

STATE PARKS, RECREATION AND TRAVEL COMMISSION
Via Zoom or in-person for Commissioners & Key Staff and Via Zoom for Public
1100 North St., Little Rock
10 a.m., August 20, 2020

Commissioners Present

Kalene Griffith, Chair
Eric Jackson, Vice Chair
Austin Albers
Bob Connell
Mike Gibson
John Gill
Ron Gossage
Jim Shamburger
Mike Wilson

Commissioners on Zoom

Blair Allen
Jeff Baskin
Shash Goyal
Molly Jackson
Montine McNulty
Randy Wolfenbarger

Commissioners Absent

Weston Lewey
Ness Sechrest

Staff Present

Stacy Hurst, Secretary, ADPHT
Jim Andrews, General Counsel, ADPHT
Joy Barlogie, Parks Research and Development
David Bell, Chief of Policy and Legislative Affairs, ADPHT
Tammy Boyce, Tourism Director Assistant
LaJeana Carroll, State Parks Executive Assistant
Leah DiPietro, Tourism Communications Manager
Cynthia Dunlap, Chief Financial Officer, ADPHT
Leigha Jones, Tourism Development Consultant
Jeff King, Parks Special Projects Manager
Jessica Ledbetter, Tourism Sales Manager
Shea Lewis, Parks Deputy Director
Elaine Lienhart, Executive Assistant, ADPHT
Travis Napper, Tourism Director
Caleb Osborne, Chief of Staff, ADPHT
Kristine Puckett, Tourism Deputy Director
Grady Spann, Parks Director

Governor's Office

Chris Fletcher

CJRW

Darin Gray
Brian Kratkiewicz
Wade McCune
Jennifer Morgan
Dalaney Thomas

Miles Partnership

Susie Kardas
Daniel Czerwinski

Chair Kalene Griffith called the meeting to order at 10:03 a.m. and Elaine Lienhart called the roll.

Approval of the Agenda

Austin Albers moved to approve the agenda as presented. Mile Wilson seconded, and the motion carried.

Approval of the of July Minutes

Austin Albers moved to approve the minutes as presented. Eric Jackson seconded, and the motion carried.

FINANCIAL REPORT – July 31, 2020

Cynthia Dunlap presented the FY2021 Year-to-Date financial report for the first (1) month period ending July 31, 2020.

FY 2021 Year-to-Date Revenues were:

- Parks Division Operating Revenue - \$2,690,401 a decrease of -6.58%**
- War Memorial Operating Revenue - \$46,984 a decrease of -42.81%
- 1/8% Tax Revenues - \$3,289,867 an increase of 16.41%
- 2% Gross Tax collections - \$920,974 a decrease of -44.22%

FY 2021 Year-to-Date Expenditures were:

- Department Total - \$9,473,173 an increase of 6.03%
- Parks Division (including Construction and Grants) - \$8,254,864 an increase of 1.53%
- Tourism Division - \$464,016 an increase of 31.21%
- Keep Arkansas Beautiful - \$29,750 an increase of 50.77%
- Administration Division - \$626,285 an increase of 106.67%
- War Memorial - \$98,258 a decrease of -22.89%

* Please Note: percentages (%) are in comparison to the same period in the prior fiscal year.

Austin Albers moved to approve the financials as presented. Eric Jackson seconded, and the motion carried.

Secretary Report

Secretary Stacy Hurst gave an update on the operations of the Department with the ongoing issues of COVID-19. Hurst stated the Department seems to be operating successfully. Cases and exposures continue to pop up among staff, and directors are still working through how to handle those cases while keeping staff and visitors safe.

Hurst reported that the hiring freeze has been lifted and several positions have been reopened.

Cynthia Dunlap is leading the effort on the biennial budget which be reviewed in the General Session in January. There was input from the division directors who are working to keep it consistent with the prior biennial budget with only a few changes.

Hurst informed the Commission that David Bell accepted a position at the Department of Commerce as Chief Fiscal Officer.

Hurst stated that she is continuing to work with a small group for relief for the hospitality industry. There has been talk that there may be a federal grant package opportunity for major relief for the hotel industry. Staff is watching that closely.

There is a naming policy in draft form that could be applied across all divisions. Jim Andrews will post for public comment and then present it before the legislature for more discussion.

