

STATE PARKS, RECREATION, AND TRAVEL COMMISSION
Hilton Garden Inn, 10914 Kanis Road, Little Rock, AR
January 17, 2019

Commissioners present

Jim Shamburger, Chair	Shash Goyal
Kalene Griffith, Vice Chair	Eric Jackson
Austin Albers	Bob Knight
Bill Barnes	Weston Lewey
Jeff Baskin	Montine McNulty
Danny Ford	Cindy Smith
John Gill	Mike Wilson
Ron Gossage	Randy Wolfinbarger

Commissioners absent

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Department Staff present

Cynthia Dunlap, Interim Executive Director	Marcel Hanzlik, Region 3 Supervisor
Mark Camp, Keep Arkansas Beautiful Director	Kayla Hardage, Welcome Center Administrator
Jim Dailey, Tourism Director	Theresa Helliwell, Agency Controller
Grady Spann, State Parks Director	Joe Jacobs, Marketing & Revenue Manager
Shea Lewis, Deputy State Parks Director	Jeff King, Government Liaison
Kristine Puckett, Deputy Tourism Director	Tracy King, Region 2 Supervisor
Angela Allen, Administrative Analyst	Leigha Jones, Tourism Development Consultant
Lisa Antinori, Fixed Assets Manager	Jessica Ledbetter, Sales Manager
Joy Barlogie, Research & Dev Manager	Melinda Miller, Real Estate Officer
Tammy Boyce, Tourism Director Assistant	Chris Myers, Park Planner
Lisa Buckner, Fiscal Support Analyst	Steve Pigeo, Accounting Supervisor
LaJeana Carroll, Parks Executive Assistant	Kris Richardson, ADPT Executive Assistant
Leah DiPietro, Communications Manager	Randy Roberson, Planning & Development Manager
Kelly Farrell, Program Services Manager	Mike Wilson, Operations Manager

CJRW

Brandi Childress	Jennifer Morgan
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Lauren Euseppi
Darin Gray
Chris Ho
Brian Kratkiewicz

Dalaney Thomas
Margaret Willis
Keegan Wright

Miles Partnership

Susie Kardas
Amanda Stewart

Guests

Breanna Baker, Culturally Connected Communications (C3)	Ron Mathieu, Clinton National Airport
Jay Bunyard, former SPRTC	Aaron Mullens, Visit Bentonville
Mike Denning, FedEx	Serafin Perea, C3
Pam Jones, C3	Angela Rogers, Heart of Arkansas
Gretchen Hall, LR Convention & Visitors Bureau	Luke Story, Arkansas Broadcasters Association
Bob Major, NLR Convention & Visitors Bureau	Scott Sudduth, NLR Convention & Visitors Bureau

Call to Order

Chair Jim Shamburger called the meeting to order at 8:31 a.m. Kris Richardson called roll.

Approval of Agenda

Jim Shamburger requested approval of the agenda.

Austin Albers moved to approve the agenda as presented. Weston Lewey seconded and the motion carried.

Presentation of the Minutes from Previous Meeting

Jim Shamburger requested approval of the minutes from the November and December meetings.

Cindy Smith moved to approve minutes from November 14 and December 27 meetings of as presented. Kalene Griffith seconded and the motion carried.

ADPT FINANCIAL REPORT

Theresa Helliwell presented the year-to-date financial report for the period ending December 2018. The expenditures were: Parks Division, \$46,370,100 including Construction and Grants; Tourism Division, \$7,052,226; Keep Arkansas Beautiful, \$199,007; Administration Division, \$1,923,266; War Memorial, \$1,662,502. Year-to-date expenditures for the Department totaled \$57,207,101, an increase of 37.4% over the same period FY18. The year-to-date revenues included: Operating Revenue for Parks Division of \$1,201,548, a decrease of (1.01) % over the same period FY18; War Memorial Operating Revenue of \$154,952, an increase of 16.69% over the same period FY18; 1/8% Tax Revenues of \$16,544,416, a decrease of (0.39) % over the same period FY18; 2% Gross Tax collections of \$9,666,863, an increase of 1.9% over the same period FY18; and Grocery store wine income revenue of \$11,144. **

**Note: Grocery store wine income is new revenue source that represents Parks and Tourism's portion of revenue generated from retail off-premises permits for the sale of wine at grocery stores-established by Act 508 of 2017.

John Gill moved to approve the financial report as presented. Austin Albers seconded and the motion carried.

