

**State Parks, Recreation and Travel Commission**  
**Statehouse Convention Center, Drew Room**  
**101 East Markham Street, Little Rock, AR**  
**1:30 pm, September 25, 2019**

**Commissioners Present**

Jim Shamburger, Chair  
Kalene Griffith, Vice Chair  
Austin Albers  
Bill Barnes  
Jeff Baskin  
Mike Gibson  
John Gill

Ron Gossage  
Shash Goyal  
Eric Jackson  
Weston Lewey  
Cindy Smith  
Randy Wolfinbarger

**Absent**

Bob Knight  
Montine McNulty  
Ness Sechrest  
Mike Wilson

**Department Staff Present**

Stacy Hurst, Secretary, of Arkansas  
Department of Parks, Heritage and Tourism  
Jim Andrews, General Counsel Arkansas  
Department of Parks, Heritage and Tourism  
Cynthia Dunlap, CFO Arkansas Department  
of Parks, Heritage and Tourism  
David Bell, Chief of Policy and Legislative  
Affairs  
Grady Spann, Director, Arkansas State  
Parks  
Shea Lewis, Deputy Director, Arkansas State  
Parks  
Kristine Puckett, Deputy Director, Tourism  
Theresa Helliwell, Agency Controller  
Joy Barlogie, Tourism Development  
Manager  
Kris Richardson, Executive Assistant  
Randy Roberson, Planning & Development  
Manager  
Joe Jacobs, Marketing and Revenue  
Manager  
Mike Wilson, Operations Manager  
Marcel Hanzlik, Region 3 Supervisor  
Jeff King, Project Manager

Kayla Hardage, Welcome Center  
Administrator  
LaJeara Carroll, Executive Assistant, Parks  
Division  
Tammy Boyce, Tourism Director Assistant  
Rebecca Valentine, Region 1 Administrative  
Assistant  
Lisa Antinori, Fixed Assets Accounting  
Coordinator  
Michelle Wright, Accounting Coordinator  
Jackie Rhodes, Records Management  
Analyst  
Davy Ashcraft, Superintendent, Cossatot  
River State Park  
Susan Adkins, Superintendent, Prairie Grove  
Battlefield State Park  
Mark Ballard, Superintendent, Jacksonport  
State Park  
Pam Beasley, Superintendent, Arkansas  
Museum of Natural Resources  
Seth Boone, Superintendent, Lake Poinsett  
State Park  
Daniel Browne, Superintendent, White Oak  
Lake State Park

Joe Buckley, Superintendent, Petit Jean State Park  
Paul Butler, Superintendent, Moro Bay State Park  
Stewart Carlton, Superintendent, Toltec Mounds Archeological State Park  
Mark Clippinger, Superintendent, Hobbs State Park-Conservation Area  
Ralph Donnangelo, Superintendent, Lake Fort Smith State Park  
Justin Dorsey, Superintendent, War Memorial Stadium  
Molly Elders, Superintendent, Delta Heritage Trail State Park  
Monte Fuller, Superintendent, Devil's Den State Park  
Jim Gann, Superintendent, Logoly State Park  
Linda Goza, Superintendent, Plantation Agriculture Museum  
Kendra Harris, Superintendent, Davidsonville Historic State Park  
Lee Howard, Superintendent, Lake Ouachita State Park  
Caleb Howell, Superintendent, Crater of Diamonds State Park  
Dave Jackson, Superintendent, Mammoth Spring State Park  
Josh Jeffers, Superintendent, Pinnacle Mountain State Park  
Sarah Keating, Superintendent, Lake Dardanelle State Park  
Stewart Taylor, Assistant Superintendent, Bull Shoals - White River State Park  
Matthew Manos, Superintendent, Lake Frierson State Park  
Earl Minton, Superintendent, Withrow Springs State Park  
John Morrow, Superintendent, Ozark Folk Center State Park

**CJRW**

Darin Gray  
Chris Ho

**Miles Media**

Susie Kardas

Mark Myers, Superintendent, Millwood State Park  
Brandy Oliver Assistant, Superintendent, Lake Chicot State Park  
Tess Pruett-Joyner, Superintendent, Hampson Archeological Museum State Park  
Walt Reding, Superintendent, DeGray Lake Resort State Park  
Kristina Root, Superintendent, Mississippi River State Park  
Jeff Shell, Superintendent, Cane Creek State Park  
Janelle Shepherd, Superintendent, Queen Wilhelmina State Park  
Monica Smith, Superintendent, Lower White River Museum State Park  
John Stewart, Superintendent, Crowley's Ridge State Park  
Ben Swadley, Superintendent, Parkin Archeological State Park  
Cheryl Vincent, Superintendent, Lake Catherine State Park  
Scott Waniewski, Superintendent, Mount Nebo State Park  
Kristyn Watts, Superintendent, Powhatan Historic State Park  
Krystal Watson Assistant, Superintendent, Village Creek State Park  
Randall Watts, Superintendent, Lake Charles State Park  
Lee Woodard, Superintendent, Mount Magazine State Park  
Matt Woodard, Superintendent, Woolly Hollow State Park

