

State Parks, Recreation and Travel Commission
Via Zoom or in-person for Commissioners & Key Staff
1100 North St., Little Rock
Via Zoom for Public
10 a.m., September 17, 2020

Commissioners Present

Kalene Griffith, Chair
Eric Jackson, Vice Chair
Austin Albers
Molly Jackson
Ron Gossage
Weston Lewey
John Gill
Jim Shamburger
Bob Connell
Mike Wilson
Blair Allen

Commissioners on Zoom

Jeff Baskin
Mike Gibson
Shash Goyal
Montine McNulty
Randy Wolfenbarger

Absent

Ness Sechrest

Department Staff Present

Stacy Hurst, Secretary Arkansas Department of Parks, Heritage and Tourism
Jim Andrews, ADPHT General Counsel
Leslie Fiskin, ADPHT Chief of Legislative Affairs
Cynthia Dunlap, ADPHT Chief Fiscal Officer
Caleb Osborne, ADPHT Chief of Staff
Elaine Lienhart, ADPHT Executive Assistant
Travis Napper, Tourism Director
Kristine Puckett, Deputy Tourism Director
Tammy Boyce, Tourism Director Assistant, Tourism Division
Jessica Ledbetter, Sales Manager
Leah DiPietro, Communications Manager
Grady Spann, Director, Arkansas State Parks
Shea Lewis, Deputy Director, Arkansas State Parks
Joe Jacobs, Marketing and Revenue Manager, Parks Division
Jeff King, Project Manager, Parks Division
LaJeana Carroll, Executive Assistant, Parks Division
Leesha Miller, Welcome Center Manager

CJRW

Darin Gray (in-person)
Jennifer Morgan
Dalaney Thomas
Keegan Wright
Jill Joslin
Mark Rains

Miles Media

Susie Kardas
Daniel Czerwinski

Guests

Chris Fletcher, Governor's Liaison
Phil Shellhammer, Eksplor
Scott Suddath, North Little Rock CVB
Karen Trevino, North Little Rock CVB
Gray Jones, Jones Video
Bill Ott, Crescent Hotel, Eureka Springs
Arkansas PBS
Hazel Hernandez, Experience Fayetteville
Matt Bell, Explore Harrison
Bill Solleder, Visit Hot Springs
Brian Clark, Inuvo
Charlie Gocio, Sells Agency

Chair Kalene Griffith called the meeting to order at 10:00 am. Elaine Lienhart called the roll.

Welcome

Kalene Griffith welcomed Commissioners and all participants to the Zoom/conference call to the State Parks Recreation and Travel Commission (SPRTC) meeting.

Approval of Agenda

Mike Wilson moved to approve the Agenda as presented. Weston Lewey seconded, and the motion carried.

Presentation of Minutes from Previous Meeting

Shash Goyal moved to approve the Minutes from the August 20, 2020, meeting. Austin Albers seconded, and the motion carried.

DIVISIONS OF PARKS AND TOURISM FINANCIAL REPORT – August 31, 2020

Cynthia Dunlap presented the FY 2021 Year-to-Date financial report for the two (2) month period ending August 31, 2020.

FY 2021 Year-to-Date Revenues were:

- Parks Division Operating Revenue - \$5,066,371 a decrease of -5.11%
- War Memorial Operating Revenue - \$141,478 a decrease of -61.90%
- 1/8th Cent Tax Revenues - \$6,551,009 an increase of 12.92%
- 2% Gross Tax collections - \$2,322,740 a decrease of -35.17%

FY 2021 Year-to-Date Expenditures were:

- Department Total - \$19,341,944 a decrease of -0.67%
- Parks Division (including Construction and Grants) - \$14,315,075 a decrease of -18.75%
- Tourism Division - \$3,745,292 an increase of 358.66%
- Keep Arkansas Beautiful - \$67,050 an increase of 28.09%
- Administration Division - \$1,059,982 an increase of 60.01%**
- War Memorial - \$154,545 a decrease of -51.88%

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

** Beginning in FY 2021, the Central Administration Division includes ADPHT Shared Services which represents the appropriation for positions that are identified as providing services to all divisions of the Arkansas Department of Parks, Heritage and Tourism. Appropriation and funding are allocated to Shared Services, as applicable, from other Arkansas Department of Parks, Heritage and Tourism divisions. Discussion ensued.

Weston Lewey moved to approve the Divisions of Parks and Tourism August 2020 Financial Reports as presented. Eric Jackson seconded, and the motion carried.