Jim Shamburger introduced guests.

Special Presentation Awards

Jessica Ledbetter and Jim Dailey introduced Mike Denning, Senior Manager at Fed Ex and Ron Mathieu, Executive Director of Little Rock National Airport. Denning and Mathieu were presented with certificates of appreciation for going above and beyond to deliver a lost passport to an Italian participant of the Travel South FAM tour in December.

Shash Goyal moved to forward letters of appreciation to directors of Fed Ex and Little Rock National Airport expressing gratitude for their staff's extra level of service. Bill Barnes seconded and motion carried.

*Frederick W. Smith
Chief Executive Officer
FedEx Corporation*

SPRTC Minutes

Jan 17, 2019

Pg 4

942 South Shady Grove Road

Memphis, TN 38120

Dear Mr. Smith,

The Arkansas State Parks, Recreation and Travel Commission would like to express our sincere appreciation for Little Rock employee Michael Denning's efforts in finding the passport of Luca Cesaretti, a visitor and guest of the State of Arkansas from Rome, Italy. Your employee went above and beyond the call of duty by helping to locate and secure Luca's passport on a late-night Saturday evening.

We appreciate FedEx's efforts to help us support and assist an international visitor to The Natural State. Your team's actions represented true Arkansas hospitality and left a favorable impression on Luca and his fellow tour group operators. This interaction is still being talked about by these visitors from across the globe. FedEx truly made a positive impact for our state.

Sincerely,

/S/ Jim Shamburger, Chairman

Arkansas State Parks, Recreation and Travel Commission

Jesse Mason

Chairman

Little Rock Airport Commission

14 DuClair Court

Little Rock, AR 72223

Dear Jesse,

The Arkansas State Parks, Recreation and Travel Commission would like to express our sincere appreciation for Ronald F. Mathieu's efforts in finding the passport of Luca Cesaretti, a visitor and guest of the State of Arkansas from Rome, Italy. Ronald went above and beyond the call of duty by helping to locate and secure the passport on a late-night Saturday evening.

We appreciate Clinton National Airport's efforts to help Arkansas Tourism support and assist this visitor to The Natural State. Your team's actions represented true Arkansas hospitality and

left a favorable impression on Luca and his fellow international tour group operators. This interaction is still being talked about by our visitors from across the globe. Your staff truly made a positive impact for our state.

Sincerely,

*/s/ Jim Shamburger, Chairman
Arkansas State Parks, Recreation and Travel Commission*

Jim Shamburger recognized Danny Ford and his 24 years of service with the State Parks, Recreation and Travel Commission (SPRTC). Ford is retiring from the Commission and was presented with a plaque of appreciation for his many years of outstanding leadership and service to the Department.

EXECUTIVE DIRECTOR'S REPORT

2019 SPRTC Per Diem

Cynthia Dunlap stated by law, the Commission must approve its per diem at the first meeting of the calendar year. The per diem rate approved in 2018 was \$65.

Danny Ford moved to approve the 2019 per diem rate at \$65. Cindy Smith seconded and motion carried.

2019 SPRTC Meeting Schedule

Cynthia Dunlap discussed meeting schedule for the upcoming year and requested approval of the proposed meeting schedule as below. Montine McNulty requested September date revised to one week later due to facility availability. Discussion ensued regarding conflicts with other meetings in September.

Eric Jackson moved to approve 2019 SPRTC schedule with the exception of September as follows:

January 16-17	SPRTC Meeting – Little Rock
February 24-27	Governor's Conference – Hot Springs
March 20-21	SPRTC Meeting – North Little Rock
April 17-18	SPRTC Meeting – Conway
May 15-16	SPRTC Meeting – Lake Dardanelle State Park, Russellville
June 19-20	SPRTC Meeting – Pine Bluff

July 17-18	SPRTC Meeting – Ozark Folk Center, Mt. View
August 15-16*	SPRTC Meeting / Staff Appreciation – DeGray, Bismarck
<i>September 18-19*</i>	<i>SPRTC Meeting / AHA Event – Little Rock - TBD</i>
October 16-17	SPRTC Meeting – Helena-West Helena
November 20-21	SPRTC Meeting – Jonesboro

***2-day meeting**

Mike Wilson seconded and motion carried.

Certificate of Appreciation

Cynthia Dunlap requested a certificate of appreciation for Raegan Carpenter for 28 years of excellent service to ADPT. He is retiring at the end of February.