Dalaney Thomas  
Keegan Wright

## **Guests**

Chris Fletcher, Governors Liaison  
Karen Pryor, Sales Director, Eureka Springs City Advertising & Promotion Commission  
Sheri Story, Director, Pine Bluff A&P Commission  
Scott Sudduth, North Little Rock CVB  
Gray Jones, Jones Video  
Charles Durham, AETN  
Michael Helmbeck, AETN  
Joe DeVito, Ozark Mountain Region  
Gracie Pepler, Dogwood Hills Farms  
Ruth Pepler, Dogwood Hills Farms  
Patricia Sindelar, Henderson  
Michael Sindelar, Lodge Manager, DeGray Lake Resort State Park  
Terry Horton, FTN Engineering  
Bob Major, North Little Rock CVB  
Kevin Sexton, Hot Springs Village  
Karen Trevino North Little Rock CVB  
Margaret Young, Arkansas Public Policy Panel Americorps Vista  
Vicki McRae, Sales Manager KARK

Chair Jim Shamburger called the meeting to order at 1:31 pm. Kris Richardson called the roll.

One additional item was added to the agenda:

Petit Jean State Park- Permanent Easement; Conway County Regional Water District

## **Approval of Agenda**

**Austin Albers moved to approve the Agenda as presented with the addition of Petit Jean State Park-Permanent Easement; Conway County Regional Water District. Weston Lewey seconded, and the motion carried.**

## **Presentation of Minutes from Previous Meeting**

**Eric Jackson moved to approve the Minutes from the August 16, 2019, meeting. Shash Goyal seconded and the motion carried.**

## **Recognition of Guests**

Jim Shamburger welcomed guests, including the Arkansas State Park Superintendents to the State Parks Recreation and Travel Commission (SPRTC). In addition, Shamburger welcomed Commissioners and guests to Little Rock and thanked the Little Rock Convention and Visitors

Bureau President Gretchen Hall and her staff for the break, and for providing the space for the SPRTC meeting.

### **DIVISIONS OF PARKS AND TOURISM FINANCIAL REPORT – TBA**

**Weston Lewey moved to approve the Divisions of Parks and Tourism Financial Report as presented. Austin Albers seconded, and the motion carried.**

### **FY 2018 Arkansas Department of Parks and Tourism Audit Report**

Cynthia Dunlap reported the FY 2018 audit report presented on September 12, 2019, had one finding for resale inventory reported. Subsequent investigation by Arkansas State Park Chief Ranger accounted for the missing mountain bike jerseys that were donated as promotional items. Discussion ensued.

**Cindy Smith moved to approve the FY 2018 Arkansas Department of Parks and Tourism audit report. Austin Albers seconded, and the motion carried.**

### **2019 Travel Expense Amendment**

Stacy Hurst requested commissioners to approve reimbursement for travel expenses for SPRTC related travel. Jim Andrews, general counsel, stated in accordance with Arkansas Code Annotated 25-16-902, state boards and commissions authorize expense reimbursement for each member for performing official duties; boards and commissions are required to approve the travel expense reimbursement during the first yearly meeting. Hurst remarked research of the January 2019 minutes found no documentation for travel expense reimbursement. Discussion ensued.

**Shash Goyal moved to approve State Parks Recreation, and Travel Commissioners' travel expense reimbursement for calendar year 2019. Kalene Griffith seconded and the motion carried.**

### **Parks Directors**

#### **Certificate of Appreciation**

Grady Spann requested the approval for a Certificate of Appreciation for Brandon Owen for his 22 years of service to Arkansas State Parks (ASP).

**John Gill moved to approve a certificate of appreciation for Brandon Owen for his 22 years of service to Arkansas State Parks. Ron Gossage seconded, and the motion carried.**

#### **National Association of State Park Directors (NASPD) Conference Update**

Grady Spann presented a video with highlights from the National Association of State Park Directors conference. Spann thanked the commissioners who attended and ADPHT staff who were involved with the conference. Spann remarked ASP staff has received numerous emails and letters from conference attendees thanking Arkansas for their hospitality.

## **Parks Director Miscellaneous**

### **Salt Bowl Update**

Grady Spann reported the War Memorial Stadium (WMS) Salt Bowl was held on August 30, 2019, with security managed by Ed Thomas and Chad Fougerousse with no incidents. The Salt Bowl generated \$78,000 in revenue for War Memorial Stadium. Discussion followed.

