

Parks Committee
Hilton Garden Inn, 805 Amity Road, Conway, AR
April 17, 2019

Committee Members Present

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| Eric Jackson, Chair | Ron Gossage |
| Jim Shamburger | Bill Barns |
| Kaleen Griffith | Cindy Smith |
| John Gill | |

Committee Members Absent

Mike Gibson
Ness Sechrest

ADPT Staff Present

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| Grady Spann | Randy Roberson |
| Shea Lewis | Jordan Thomas |
| Kelly Farrell | Melinda Miller |
| Joe Jacobs | Angela Brown |
| Marcel Hanzlik | LaJeana Carroll |
| Jeff King | |

CJRW

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| Jennifer Morgan | Chris Ho |
| Darin Gray | Keegan Wright |

Miles Media

Susie Kardas

Call to Order

Committee Chair Eric Jackson called the meeting to order at 2:00 p.m.

Presentation of Minutes from Parks Committee Meeting

Eric Jackson requested approval for the January 16, 2019, Parks Committee Meeting minutes.

Jim Shamburger moved to approve the minutes from the January 16, 2019, Cindy Smith seconded and the motion carried.

General high-level overview:

Positive Developments

Grady Spann reported Arkansas State Parks (ASP) and the Arkansas Parks and Recreation Foundation continue to work on the Monument Trails; CJRW has completed a photo and video shoot at Hobbs State Park - Conservation Area and the trails dedication will be held on June 7, 2019. Mount Nebo State Park filming of the trail was completed on April 16, 2019. Anticipated opening of the mountain bike trail at Mount Nebo State Park will be on May 17, 2019. Pinnacle Mountain State Park trail is in the planning phase; ASP is waiting on a response from the design firm.

Spann announced effective July 1, 2019, ASP plans to transition the reservations system back to Maestro. The current subscription has been updated and the super users are updating park inventory.

Spann reported the War Memorial Stadium turf replacement was completed by Field Turf; some drainage issues were corrected and the field was laser leveled.

Spann stated Bull Shoals - White River State Park campground Loop D renovations have been completed for the 29 Class AAA, 2 Class B campsites and the family style restroom facility.

Spann reported the Village Creek State Park interior cabin renovations are substantially complete, the furniture has been delivered and is being installed April 15 through 20, 2019. Cabin roofs are being replaced with metal roofing and anticipated the cabins will be online by Memorial Day. Bill Barnes requested the cost of renovations for the cabins. Discussion ensued.

Negative Development

Spann remarked ASP is working with the Arkansas Attorney General's Office to resolve the dispute at DeGray Lake Resort State Park (DLRSP) DeRoche Ridge Campground. The campground remains closed at this time; the bonding company hired an engineer to evaluate the construction at each campsite and ASP is waiting on the final proposal. The bonding company has selected the original contractor to submit a repair proposal. Discussion ensued.

Spann reported Aspira's contract for online reservations will expire in August 2019, ASP will not seek a renewal. ASP Maestro super users are updating the state park inventories in Maestro. Discussion ensued.

Spann reported Ozark Folk Center State Park has completed phase I and phase II of the cabin renovations and has begun work on phase III.

Spann remarked Crater of Diamonds State Park no significant diamond finds for the year and the four covered shelters in the diamond field have been replaced.

Spann commented the golf courses at Village Creek and DLRSP continue to have a negative profit margin with a loss of \$1.1 million fiscal year to date.

Spann reported Hobbs State Park – Conservation Area firing range inspection failed and the park has temporarily closed the facility until repairs are made. The estimated repair cost to the shields is \$137,131 or replacement cost \$200,000 to \$250,000. The facility is 18 years old and safety is paramount, park staff is creating a revised management plan to put in place when the firing range reopens.

High-level financial overview

Grady Spann reported total revenue of \$2,680,445 with revenue reports February was the best February on record, and the second best March on record. Crater of Diamonds and Petit Jean State Park were both in the black for March. Revenue reports show this was the best March on record for lodges and restaurants, camping reports show this was the second best March on record and cabins reported the third best March on record.