Caleb Osborne discussed staff working onsite and remotely and gave a background of how it all came together during this public health emergency. Osborne stated that because Parks is such a major component of staff, that division has had the vast majority of staff working onsite. There has been a tremendous willingness of staff across all divisions to be flexible. Beginning in late March the Department moved to remote work. Phase two was implemented in June and the divisions are continuing to work to provide a safe environment to slowly bring staff back to the office. There are roughly 700 employees in the department. Beginning in late March, 130 were categorized as working remotely full-time. Since that time 40 have returned to onsite work full-time and 30 are intermittent. There is a firm plan to bring the remaining 60 employees back into the office in the coming days. Osborne stated that Zoom and Teams have been great ways to communicate across the board with co-workers and partners during these challenges, and staff has been adapting and working through it well.

TOURISM DIVISION

Advertising Committee Update

Austin Albers gave a brief update to the Commission on the committee meeting that was held the day before. The committee discussed ongoing work with the with the state's convention and visitors bureaus, the follow up on the retreat that took place in November, and the ongoing struggles of the hotel industry. CJRW and Miles Partnership gave an update on the summer and fall campaign. Eksplor gaming, winners of the ArkTank competition at the most recent Governor's Conference on Tourism, gave a presentation on the mobile gaming app they are developing, to encourage people to visit Arkansas.

Director's Office

Travis Napper reported that six staff members have returned to working in the office and plans are in place to have all staff with private offices to return by August 31. Kristine Puckett is working on potential protective solutions for the cubicles of admins who are in open areas.

Napper is slowly making visits around the state; he has visited five Welcome Centers and traveled to Blytheville, Dyess, Marshall and Witts Springs.

Updates from Smith Travel Research data shows the average daily rate for hotel occupancy is down 16.8%. Tourism 2% Tax revenue projections are down 44% for the month of May, but those numbers continue to move in the right direction. The U.S. overall is seeing slight improvements and Arkansas is doing better than the rest of the country. Unemployment numbers in the hospitality industry are going down and the industry continues to see improvements in that area.

Napper informed the commission that the Department is moving forward on the economic development grant process and partnering with the Central Arkansas Planning and Development District. The Research and Development Section is planning to be part of the September review cycle and is working on the application process.

Commerce Secretary Mike Preston invited Tourism to be a part of an economic development partners call to help promote the economy through tourism.

The Communications Section recently sent out a survey asking for feedback on how to handle the Governor's Conference for 2021. The results will be used for internal planning for next year.

Arkansas.com/Ready-For-Travel has up to six articles and the Communications Section is working on a few more. The Department has sent out some press releases and organic social posts have good traction and engagement.

The Communication Section's Discover Arkansas push for the month is tours and trails of Arkansas. It includes different experiences for outdoors and urban areas. The 2021 Travel Guide content has been submitted by the travel writers. A new itinerary for the Arkansas Civil Rights Trail has been submitted.

The annual Regional Tourist Associations meeting was held remotely this year and was successful.

The 2021 Governor's Conference will now be held in Little Rock rather than Fayetteville, with tentative dates of March 1 - 4. This was a mutual decision; Fayetteville would rather host without the COVID-19 restrictions. There will be virtual and in-person options. Economic impact data for 2019 is in and the release date for the report is September 10.

The Sales Section hosted a virtual sales mission in Kansas City and had 10 partners join. The forecast is shorter trips and day trips. Jessica Ledbetter spent time recently with Travel South and Gate 7 Date a Destination, an international group that is focused on getting groups outdoors. Shelby Morris has been working with Sports ETA (which has now shifted to SportxBIZ Xchange) and contacting all 72 planners and sports partners.

Welcome Centers fall study tour has been cancelled.

CJRW

Darin Gray spoke on the 2021 fiscal year strategic plan. He outlined the need to continue to research and produce data and to remain flexible and fluid. This plan was created to be able to pivot at any time both via messaging, creative, and platform to adjust with what is taking place in the marketplace.

Jennifer Morgan stated that the process has been a collaborative effort with the directors and section heads. The goals are to generate travel, enhance the image of the state, increase the tax collection, increase traffic to website, and highlight best practices for safe travel.

Wade McCune shared the creative strategy for fiscal year 2021. General recommendations are to promote that road trips are more relevant than ever, lean into our outdoor offerings, and asserting ourselves as national leaders in things such as mountain biking. There will be promotions to create social engagement and national interest by creating content people want to watch versus what they have to watch. There is an "Off Road" trip promotion being offered through a partnership with a back-country aviation outfitter to offer a giveaway for a fly-in trip.

