at various Welcome to Arkansas business throughout the state, along with the Welcome Centers. The signage encourages travelers to express what travel means to them. Two hashtags will be used to promote the event, #NTTW2015 and #VisitArkansas. In 2014, visitors in Arkansas spent \$6.7 billion, generated \$460 million in local and state tax revenues and supported 113,900 jobs.

Puckett stated that the Welcome to Arkansas program received some publicity with Region channel 8 News; the headline reading: Lawrence County host hospitality training.

Group Travel

Tracy Morales presented the Group Travel report to the Commission. Morales stated that she attended the Travel South Domestic Showcase March 22-25 in Shreveport, Louisiana. She stated that she had 28 pre-scheduled appointments during the showcase. Arkansas delegates that were in attendance were from Little Rock, Hot Springs, Rogers, Fort Smith, Pine Bluff, The Great Passion Play, Joe Gunnels Tours, and Simple Pleasures. Morales stated that the Arkansas booth gave away apple and peach chunky from the Ozark Folk Center; she announced it was a huge hit. After the showcase, there was a FAM tour that included 18 tour operators from 13 states and Canada. Morales commented that only 4 out of the 18 had been to Arkansas before. The tour visited the following cities: Texarkana, Hope, Arkadelphia, Little Rock, North Little Rock, Roland, Perryville, Hot Springs, Bismarck, Murfreesboro and Washington. Morales presented pictures of the tour to the Commission. Morales informed the Commission that the next two Travel South Domestic Showcases will be in Winston Salem, North Carolina and Branson, Missouri.

Communications

Leah DiPietro presented the Communications report to the Commission. DiPietro shared the impressive coverage the Governor's Conference received on various media outlets, such as Newton County Times, City Wire, Arkansas Business, ArkLaTex, Texarkana Gazette and the Times Record.

DiPietro shared media coverage of a 38-pound trout that was caught on the White River near Cotter by an Olathe fisherman.

Stories of interest that were in circulation during the month of March included a 2-carat diamond found at Crater of Diamonds State park, Cheapflights named Thorncrown Chapel one of the 10 most beautiful chapels in the world, Arkansas was named the 'most kind state' by Kindness Travels, and the newly renovated Mid-America Science Museum reopened.

Research

Ron Maxwell informed the Commission that Jennifer Neubauer had left ADPT and accepted a position with Travel Nevada. The Department is currently seeking a Research Project Analyst.

The Research & Information Services Section processed 6,687 requests for travel information during March 2015, a decrease of 52.10% from March 2014. The calendar year 2015 inquiry total is 56,862, an increase of 86.13%. The rise in inquiries is partially due to better reporting practices such as reporting Bing CPC, and more accurate track of literature requests out of the Little Rock Welcome Center.

There were 384 requests for retirement/relocation information in March, down 27.4% from March 2014. This is likely due to severe winter weather across much of the country lasting into March. However, retirement/relocation requests year-to-date are up 174.9% from March 2014.

March 2015 Welcome Center visitation was 62,634, a slight decrease from March 2014. Welcome Center calendar year visitation was 132,656, up 2.58% from calendar year 2014. Visitation to Welcome Centers varied greatly. Siloam Springs increased 8.70% from March 2014, while Helena/W. Helena decreased 11.56%.

Welcome Centers

Tiffany Knox presented the Welcome Center report to the Commission. Knox stated that the Silent Auction raised \$80,295 for the Arkansas Tourism Development Foundation. She said that even though there were setbacks with the tent and the rain this year, that the turnout and amount of money raised was impressive. Knox expressed her gratitude to the Welcome Center Managers and Central Administration for their help with the Silent Auction.

Knox presented pictures of the Battle of Helena Reenactment that took place in March; she stated there were around 200 spectators.

Knox stated that the Bentonville Welcome Center had some excitement when a raccoon visited their center in March; pictures were shown to the Commission.

Knox informed the Commission that the upcoming FAM tour for many of the Welcome Center employees will take place in Northwest Arkansas and Western Arkansas' Mountain Frontier regions. The FAM tour will take place April 27-May 1.

Lastly, Knox mentioned that the new Facebook pages for all the Welcome Centers are still going strong, and presented two videos that were shared via the pages.