Revenue and Expense snapshot, top 10 revenue parks

Joe Jacobs reported the top 11 revenue parks reported \$2,006,353 total revenue. This accounts for 74.85 percent of the ASP total revenue. The top 11 revenue producing parks were Mount Magazine, DeGray, Petit Jean, Crater of Diamonds, Queen Wilhelmina, Ozark Folk Center, Lake Catherine, Devil’s Den, Village Creek, Bull Shoals, and Mount Nebo State Parks. Crater of Diamonds State Park year to date is in the black despite the drop for January and February. DLRSP March 2018 revenue was down \$419,000 due to the rains and flooding the park revenue has rebounded and March 2019, the revenue is only down by \$286,280.

Revenue snapshot, top 10 revenue buckets

Jacobs stated that the lodges had the best March on record with \$405,786 reported in revenue. Restaurants also reported the best March on record. Camping revenue reports show this was the second best March and fourth best month ever reported and the gift shops reported their second best March ever reported. Cabin revenues were down due to ongoing renovations in some of the parks, but still reported the third best March on record.

Reservations (indicator of future business)

Jacobs reported future reservations \$6.4 million for the next two years.

Advertising Budget & Website Analytics

Jennifer Morgan shared the proposed ASP Fiscal Year 20 marketing budget that will be presented in full to the commission for approval during the April 18, 2019 meeting. CJTW realigned how the budget will be spent, increase in ASP overall marketing, OFC marketing budget has been reduced to cover the redesign state parks guide and creating a new passport/field guide companion piece. Video, television, and radio marketing will be increased, the

website reduced due to the bulk of building the new website has been completed. CJRW suggested print marketing be reduced and digital marketing be increased. Discussion ensued.

Arkansas State Parks Proposed FY20 Marketing Budget

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| Arkansas State Parks Media | \$356,893.72 |
| Google Ad Campaign | \$12,000.00 |
| The Lodges of Arkansas State Parks Media | \$284,394.44 |
| Paid Facebook/Instagram Ads | \$6,000.00 |
| Google Ad Campaign | \$6,000.00 |
| Ozark Folk Center State Park Media | \$44,763.77 |
| Ozark Highlands Radio Promotion (Public Broadcasting) | \$6,780.00 |
| Arkansas Press Association (Production & Commission) | \$15,000.00 |
| 2020 State Parks Guidebook (300,000) | \$165,000.00 |
| Arkansas State Parks -- Passport/Field Guide (100,000) | \$45,000.00 |
| Brochures/Collateral | \$35,000.00 |
| Print/Online Banner Production | \$38,168.07 |
| Video/Television/Radio Production | \$150,000.00 |
| Website | \$225,000.00 |
| Site Management, Development Requests, Hosting, Server Maintenance, Licensing Fees | |
| Contingency | \$10,000.00 |
| Total Budget | \$1,400,000.00 |

Susie Kardas reported the website saw a 61% increase in website traffic, 45% increase in booking, 56% increase in the number of times the state park guide was viewed, and 30% increase in the number of newsletter requested.

Significant personnel developments

Shea Lewis summarized the Hiring Cap of 750 positions is below the 805 total allocated positions; Arkansas Department of Parks and Tourism currently has 21 positions available to hire at this time and 24 positons are either currently advertised or in the interview process.

Promotions/transfers/departures

Shea Lewis announced that Josh Glen is the new Lake Catherine Assistant Superintendent, Dru Edmonds is the new Crater of Diamonds Assistant Superintendent, Matt Manos is the new Lake

Frierson Superintendent, Davin Moon promoted to the Park Interpreter for Logoly, Carolyn Barbee is the new Lodge Manager at Mount Magazine, Justin Dorsey is the new Stadium Manager of War Memorial Stadium, Jackie Rhodes transferred from MIS to operations records management, Jessie Ragland and Terry Wofford are new operations skilled tradesman and Steven Raney is the new skilled tradesman supervisor/CNC operator.

Key Vacancies

Lewis reported the following key vacancies: Park Superintendent, Assistant Superintendent, Interpreter and Office Manager at Delta Heritage Trail State Park; Interpreter at Mississippi River, Historic Washington and Petit Jean; Museum Program Assistant II at Lower White River and Historic Washington; Operations – Operations Task Force Skilled Tradesman, Trail Crew and Superintendent Trainees; Program Services – Commercial Graphic Artist; Administrative Specialist II for Program Services, Planning and Development, and Outdoor Grants; park wide 11 various maintenance positions, 6 various facility specific positions and 6 various desk clerks. Discussion followed.