Shash Goyal moved to approve a certificate of appreciation for Raegan Carpenter for 28 years of service. Austin Albers seconded and motion carried.

Keep Arkansas Beautiful Update

Mark Camp discussed the 2018 Great American Clean Up and noted all but four out of 75 Arkansas counties participated. There were 13,000 volunteers and 74,000 volunteer hours logged during the event. He introduced Otto, the cartoon character, who will be used to help get children interested in recycling efforts.

The Great American Clean Up is coming up in March - May and KAB is looking for volunteers. Camp recognized CJRW for revamping new KAB website.

Legislative Session Update

Cynthia Dunlap gave a brief update on the legislative session that convened January 14. The Department is tracking bills that will have an impact on various operations of Parks and Tourism. There is an internal committee being formed to review the Transformation bill. Dunlap reported ADPT's appropriation had no increases or changes requested.

TOURISM

Directors Report

Kristine Puckett gave a brief overview of staff changes. Colton Faull was hired as Public Information Officer and Katie Stele joined the Welcome Center Staff as an Administrative Specialist. Bridget McLemore was hired as Administrative Assistant. Harrison Maddox's last day

will be January 11. In searching for his replacement the Department has received over 90 qualified applications.

The Department is participating in National Plan Your Vacation Day on January 29, encouraging all employees to sit down and plan their vacation days.

Puckett passed around a schedule of the Governor's Conference on Tourism.

Sales

Jessica Ledbetter reported on the Travel South FAM Tour held November 29-December 2. Individuals from Australia, Denmark, France, Italy, the Netherlands, and Norway visited Dyess, Walnut Ridge, Hot Springs, North Little Rock, and Little Rock. Danny Ford commented on what a great job the small towns did to make visitors feel welcomed.

Research & Development

Joy Barlogie reported that she and Leigha Jones are attending to the Ideal Living tradeshow in Chicago over January 18-21. She reviewed the timeline of current research projects and reported that the annual report will be released in Spring.

She reported on two new aspects of Governor's Conference, ARK Tank and the Share Space room.

As for the Regional Tourist Association, Barlogie highlighted the Heart of Arkansas (HOA) and Gretchen Hall gave a presentation on what HOA is doing by redeveloping their leisure guide and redesigning their website through CJRW.

Advertising

Jennifer Morgan and Brian Kratkiewicz updated the Commission on the media campaign. They discussed the results of the Fall campaign and what to expect from the Spring/Summer media recommendations. Kratkiewicz said the key is to maximize visitors by looking at where people are spending their time media-wise around the state. Media reviewed were TV, digital, and magazines.

Susie Kardas reported on the implementation of content personalization to Arkansas.com. This process targets specific geographical locations and delivers a message tailored to the viewer.

Diversity Marking Update

Pam Jones with Culturally Connected Communications (C3) along with Brianna Baker, PR Strategist and Serafin Perea, Project Coordinator, presented on three programs being implemented by C3. Breanna Baker highlighted Black Music Month in June, which will

showcase African American musicians around the state in a social media campaign. This year the public is asked to nominate their favorite local artists. Additionally, Hashtag Holidays will highlight any internet holidays that are being celebrated to bring people together. Serafin Perea discussed Arkansas Soul, a University of Arkansas partnership minority travel writing program, occurring June 16-30. Students will have an opportunity to learn from a travel writer from Arkansas Tourism. They will also visit areas of Arkansas they might not otherwise have a chance to visit.

Miscellaneous Report

Kristine Puckett touched briefly on the focus groups that Arkansas Tourism staff attended with CJRW. She stated they would present formal results at a later time.

PARKS DIVISION

Jim Shamburger announced Oaklawn season would open on January 25, 2019, and the new Oaklawn hotel and casino are big news for Hot Springs.

Eric Jackson noted digital media will be nearly 50 percent this year; Jackson requested a monthly session on digital metrics during the SPRTC meetings to evaluate progress.

Jim Shamburger announced Austin Albers is the new chair of the Advertising Committee; there are no other committee assignments changes.

Parks Director's Report

Grady Spann advised in order to resolve the scheduling conflict with the annual Superintendent's Conference and Arkansas Hospitality Associations (AHA) Vendor Showcase & Convention in September, he would move the Superintendent's Conference to Little Rock and have the superintendents attend the AHA Vendor Showcase and Tradeshow to encourage networking with Arkansas tourism industry.