Secretary's Report

Secretary Stacy Hurst introduced Leslie Fiskin who has been hired by the Arkansas Department of Parks, Heritage and Tourism (ADPHT) as the Chief of Legislative Affairs. Secretary Hurst commented that Leslie has a degree in law, served in Governor Hutchinson's administration as a legislative liaison, and most recently worked in Governmental Affairs at the University of Arkansas for Medical Sciences and is well equipped to assist ADPHT with legislative issues.

Leslie Fiskin remarked she was excited to join the Department and work with the State Parks, Recreation and Travel Commission (SPRTC) and to provide support for the Department and the Commission. Fiskin stated she has been working with the Cares Act at UAMS so it will be an easy transition to ADPHT to work with the \$50 million that is proposed as a hospitality grant for Arkansas.

Jim Andrews reported the naming policy rules process for ADPHT has a public notice in the *Arkansas Democrat-Gazette* for the proposed rule and it will be open for public comment through early October. The proposed rule is posted on the website. After the 30-day public comment period is closed, the next step in the process will be for ADPHT to request the proposed rule be placed on the Arkansas Legislative Council (ALC) November schedule for approval. Once the proposed rule is approved by the ALC the final step is to file the naming policy rule with the Arkansas State Library and the Arkansas Secretary of State's office.

Secretary Stacy Hurst summarized the Federal government's March 2020, Coronavirus Aid, Relief, and Economic Security Act ("CARES Act") stimulus bill which was passed by Congress and signed into law by President Trump. It provides assistance for State, Local and Tribal Governments. The bill awarded Arkansas \$1.25 billion in federal funds to distribute in the state. Governor Hutchinson appointed an Arkansas CARES Act Steering Committee. The committee is responsible for approving various distributions and making recommendations to the Governor on the best use of the CARES Act funding that meets United States Treasury guidelines. In the meantime, a separate group of hoteliers started a separate initiative to request funding for property taxes. This proposal is not allowed by the federal government with the CARES Act funding. In June, Governor Hutchinson requested that Secretary Hurst meet with legislators to see what interest they would have for a grant program for the hospitality industry. Secretary Hurst established a hospitality working group seeking options for relief for the hospitality industry. The Hospitality Working Group in cooperation with the Arkansas Economic Development Commission and the Department of Finance and Administration have worked with Senator Jonathan Dismang for a hospitality relief program for businesses affected by the state mandated COVID closures proposal. Secretary Hurst stated Senator Dismang helped shepherd the hospitality industry relief proposal through the CARES Steering Committee on September 9, 2020. It was approved for an allocation of \$50 million. Following the Legislative Rules process for the proposal, the Hospitality Working Group will seek approval for the appropriation from the Arkansas Legislative Council in October before the hospitality grant program is opened for applications.

Jim Andrews reported the Arkansas Economic Development Council had unanimously passed a resolution to endorse Issue 1 on the November ballot. Andrews expressed that it would be a worthwhile effort for the SPRTC to pass a resolution recognizing that the recreation, travel and hospitality industries have been negatively impacted by the COVID-19 pandemic mitigations and that the SPRTC endorses ADPHT efforts to seek CARES Act funding.

Secretary Hurst stated the CARES Committee funding has \$150 million set aside for cities and counties; the CARES Committee is still in the process of deciding how those funds will be spent, but have agreed convention and visitor bureaus will be eligible for these funds. The challenge remains that the CARES Act funding will have to meet the federal guidelines. Discussion ensued.

John Gill moved to approve In Support of Cares Act Funding resolution, to express full support from the State Parks, Recreation and Travel Commission for the Coronavirus Aid, Relief, and Economic Security Act ("CARES Act") federal funding for Arkansas addressing the COVID-19 pandemic, for a \$50 million grant relief program intended for businesses adversely affected by the state mandated COVID-19 pandemic closures. Jim Shamburger seconded, and the motion carried.

RESOLUTION OF THE ARKANSAS STATE PARKS, RECREATION & TRAVEL COMMISSION

IN SUPPORT OF CARES ACT RELIEF

WHEREAS, the Arkansas State Parks, Recreation & Travel Commission (the “Commission”) is comprised of seventeen Commissioners representing many geographic regions of Arkansas; and

WHEREAS, The Commissioners also represent a broad spectrum of Arkansans who depend upon the recreation, travel, tourism, and hospitality industries for economic support and these industries represent a major part of the Arkansas economy; and

WHEREAS, the Commissioners promote and exploit by all available means the development of these industries within the state; and

WHEREAS, during the year 2020 the Coronavirus Disease 2019 (“COVID-19”) pandemic has caused Arkansas state government to enact necessary mitigation measures to protect public health and safety including the closure of certain businesses, restrictions upon public gatherings, and travel restrictions; and

WHEREAS, such necessary mitigation measures have had a profound and adverse effect upon many Arkansas-based businesses serving in the recreation, travel, tourism, and hospitality industries; and

WHEREAS, the Federal government has enacted the Coronavirus Aid, Relief, and Economic Security Act (“CARES Act”), and has appropriated Federal funding to Arkansas, for addressing the COVID-19 pandemic - including financial assistance for business interruption.