Advertising Items

Joy Phillips and Brian Clark presented the Commission with CJRW's 2015 spring / summer Roll-out Planning. The proposed allotment is as followed:

\$300,000 – Houston Cable TV
\$75,000 – Social Media Campaign Support
\$25,000 – Tableau Measurement Software

Houston Cable TV:
Will run a total of 5 weeks (April 27-May 31)
Average Reach – 70%, 25-54 year olds
Times Seen – 5.7 times

Phillips stated that the social media campaign will involve Facebook, Twitter and Pinterest. Phillips stated that Pinterest is an excellent opportunity to extend Arkansas images to a younger audience.

Brian Clark informed the Commission that Tableau is a data visualization program. Clark proposed signing up for this software. Clark stated that CJRW will work with the new Research Project Analyst on this new software. Richard Davies expressed his interest in the software, and stated that this will roll everything up into simple, easy to understand data.

Chair Mike Mills asked if there would ever be an opportunity for someone in the private sector to pay for a posting within the Arkansas Tourism Facebook page. Joy Phillips stated that the post are thought out a month in advance, and operators are notified if their business or area of the state will be featured within a week; this gives operators the chance to share the page on their businesses Facebook page. Phillips stated that there might be a time in the future where there might be co-op opportunities for a business to partner and be featured on the Arkansas Tourism Facebook page. Chair Mike Mills stated operators would jump at the opportunity to pay a small price to have their businesses featured.

The 2015 Spring/Summer Newspaper Insert was distributed to the Commissioners. Brian Clark stated that 1,631,305 Arkansas residents received the insert, while 3,583,750 people in other states received it. Weston Lewey commented that her employees and clients both love the insert; she stated that the slick paper really stands out among everything else. John Gill asked if it was intentional that there were no addresses in the insert. Phillips stated that it was intended to direct people to Arkansas.com.

Joy Phillips stated that three focus groups took place in Dallas, Wichita and Chicago in March. Leah DiPietro attended the focus groups in Wichita and Chicago, and stated that if participants had a negative idea about Arkansas before, it changed once they saw the ads.

Richard Davies & Shelby Woods informed the Commission that it had been nine years since the last Image Book came out. The book is used as a gift to give to dignitaries, guests, and given as a promo item at times. The book is used as a coffee table book at many of the State Parks; it is also sold in the Tourism Gift Shop located within the Central Office. Many new attractions have come to Arkansas in the past nine years, most notably is Crystal Bridges. Davies and Woods informed the Commission that the state price would be \$175,000 and paying less than 1/3 because of other partner's involvement. Davies and Woods asked the Commission to bless the idea of moving forward with this project. Woods stated that it is a true partnership with others throughout the state.

John Gill moved to begin moving forward with the new Image Book. Cindy Smith seconded and the motion carried.

Three new Meet the Locals videos were presented to the Commission; one featuring Charlotte's Pie Shop, a POV featuring fishing, and Ft. Smith National Historic Site.

Jim Dailey moved to approve the Meet the Locals videos. Montine McNulty seconded and the motion carried.

Internet-Related Items

Marla Johnson apologized on behalf of Aristotle for the delay in getting Arkansas.com up and running. She stated that there were many set-backs along the way, but basically it came down to the fact that the Orchard CSM was not capable of handling the large capacity of the hundreds of pages that make up Arkansas.com. Johnson stated that ADPT and her staff had been communicating daily with the various problems that were arising both on the administration end and what the general public sees. ADPT staff could not use the administration site to complete their normal job duties, along with the site being down right before Governor's Conference. During the January 15, 2015 SPRTC meeting, Johnson informed the Commission that the new website would go live on January 19, 2015; it wasn't until March 5, 2015 that it was launched.

After 20 days of the new website not performing, it was decided to convert back to the 'classic' non-responsive site. Johnson informed the Commission and ADPT staff that the new website will go live in 90 days, which will be at the end of June 2015. Johnson stated that it will be heavily tested in the next 90 days to ensure that everything works perfectly at the end of 90 days.

A discussion followed concerning the problems and possible solutions in reference to the website, to include the adverse effects of the missed deadlines on the tourism promotion efforts for the 2015 season.

Jim Gaston moved that as a Commission, they are displeased with the service that has been provided by Aristotle Inc. Gaston moved that at this time, the Commission is expressing its disappointment and lack of faith with Aristotle Inc. Jim Shamburger seconded and the motion carried. Opposed: Weston Lewey & Cindy Smith.

The State Parks, Recreation and Travel Commission adjourned at 10:30 AM on April 16, 2015 at the Hilton Garden Inn in Little Rock, Arkansas.