Certificate of Appreciation

Grady Spann requested the approval for a Certificate of Appreciation for Bill Henderson for his 30 years of excellent service to Arkansas State Parks.

Austin Albers moved to approve a certificate of appreciation for Bill Henderson for his 30 years of service to Arkansas State Parks. Randy Wolfinbarger seconded and the motion carried.

NASPD Leadership School

Spann stated as a member of America's State Parks Board of Regents, he is responsible for instructing curriculum topics each year for the National Association of State Park Directors (NASPD) State Parks Leadership School (SPLS). This year's enrollment was comprised of 122 park professionals from 39 states. These park professionals register for a two-year program that covers 16 subjects each year. Each year concludes with a written exam. After the second year, an average exam score of 70% is required to earn the certification. This year Kelly Farrell of Arkansas State Parks was selected as co-valedictorian. Her valedictorian speech was, "Challenge what difference you are making in someone's life."

Monument Trails Update

Spann reported the Arkansas Parks & Recreation Foundation (APRF) is funding a series of Monument Trails in ASP. The first project is nearing completion with a tentative plan to dedicate the Hobbs State Park – Conservation Area trail in March of 2019. Planning work has begun for trails at Mount Nebo and Ozark Folk Center State Parks and design build at Pinnacle Mountain State Park. ASP and APRF are working with CJRW to brand the Monument Trails.

Petit Jean State Park Visitor Information Center – Public Listening Meeting

Spann announced the Petit Jean State Park Visitor Center public listening meeting has been scheduled for March 5, 2019. ASP will unveil the new design, listen to the public's comments and present the exhibit plan.

NASPD Conference Site Visit

Spann noted the ASP NASPD 2019 conference planning team members would meet in Rogers with NASPD Executive Director Lewis Ledford and NASPD President Linda Lanterman to review the proposed conference locations, agenda, and budget.

Park of the Year

Spann invited SPRTC Commissioners to attend Park of the Year luncheons at Moro Bay State Park on January 23, 2019, and Toltec Mounds Archeological State Park on January 24, 2019.

DeRoche Ridge Update

Spann remarked the campground was closed for renovations, then closed due to flooding last spring, and remains closed. ASP is awaiting a response from the bonding company for a resolution. Bill Barnes asked if there was a legal timeline to get this resolved. Spann commented the Attorney General's office is handling the legal aspects for this claim.

Miscellaneous

Spann highlighted the article “Jackson encourages visiting state parks” (Reed, The Sentinel-Record, November 30, 2018). Eric Jackson spoke on the impact of state parks. Jackson invited Lake Ouachita State Park, Lake Catherine State Park, and DeGray Lake Resort State Park superintendents to the Rotary Club meeting and introduced them during his presentation. Montine McNulty requested Eric Jackson share the information he presented so others can use the information in their local communities.

Spann mentioned the article “Most Folks Don’t Know About Arkansas’ Forgotten State Park” (Carson, Arkansas Only in Your State, December 28, 2018). The Buffalo River was originally a state park and was turned over to the National Park Service to allow the whole watershed to be protected.

Spann highlighted the recent article, “Arkansas parks agency getting state ready to host national conference” (Roberts, Arkansas Democrat-Gazette, January 2, 2019). Included in the article were quotes from Grady Spann’s interview and quoted the Governor’s support for the conference. This article has generated interest from Northwest Arkansas. Spann noted the ASP’s conference team will include graduates from NASPD SPLS.

Woolly Hollow State Park; Lake Bennett Dam-US Soil Conservation Service Watershed Project

Randy Roberson reported the 35-foot high earthen dam was constructed to form Lake Bennett at Woolly Hollow State Park to control the watershed. This was the first United States Soil Conservation Service (USCS) watershed project in the country and was built by the Civilian Conservation Corps and Works Progress Administration. The Emergency Watershed Act funding will support 75% of the just under \$200 thousand repair cost. ASP will be responsible for the other 25% of repair costs.