Capital Projects

Jeff King presented an overview of the Capital Improvement Project (CIP) priority funding process; the review process started in 2016 with a revisit of the existing legacy projects and to clean up and prioritize the 450 projects with the park staff, operations, Parks Director, and planning and development team. Jordan Thomas reported the Planning and Development section averages the past five years funding, Amendment 75, Arkansas Natural and Cultural Resources Council (ANCRC), miscellaneous grants and donations spent on CIP to forecast the future funding for the next five years. The 450 projects are adjusted as needed to add new emergency projects and for the available funding. Discussion ensued.

Significant Repair and Maintenance Items

Shea Lewis reported the firing range at Hobbs State Park – Conservation Area failed its inspection and repairs are estimated at \$137,131.

Lewis reported Crater of Diamonds State Park maintenance area received storm damage; several trees fell in the maintenance yard and damaged mowers and other equipment. The building did not receive any damage.

Interpretive/education programs

Kelly Farrell tabled until Thursday's SPRTC meeting

Property Developments

Randy Roberson gave updates on the following parks:

Prairie Grove Battlefield State Park

West Acquisition Phase III Report received on October 18, 2018 for \$495,000.00 Offer accepted January 2, 2019. Closing completed on February 28, 2019 and the Phase IV funds were requested from FY 20 ANCRC grant.

Petit Jean State Park

ASP sent a letter to the Governor on February 28, 2019, requesting primary approval for acquisitions process for Tan yard Springs property and favorable approval was granted on March 9, 2019; 22-4-106 letters send to DF&A and ALC on April 5, 2019. ASP is awaiting a response from DF&A and approval of agenda item for ALC review at their next meeting scheduled for May 17, 2019.

Hampson Archeological Museum State Park

New Museum Property received SPRTC approval to move forward with the purchase option of the museum on March 21, 2019. Final “Offer and Acceptance” was sent to the Lawrence Group on April 10, 2019; and the anticipated closing date is June 10, 2019.

Pinnacle Mountain State Park

Cedar Glen Exchange homes and 10 acres marketed for sale by The Nature Conservancy (TNC). TNC is pursuing potential willing sellers for Pinnacle Mountain property addition with the proceeds from this sale. TNC has hired a third party consultant to survey the 30 acre Everett addition to the Cedar Glen tract, through a separate conservation easement. As of April 10, 2019, we are awaiting baseline monitoring and easement language for third-party and TNC to proceed with the exchange holding at Cedar Glen,

Jacksonport State Park

Seymore Property (Town of Jacksonport – Block 6, Lot 9) A.C.A.§ 22-4-106 approval from SPRTC granted on August 17, 2018. A.C.A. 22-4-106 letter sent to Governor on February 28, 2019, favorable approval granted March 9, 2019, 22-4-106 letters sent to DFA & ALC on April 5, 2019. Awaiting response from DFA & approval of agenda item for ALC review at their next meeting, scheduled for May 17, 2019.

Lake Charles State Park

Sloan & Whisnant Tract (2.28 acres) ASP Initiation of 22-4-106 process occurred at the March 21, 2019, meeting of the SPRTC

Emergency Services

LE Update

Grady Spann provided updates for emergency services with 382 incidents reported in the first quarter of 2019. The following incidents were included in the first quarter report of 2019: 23 agency assists, 63 citations, 4 rescues, 40 ejections from various parks, 39 miscellaneous driving

violations, 40 personal injuries to visitors, and 7 first aid administered individuals. Human remains were found on private property about half a mile outside Devil's Den State Park property; officials have identified the remains as the missing Oklahoma hiker from 2017.

Significant Marketing Efforts and Expenditures (Current/Planned)

Grady Spann stated SPRTC will receive an invitation to the Monument Trail dedication scheduled for June 7, 2019, at Hobbs State Park-Conservation Area.

Adjournment

The Parks Committee meeting was adjourned at 3:45 p.m. on Wednesday, April 17, 2019.