### **Adventure Arkansas – Snorkeling on Beaver Lake – Hobbs State Park-Conservation Area**

Spann presented a video provided by Matt Standridge, KFSM-TV 5 Adventure Arkansas who collaborated up with Hobbs State Park-Conservation Area for a snorkeling trip at Beaver Lake on Thursday, July 25, 2019. Mr. Standridge has filmed other Arkansas State Parks and broadcasts the footage during his weekly channel 5 newscasts to promote Arkansas adventures.

### **Petit Jean State Park - Use Permit Agreement**

Randy Roberson reported a request from Ailene and Lee Morisy for a Use Permit Agreement for use of the park access road from AR Hwy 154 between campgrounds 'B' and 'C' as residential access to private property that they are purchasing legally described as: *Part of the NE ¼, NW ¼, SE, ¼ Section 33, Township 6 North, Range 18 West, Conway County, Arkansas containing 2.67 acres.* A Use Permit Agreement to allow access to the above described property has been granted in the past to the previous property owners, Jeff and Susan Hayes in 2010. Discussion ensued.

**Mike Gibson motioned that Arkansas State Park real estate transactions be reviewed by Arkansas Department of Parks, Heritage and Tourism Legal Counsel prior to State Parks Recreation and Travel Commission approval. John Gill seconded, and the motion carried.**

**Eric Jackson moved to approve a Use Permit Agreement to new property owners Ailene and Lee Morisy at Petit Jean State Park pending review by Arkansas Department of Parks, Heritage and Tourism legal counsel as follows:**

**A Fifteen (15) foot strip of land, lying 7 feet 6 inches either side of the following described line: *Commencing at the SE Corner of the SW ¼, NE ¼ of Section 33, Township 6 North, Range 8 West, Conway County, Arkansas, run thence N 89 deg. 20'55" W 178.71 feet, thence N 88 deg. 02'46" W 49.36 feet, thence N 89 deg. 18'00" W 399.85 feet to the POINT OF BEGINNING of the centerline of a 15' wide Ingress-Egress Use Permit Agreement, run thence N 02 deg. 20' 00" W 205.60 feet, thence N 03 deg. 39'15" 278.70 feet to a point in the centerline of Arkansas Highway 154 and the POINT OF TERMINATION of said 15' wide Ingress-Egress Use Permit Agreement, containing .167 acres, more or less, Conway County, Arkansas.***

**Bill Barnes seconded, and the motion carried.**

### **Devil's Den State Park - Easement Agreement**

Randy Roberson reported Prairie Grove Telephone Company (PGTELCO) has requested an easement agreement through a portion of Devil's Den State Park. PGTELCO is requesting a permanent ten (10) foot wide utility right-of-way for the construction, operation, maintenance of a buried fiber optic communication line in Washington County to bring fiber optic from the camper cabins, underneath Lee Creek, to the Visitor Center. The proposed easement does not impact the park's long-range development plan or recreation use.

**Shash Goyal moved to approve an easement agreement with Prairie Grove Telephone Company at Devil's Den State Park; as follows:**

**A permanent ten (10) foot wide utility right-of-way for the construction, operation, maintenance of a buried fiber optic communication line in Washington County to bring fiber optic from the camper cabins, underneath Lee Creek, to the Visitor Center, lying 5 feet either side of the following described line: *Beginning at an existing 20 foot by 20 foot equipment site, thence southeast for a distance of 133 feet more or less, thence south for 45 feet more or less, thence east 168 feet more or less, thence southeast for 308 feet more or less, thence southwest for 354 feet more or less, thence southeast for 456 feet more or less, to the new 20 foot by 20 foot equipment site at the Devil's Den State Park Visitor Center, Washington County, Arkansas.***

**Austin Albers seconded, and the motion carried.**

### **Ozark Folk Center - Lease Agreement Renewal**

Grady Spann requested approval for renewal of a Lease Agreement between Arkansas State Parks and the City of Mountain View. Since 1969, the State of Arkansas has operated under the terms of a fifty-year lease agreement between Ozark Folk Culture Center Commission (OFCCC) for 320 acres to expand the Ozark Folk Center State Park. The expiration of the current lease was September 1, 2019. During the yearly OFCCC meeting held October 31, 2018, Commission member Patricia French moved to approve the renegotiation and extend the terms of the existing lease for fourteen (14) years with one (1) five-year extension to coincide with the other two existing Ozark Folk Center State Park leases. Commission member Brook Blevins seconded, and the motion carried. On July 25, 2019, The City Council of Mountain View voted to abolish the OFCCC but has agreed to continue the lease renewal between the City of Mountain View and Arkansas Department of Parks, Heritage, and Tourism, State Parks Division under the same pre-negotiated lease renewal terms.