Parks Committee Update

Eric Jackson reported the Parks Committee meeting highlighted that 2018 was the fourth wettest year on record and with closed facilities, revenue was down for the year overall. However, this was still the second best year for revenue ever recorded and in some areas it was the best year recorded. ASP Interpreters presented 40,000 programs last year. The current Human Resources cap is affecting services to guests. Jackson stated Jeff King’s CIP dashboard shows 168 current projects. Hampson Archeological State Park’s new appraisal should be ready in approximately two weeks. Zach Foster presented a report on Statewide Comprehensive Outdoor Recreation Plan (SCORP); this is the only way Arkansas can receive the Land and Water Conservation Fund (LWCF) funding for outdoor recreation. The Law Enforcement report shows 1709 incidents including over 500 citations and 18 rescues. Grady Spann reported many states

do not track their incident reports and are considering replicating this report in their states. Joe Jacobs will send monthly occupational and revenue reports.

Delinquent Tax Land Donation; Commissioner of State Lands

Randy Roberson reported on the August 16, 2018 meeting, the SPRTC was informed of the opportunity to acquire property adjacent to Powhatan Historic State Park via donation from the Arkansas Commissioner of State Lands. The Commission granted preliminary approval to pursue an acquisition of the properties per the 22-4-106 process. Staff subsequently learned that the Commissioner of State Lands is authorized to transfer forfeited lands to state agencies upon application of the director per A.C.A. 22-6-501. Staff is pleased to report that donation deeds #429, 430 and 431 for the subject tracts of land located in Powhatan, Arkansas, were received from the Commissioner of State Lands in November 2018. The deeds have been properly filed with the Lawrence County Circuit Clerk and the subject tracts are officially part of Powhatan Historic State Park.

Austin Albers moved to approve the application to acquire forfeited lands from the Commissioner of State Lands as follows: 429, 430 and 431 located in Powhatan, Arkansas per A.C.A. 22-6-501. Montine McNulty seconded and the motion carried.

Petit Jean State Park – Preliminary Acquisition Approval; Tanyard Springs

Randy Roberson requested preliminary approval to pursue the A.C.A. 22-4-106 process for the Tanyard Springs Village property, Petit Jean State Park, Morrilton, Arkansas, Conway County as follows:

The property includes approximately 86.69 acres that were once the Tanyard Springs Village including all twelve themed cabins, office/laundry building, and the historic Tanyard Springs cabin.

John Gill moved for the executive director of Arkansas Department of Parks and Tourism (“ADPT”) is authorized to execute a real estate contract in which ADPT is Buyer and Winrock Farms, Inc. is Seller for approximately 86 acres +/-, containing 13 cabins (15 units), and office and laundry buildings adjacent to Petit Jean State Park, and located at 144 Tanyard Springs Road, containing the following terms:

- **Purchase price of \$1 million cash payable in 2019 (fiscal year 2020);**
- **Price includes selected furniture, fixtures and equipment;**
- **Reservation of a life estate to ½ acre containing the Spring House during the life of the principal of Seller;**

- **Purchaser's agreement to construct a Memorial Gate approved by Seller at the entrance to Tanyard Springs property.**
- **and other terms and conditions contained in form contract ... 6031145.**
- **and other terms the executive director deems appropriate.**

Eric Jackson seconded and the motion failed.

Discussion ensued.

Bill Barnes moved for preliminary approval to pursue the A.C.A. 22-4-106 process for the Tanyard Springs Village property as follows:

Approximately 86.69 acres that were once the Tanyard Springs Village including twelve themed cabins, office/laundry building, and the historic Tanyard Springs cabin.

Weston Lewey seconded and the motion carried.

Delta Heritage Trail State Park – Willow Tree Memorial and Plaque

Randy Roberson reported Arkansas State Parks (ASP) has a tree donation request necessitating Commission approval at Delta Heritage Trail State Park (DHT) in eastern Arkansas.

The Elaine Legacy Center, in Elaine, Arkansas, contacted ASP about a proposed tree donation alongside the corridor segment of the Delta Heritage Trail State Park within the DHT Right-of-way near the Elaine Trailhead. The Elaine Legacy Center would like to donate and place a willow tree in memory of the 100-year anniversary of the Elaine Massacre this year, to coincide with other events going on in their community. This symbolic willow tree would be a living memorial that would speak about the heritage of their city and would seem a relevant addition along the Delta 'Heritage' Trail. The new willow tree would stand in honor and memory of those who lost their lives during that time in their city's history and help the community move forward in reconciliation and healing. DHT Park staff would coordinate with the Elaine Legacy Center to care for and maintain the tree.