Morgan reported on the plan for consumer media, finishing up with out of state television that just wrapped; there will still be digital in the market through September. The media mix was digital 52%, television 39.2%, print 6.9%, and radio 1.3%. Comparing the year-over-year fiscal year budgets, fiscal year 2020 was \$7.5 million and that full budget was not spent. Fiscal year budget 2021 is \$6.95 million. The campaign budget for fiscal year 2020 fall and winter was \$2.7 million while late summer and fall fiscal year 21 is \$3.3 million.

Dalaney Thomas discussed the search strategy using Google and Bing. In fiscal year 2020, \$630,000 was spent and in fiscal year 2021 the budget is \$590,000. The overall strategy with diversity marketing is focus on thoughtful production of all creative including video content and publications to ensure messaging is inclusive and to lean on diversity marketing specialists for advisement as needed. There will be cross-promotion of the Civil Rights Trail sites. Social media will include paid campaigns to reach target audiences, engage minority audiences as Arkansas ambassadors, and engage social media influencers. The budget comparison for fiscal year 2020 was \$150,000 and fiscal year 2021 is \$96,000.

Morgan went over the strategy for Group Sales, working closely with Jessica Ledbetter on goals for the year with tour planners, meeting planners and sports planners. Ads are being placed in four annual publications. Printed collateral will be the Arkansas Meeting Planners Guide and Ledbetter and her team will work to promote collaboration with city planners. The budget for fiscal year 2020 was \$228,168. The current plan for fiscal year 2021 is \$92,000. Kalene Griffith asked who the audience was that the printed pieces were being distributed to. Discussion ensued.

Morgan continued with the international market strategy. There has not been an allocated budget since everything was paused in March. The list of Brand USA initiatives still to be fulfilled in fiscal year 2021 are: a Winter 2020 UK multichannel campaign, a Destinations-at-a-Glance

video package, 2020 video package still to be produced, and Spring 2020 multichannel campaigns for Australia, Canada, Germany and China.

Thomas shared that the goals for industry outreach are to have more opportunities for the Tourism Division and industry interaction, share research and marketing tips, utilize industry social media channel, provide digital reports portal for industry communications, and assistance with Governor's Conference planning and logistics. The budget for fiscal year 2020 was \$102,000 while the budget for 2021 is \$77,000.

Thomas presented the Public Relations plan, mentioning that with the COVID-19 impact, Arkansas has a few advantages. Highlights will include the vastness and diversity of outdoor offerings and that it is an easy drive-state. The team will continue to work closely with Leah DiPietro to choose regional and national media outreach that will be little or no cost. Material releases, influencers and satellite media tours will also be pursued. The budget for fiscal year 2020 was \$300,000 and the budget for 2021 is \$165,000.

Morgan discussed the publications that are being released. This is an area where no changes are being made except to refresh a few ideas. Travel Guide focus will be less regional and more interest based. Water and Woods will deliver around April/May and will be rebranded for outdoor adventure. It will be renamed Outdoor Adventure Guide. These are the publications that the division partners with the industry to produce. The Arkansas Cycling Guide will be the first to drop in fiscal year 2021 and new trails will be added. The Motorcycle Guide will be released in late January. An Influencer from Colorado named Staci Wilt assisted with the motorcycle publication. She has a large following and spent four to five months in Arkansas. She will push out the guide on her channel.

Thomas discussed the Retirement/Relocation marketing strategies which include leaning on digital marketing and data to deliver targeted relocation ads, highlighting the Arkansas abundance of open-air activities and low population, career opportunities, low cost of living, and the Arkansas Economic Development Commission partnership. The budget for fiscal year 2020 was \$898,619 and the budget for 2021 is \$600,000

Morgan stated that the Research budget included working with Strategic Marketing and Research Insite (SMARI), which measures advertising effectiveness and website impact. Tourism will continue to partner with U.S. Travel Association, which reports data on the economic impact of Arkansas's tourism industry. The DK Shifflet partnership will report visitor volume and trip characteristics. Arrivalist will measure the media effectiveness. The budget for Research for fiscal year 2020 was \$234,668. The budget for fiscal year 2021 is \$139,268.