**Austin Albers moved to approve the renewal of a Lease Agreement at Ozark Folk Center State Park and the City of Mountain View for a period of Fourteen (14) years with one five-year extension as follows: approximately 320 acres of property located at Northeast Quarter (NE ¼), Section 35, and the Northwest Quarter (NW ¼), Section 36, all in the Township 15 North, Range 11 West; all situated in the City of Mountain View, County of Stone, Arkansas**

**Kalene Griffith seconded and the motion carried.**

**Petit Jean State Park - Permanent Easement Conway County Regional Water District**

Randy Roberson reported Conway County Regional Water District has requested an easement agreement through a portion of Petit Jean State Park. Conway County Regional Water District has requesting a permanent twenty (20) foot wide utility right-of-way for the construction, operation, and maintenance of an existing 8" water line and proposed 6" water line as constructed. The rights conferred will provide the authority for the District to enter upon said property for the purpose of maintenance of said pipeline. The proposed easement is to bring water to the new visitor center and does not impact the park's long-range development plan or recreation use.

**John Gill moved to approve an easement agreement with Conway County Regional Water District at Petit Jean State Park; as follows:**

**A permanent twenty (20) foot wide utility right-of-way for the construction, operation, and maintenance of an existing 8" water line and proposed 6" water line as constructed. The rights conferred will provide the authority for the District to enter upon said property for the purpose of maintenance of the said pipeline for the Petit Jean State Park Visitors Center in Conway County, Arkansas.**

**Kalene Griffith seconded and the motion carried.**

**Break**

**TOURISM**

**Director's Report**

Kristine Puckett discussed the Tourism staff conference that took place in Mountain View at the Ozark Folk Center. The division worked on reaffirming its core goals and accomplishments in the past. At the conference, Tourism recognized three employees for their service with the department, Leah DiPietro and Brandy Flowers for 5 years of service and William Armacost for 10 years. Jim Dailey and Kristine Puckett will be working with Shea Lewis and Kelley Farrell to put together a strategic plan for internal staff for 2020.

Puckett introduced Vicki McRae to talk about Tourism's partnership with the Television Broadcasters Association. Through that partnership, TBA provides scholarships to help college students studying the media and broadcast industry; nine colleges around the state offer Mass Media Broadcasting degrees. McRae spoke about the role of the TBA board, to promote and support the broadcaster's industry. The board provides continuing education and has partnered with Arkansas Parks and Tourism for over 20 years. The investment for each fiscal year is about \$80,000, which provides public service announcements on all the members' television stations

statewide. The value of that partnership is about \$240,000 in return in investments. It is an information tool for the department.

### **Research and Development**

Joy Barlogie discussed the economic development report that was released and the process of gathering the information. Early in Barlogie's time with Tourism, it was decided that there would be a new way to report and present the numbers. The numbers reported each year are from the U.S. Travel Association. Barlogie is hoping to form an advisory group after meeting with the Arkansas Association of Convention and Visitors Bureau Group, in October that will help guide the research decisions that are being made. Barlogie talked about the press conference that took place earlier in the day that announced the economic impact numbers and gave a brief update on the Governor's Conference that will be in Fort Smith in March 2020. Discussion ensued.

### **US Marshals Museum**

Claude Legris presented on the progress of the US Marshals Museum. Fort Smith had 60 days of rain and a flood that delayed the construction. There was a dedication to the Hall of Honor. Construction is still ongoing on the building. They are still seeking \$8 million dollars to complete it.

### **Advertising – CJRW/Miles**

Chris Ho reported on Arkansas.com. Thirteen months ago, the new website was launched. The numbers are up from August 2018 to August 2019. The continuing challenges are partner referral conversions, online guide views, and conversions from Arkansas State Park's site. The improved clear pathways are shortened text and new directive signs. A link was added to every online guide; button locations changed. Susie Kardas reported that we were down in partner referrals month over month. Kardas talked about the increases seen. There was a 13% increase in traffic, a 2% increase in partner referrals, a 46% increase in guides ordered and a 4,630% increase in guides viewed online. There was a 33% decrease in newsletter signups. Kardas stated that partner referrals are where we want to focus month after month. Discussion ensued.

### **Miscellaneous**

Kristine Puckett discussed the Stars of the Industry banquet, taking place that evening, where Kayla Hardage was nominated for an award.

John Gill asked permission for Chairmen to write a letter of appreciation for Superintendent Greg Zonar, the Executive Director of the Arkansas Maritime Museum, for hosting the Superintendents at an event.

**John Gill motioned to approve the letter. Shash Goyal seconded and the motion passed.**

The meeting adjourned at 3:51

###