They would like the tree plaque to read: "This tree stands in memory of those who lost their lives in the September 1919 Elaine Massacre"

Cindy Smith moved to approve the willow tree memorial and plaque as follows:

Delta Heritage Trail State Park – Memorial Tree Donation and Plaque; Elaine Legacy Center. The Elaine Legacy Center donated a willow tree to be installed at Delta Heritage Trail State Park in the Delta Heritage Trail right-of-way near to the Elaine

Trailhead with a tree hugger plaque to read: "This tree stands in memory of those who lost their lives in the September 1919 Elaine Massacre."

Montine McNulty seconded and the motion carried.

Mt Magazine – Use Permit Agreement; Corley Mountain Rural Fire Association

Randy Roberson requested approval for the Second Amendment of the Use Permit Agreement (UPA) with The Corley Mountain Rural Fire Association (CMRFA) and ASP entered into an agreement February 1, 2004, through January 31, 2009, whereby CMRFA is allowed to provide/maintain a fire substation within the facility and permit area provided by ASP. That agreement was amended/renewed twice and extended through January 31, 2019. Attached is a proposed "Third Amended Agreement" that will extend the term for another five-year term ending January 31, 2024.

Austin Albers moved to approve the Third Amendment for Use Permit Agreement for The Corley Mountain Rural Fire Association and Arkansas State Parks as follows: The Corley Mountain Rural Fire Association is allowed to provide/maintain a fire substation within the facility and permit area provided by Arkansas State Parks. Weston Lewey seconded and the motion carried.

Mt Nebo - Structure Removals

Randy Roberson reported park staff has requested approval to remove two structures from the park's inventory.

The Old Shop Building (**Building No. 36.38/AASIS No. 120006102**) is a 1,292 square foot wood framed building with metal roof built circa 1945. It is currently being used as a park storage building.

The Laundry/Break room (**Building No. 36.39/AASIS No. 120006103**) is a 400 square foot wood framed building with a composition roof. It was constructed circa 1984. It is currently being used for laundry services.

A new 1,716 square foot equipment storage building and a 210 square foot flammable storage building will be built in the maintenance facility area. Removal of the structures is needed to make space for the new buildings and will be part of the contractor's responsibilities.

Bill Barnes moved to approve based on the information presented; the Commission finds the following structures: Old Shop Building (Building No. 36.38/AASIS No. 120006102) and Laundry/Break room (Building No. 36.39/AASIS No. 120006103) are

obsolete notwithstanding the insured value and approves the removal from Arkansas State Park inventory. Randy Wolfinbarger seconded and the motion carried.

FY 2020 ANCRC Grant Request

Randy Roberson presented the Arkansas Natural and Cultural Resources Council (ANCRC) - FY 20 Proposed Projects Grant Request. The ANCRC was established by the Arkansas Legislature in 1987 in order to manage and supervise grants and trust fund for the acquisition, management, and stewardship of state-owned properties acquired or used for ANCRC approved purposes. The grants are funded by the state's real estate transfer tax. Last funding cycle (FY19) the council awarded \$22,671,102 in grant dollars to sixteen different applicants. ADPT requested \$12,892,268 in grant funds and received an award of \$7,800,000 for various state park improvements.

This year's request contains thirty-seven (37) projects totaling \$14,622,183 in proposed funding. Included are eighteen repair, renovation, or replacement projects; fifteen new developments; three reporting efforts; and one property acquisition. The request contains a mix of new and previously reviewed projects. Some requests are a continuation of projects for which the design phase was funded by previous ANCRC grants or Amendment 75 funds. Discussion ensued.

CIP Quarterly Report

Randy Roberson advised due to corrected information, ASP will send out the CIP Quarterly Report.

Program Services

Kelly Farrell presented First Day Hikes. The intention of the hikes is to remind people that state parks are open year round and primarily for this year that state parks are open and not affected by the government shutdown. A trademarked initiative of the National State Park Directors is in its eighth year; this year 48 states participated. ASP had a record number of participants this year with 1,111 hikers for the 56 guided hikes, this does not include the other park visitor who hiked and visited parks on their own. When compared to the other states participation, Arkansas reported the sixth highest number of hikes offered and 23rd in the number of participants. The Marketing and Revenue section was proactive with promoting ASP First Day Hikes with an earned media value of \$107 thousand.

Law Enforcement – TABLED

Grady Spann advised this item would be postponed until the March meeting due to Terry Rutledge out on military leave.

Adjournment

The State Parks, Recreation and Travel Commission adjourned at 12:20 pm on January 17, 2019, Hilton Garden Inn, 10914 Kanis Road, Little Rock, AR.

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