Thomas stated that the social media strategy will be an emphasis on customizing organic content by platform, planned posts for stories and YouTube, and to continue regular contests to increase engagement. The budget for fiscal year 2020 was \$358,000 and the budget for fiscal year 2021 is \$280,000. The Arkansas Ambassador Program has grown to 60-75 ambassadors and the Ambassadors are very engaged. The program will be promoted beyond the organic content and possibly in publications. Influencer marketing will be available through social media channels and Arkansas.com.

Susie Kardas gave an update on the Website strategy. The focus will be on what Tourism has done in the last couple of years using travel writers, content that includes focusing on accessibility, Google content program, industry education, content creations and email marketing. The budget for fiscal year 2020 was \$586,763 and fiscal year 2021 is \$530,828.

The overall total budget for fiscal year 2020 was \$14,318,973 and the budget for fiscal year 2021 is \$11,791,204.

Bob Connell asked where the diversity marketing number in the budget was coming from. Why that number? Jennifer Morgan stated it is the number the agency felt it could use because of the partners and because of what was in place last year. Discussion ensued.

Morgan stated that the budget is slightly lower this year due to an overall budget adjustment, but there will be diversity efforts that are achieved under the Public Relations budget in the plan as well as in specific creative goals under the Creative Production budget. Additionally, the Department is paying for the Civil Rights Trail marketing internally this year instead of through the CJRW budget.

Parks Committee Report

Commissioner Eric Jackson reported the Parks Committee met on August 19, 2020. Arkansas State Parks (ASP) are very busy; tourism is hurting around the state due to COVID-19, but parks are the exception with 3.5 million visitors since the pandemic started in March of 2020. ASP still has some limitations and some facilities remain closed. Park staff are taking extraordinary measures for sanitation, health and safety of staff and visitors.

Jackson commented the Salt Bowl will be held on August 29, 2020, at War Memorial Stadium with Arkansas Department of Health approved safety measures that includes occupancy limited to 12,000. The Salt Bowl is one of the largest football games in the state and averages 34,000 visitors.

Jackson remarked the state park revenues are better than anticipated for June 2020 and the 1/8 cent Conservation Tax was higher than projected.

Jackson stated the state hiring freeze was critical to ASP with understaffed parks experiencing high visitation. The hiring freeze has been lifted and ASP is currently in the process of filling 22 full-time positions.

Jackson stated ASP is testing a new approach for capital improvement projects with a quarter-by-quarter project plan, which appears to be working well and may be the new standard. It is easier to manage the projects and maintain oversight and accountability, providing efficiency.

Jackson remarked the Petit Jean State Park Visitor Center will be opening soon with a grand opening early in 2021. The Historic Washington State Park Jail Bed & Breakfast will be open for reservations in September 2020. The Delta Heritage Trail bid openings and designs are underway for all remaining sections with a \$20 million grant to help complete this project in the next four years.

Jackson reported park interpreters will begin having informal interpretation in the parks.

Jackson noted Emergency Services has created a new report for rangers and law enforcement. This expanded report details the duties performed each month: for June 2020 Park Rangers reported 36,316 miles, 3,487 calls, 319 calls for services, 590 complaints, 2,600 educational contacts, 1,520 warnings issued, 68 citations, 63 ejections, 4 arrests, 116 agency assists, 33 rescues and 60 injuries as well as other multiple services. A new Arkansas Natural Heritage Commission Report synergies and economies from the state transformation process in ASP and Arkansas Natural Heritage Commission areas are lining up well.

Commissioner Mike Gibson remarked if anyone has any apprehension or fear about visiting any of the state parks or lodges, they could set that aside based on his recent experience. Gibson reported he visited Mount Magazine State Park with a group of thirty from the Blue-Chip Investment Club from Eden Isle. This was the first group hosted at the park following the COVID-19 shutdown. Commissioner Gibson was responsible for organizing the rooms and planning meals with the park staff. Park staff were very accommodating and ensured that social distancing, mask wearing and other safety precautions were followed. A bus tour was organized for the Arkansas Wine Tour, including Wiederkehr Wine Cellar for lunch and Post and Mount Bethel Wineries. He promised Michael Bethel he would tell the SPRTC Commissioners the wineries were still very interested in an Arkansas Wine Tourist Center off Interstate 40. The Blue-Chip Investment group was pleased with the safety precautions by park staff and the group enjoyed their stay. Discussion ensued.

Proposed CY2021 Fees and Rates

Grady Spann reviewed the meeting process for Fees and Rates for the upcoming year. At the August meeting distributed the proposed fees and rates for 2021 and at the September meeting offering further discussion, revisions and recommendations. This will be followed by a thirty-day public hearing period, then will be open for public comment during the October SPRTC meeting. This will be followed by an additional thirty days before the Legislative Subcommittee on Administrative Rules and Regulations.

Concession and Operating Agreements

Arkansas Equine Adventures Concessionaire at Pinnacle Mountain State Park

Grady Spann reported a new horseback riding concessionaire agreement has been proposed for Pinnacle Mountain State Park. There had been a previous horseback riding concessionaire at this location; however, that agreement was terminated. Spann noted he had requested the proposed concessionaire visit with Ray Lovett at DeGray Lake Resort State Park and Lake Catherine State Park to see how their operations were managed. Spann pointed out the new agreement states that all animals must be removed from the park each day. Discussion ensued.

Austin Albers moved to approve the Concessionaire Agreement between Arkansas State Parks and Arkansas Equine Adventures at Pinnacle Mountain State Park. Bob Connell seconded, and the motion carried.

Food truck concessionaire at Crater of Diamonds State Park

Spann reported a proposed food truck concessionaire at Crater of Diamonds State Park. Park staff looked into building a new restaurant at the park; however, the design work was completed, and the bids were just too high, even after a redesign. Park staff is looking at a more efficient option to offer a food truck space to be operated by a local concessionaire. The food truck space would be provided by the park and would receive a percentage of the sales. Discussion ensued.

Eric Jackson moved to approve the Concessionaire Agreement between Arkansas State Parks and Southern Dine at Crater of Diamonds State Park. Ron Gossage seconded, and the motion carried.

Acceptance of the completed Monument Trail improvements at Pinnacle Mountain State Park

Spann stated that through a Memorandum of Agreement with Arkansas State Parks, the Arkansas Parks & Recreation Foundation (APRF) will soon finalize completion of the first phase of Monument Trails at Pinnacle Mountain State Park. The first phase included the development of approximately 17 miles of new mountain biking and hiking trails (Phase I final costs totaled \$991,784). The Phase II development will include the addition of approximately 1 mile of additional trail and the installation of up to five pieces of interpretive art, bringing the total distance for the Monument Trails development to approximately 18 miles.

The previously mentioned Memorandum of Agreement calls for the transfer of exclusive rights and ownership of the projects to Arkansas State Parks upon final completion of the projects. In conjunction with Arkansas Code Annotated 22-4-103, Spann asked the State Parks, Recreation and Travel Commission, at its discretion, to accept the contributions the Arkansas Parks and Recreation Foundation used to improve the state park system through a transfer of exclusive rights and ownership of the projects to Arkansas State Parks, upon final completion of the development projects. Discussion ensued.

Austin Albers moved to formally accept the gift of the Arkansas Parks & Recreation Foundation improvements completed at Pinnacle Mountain State Park. Eric Jackson seconded, and the motion carried.

Acceptance of the completed Monument Trail improvements at Pinnacle Mountain State Park

Spann stated, through a Memorandum of Agreement with Arkansas State Parks, and the Arkansas Parks & Recreation Foundation (APRF) will soon finalize completion of the first phase of Monument Trails at Devil's Den State Park. The first phase included a complete rebuild of the existing Fossil Flats Mountain Bike Trail. This rebuild, including several hundred feet of re-routes around heavily eroded slopes, extended the trail from approximately 5.5 miles to a total of 5.97 miles (Phase I final costs totaled \$101,363). The Phase II development includes the addition of approximately 12.1 miles of additional trail at Devil's Den, bringing the total distance for the Devil's Den Monument Trails development to approximately 18 miles.

The previously mentioned Memorandum of Agreement calls for the transfer of exclusive rights and ownership of the projects to Arkansas State Parks, upon final completion of the development projects. In conjunction with Arkansas Code Annotated 22-4-103, Spann asked the State Parks, Recreation and Travel Commission, at its discretion, to accept the contributions the Arkansas Parks and Recreation Foundation used to improve the state park system through a transfer of exclusive rights and ownership of the projects to Arkansas State Parks, upon final completion of the development projects. Discussion ensued.

Jim Shamburger moved to formally accept the gift of the Arkansas Parks & Recreation Foundations improvements completed at Devil's Den State Park. Ron Gossage seconded, and the motion carried.

SPRTC Certificate of Appreciation

Grady Spann requested the approval for a Certificate of Appreciation for Jim Gann for his 43 years of service to Arkansas State Parks. Most of Jim Gann's career was at Logoly State Park with the last 29 years as the superintendent.

Jim Shamburger moved to approve a certificate of appreciation for Jim Gann for his 43 years of service to Arkansas State Parks. Ron Gossage seconded, and the motion carried.

Grady Spann requested the approval for a Certificate of Appreciation for David Thompson for his 12 years of service to Arkansas State Parks. Discussion followed.

Eric Jackson moved to approve a certificate of appreciation for David Thompson for his 12 years of service to Arkansas State Parks. Bob Connell seconded, and the motion carried.

Property Removal Request approval for the Heather Cliff House at Queen Wilhelmina State Park

Jeff King reported ASP received the condition assessment report for Heathercliff House from WER Architects/Planners which was shared with SPRTC commissioners. ASP will not be requesting a property removal for this structure due to Secretary Hurst's request for ASP staff to find an alternate use for the structure. Discussion ensued.

Property Removal Request approval for the Old Sign Shop at Village Creek State Park

Jeff King requested permission to remove one structure from Village Creek State Park's building inventory. The Old Sign Shop (Building No. 55.07/AASIS No. 120006488) is a 2,470 square foot wooden structure on a concrete slab and tin roof built in 1950. The building was the original Region III sign shop but is currently being used as a storage building for marketing and redistribution items. The building is leaking from the sidewalls and old tin roof, causing a mold problem that is a potential health hazard to park staff. The building has outlived its usefulness and costs to repair exceed the value of the structure.

Jim Shamburger moved to approve based on the information presented; the commission finds the following structure at Village Creek State Parks Old Sign Shop (Building No. 55.07/AASIS No. 120006488) obsolete notwithstanding the insured value and approves the removal from Arkansas State Park inventory. Austin Albers seconded, and the motion carried.

CJRW / Miles

Susie Kardas reported the Arkansas State Parks' website July 2019 to July 2020 comparison had an 18% increase in website traffic, a 323% increase in booking, partially due to downtime last year with switching systems, 1,193 guides ordered (this was not measured last year). There was a 42% decrease in the number of times the state park guide was viewed, and a 1% decrease in the Arkansas.com referrals. From June 2020 to July 2020 conversion breakdown showed a 14% decrease in website traffic, 13% decrease in booking site clicks, 68% increase in the number of guides ordered, 26% decrease in guides viewed online, and a 3% decrease in the Arkansas.com referrals. Kardas reported total traffic and booking conversions rates for the year from January 2020 with 175,000 to June 2020 with almost 400,000 showing strong improvements.

Danny Czerwinski reported on the user location breakdown, January 2019 22% in state and 78% out of state when compared to January to June 2020 25% in state and 75% out of state which was not much of a change. The state with the highest website visits was Texas followed by Missouri, Oklahoma, Tennessee, Louisiana and Florida. Florida is an outlier possibly due to population density and viewing Arkansas as a safe place to socially distance outdoors. The website traffic from organic searches showed a decline during March in correlation with the park facilities closing due to COVID-19. When compared to 2019, there has been a significant increase following the reopening of park facilities and loosened restrictions in the parks. The highest park for 2019 correlates with a visitor finding a 2-carat diamond at Crater of Diamonds State Park. The views on the park's accommodation pages, except for a decline starting in week 9 with a significant decrease in weeks 12 to 17, week 18 showed the beginning of the upward trajectory in the number of views on the accommodation pages. The event page with the COVID-19 restrictions has shown a dramatic decrease in the number of page views when compared to 2019. The new Digital Discovery webpage from March to July showed 17,758 page views with an average stay time of 3 minutes and 20 seconds. The engaging digital content is making up for some of the lost traffic on the events page and shows visitors are still interested in state parks.

Danny Czerwinski remarked that looking forward the website will include some changes on the digital discovery page, adding photos for the cabins, campsites and lodge rooms inventory, simplifying the special notices input, enabling featured articles and enhanced trail mapping. Discussion ensued.

Mike Wilson moved to adjourn at 1:03 p.m. Ron Gossage seconded, and the motion carried.

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