NOW, THEREFORE, BE IT RESOLVED that the Commissioners of the Arkansas State Parks, Recreation & Travel Commission find that:

- 1. Arkansas-based businesses serving in the recreation, travel, tourism, and hospitality industries have suffered severe adverse financial impact by COVID-19 pandemic mitigation measures; and**
- 2. These Arkansas-based businesses are vital to the prosperity of the Arkansas economy; and**
- 3. These Arkansas-based businesses are in need of the Federal financial assistance that is available for business interruption purposes from the CARES Act; and**
- 4. State government should make provisions for an equitable distribution of CARES Act funding to, and within, the recreation, travel, tourism, and hospitality industries of Arkansas to offset the financial impact that has resulted from said business interruption.**

BE IT FURTHER RESOLVED that the Commissioners hereby unanimously and unreservedly express their full support for the Arkansas Department of Parks, Heritage and Tourism (the “Department”) to take the lead in developing, or significantly assist in the development, of such a financial assistance program including: (1) working cooperatively with any other agencies of state government; and (2) working cooperatively with the Arkansas Governor and General Assembly; and (3) availing itself of any authority or resources vested in the Department or the Commission.

**ARKANSAS STATE PARKS, RECREATION AND TRAVEL COMMISSION
/s/Kalene Griffith, Chair**

**ARKANSAS DEPARTMENT OF PARKS, HERITAGE AND TOURISM
/s/Stacy Hurst, Cabinet Secretary**

Parks Director

CY 2021 Fees and Rates Preliminary Recommendations

Grady Spann requested preliminary approval for the CY 2021 Fees and Rates for Arkansas State Parks. Spann commented that following approval from Governor Hutchinson for the calendar year 2021 Fees and Rates, the legal notice would be posted in the *Arkansas Democrat-Gazette* and the proposed rule changes would be open for public comment for 30-days followed by a public meeting. The final step in the approval process would be review by the Legislative Subcommittee on Administrative Rules.

Bob Connell moved to approve the proposed recommendations for the CY 2021 Fees and Rates for Arkansas State Parks as presented. Eric Jackson seconded, and the motion carried.

PD 1050 Hours of Operation

Grady Spann requested approval for the Minimum Hours of Operation and Guidelines for Facility Hours for Arkansas State Parks. Spann stated the revised Park Directive would give the parks the flexibility to manage their facilities. Spann commented that following approval from Governor Hutchinson for the Minimum Hours of Operation and Guidelines for Facility Hours, the legal notice would be posted in the *Arkansas Democrat-Gazette* and the proposed rule changes would be open for public comment for 30-days followed by a public meeting. The final step in the approval process would be a review by the Legislative Subcommittee on Administrative Rules. Discussion ensued.

Mike Wilson moved to approve the proposed Minimum Hours of Operation and Guidelines for Facility Hours for Arkansas State Parks as presented. Austin Albers seconded, and the motion carried.

PD 3097 Pedal Assist and Electric Bicycles

Grady Spann requested preliminary approval for the Pedal Assist and Electric Bicycles for Arkansas State Parks. Spann commented that following approval from Governor Hutchinson for the Pedal Assist and Electric Bicycles, the legal notice would be posted in the *Arkansas Democrat-Gazette* and the proposed rule changes would be open for public comment for 30-days followed by a public meeting. The final step in the approval process would be a review by the Legislative Subcommittee on Administrative Rules. Discussion followed.

Austin Albers moved to approve the proposed recommendations for the Pedal Assist and Electric Bicycles for Arkansas State Parks as presented. Weston Lewey seconded, and the motion carried.

SPRTC Certificate of Appreciation

Grady Spann requested the approval for a Certificate of Appreciation for Jack Faulkner for his 28 years of service to Arkansas State Parks.

John Gill moved to approve a certificate of appreciation for Jack Faulkner for his 28 years of service to Arkansas State Parks. Bob Connell seconded, and the motion carried.

Approval of lease agreement for New Cingular Wireless PCS, LLC at Queen Wilhelmina State Park

Jeff King reported Cingular Wireless PCS, LLC (AT&T) has requested a lease agreement at Queen Wilhelmina State Park. Below are bullet points that identify some high-level pertinent details of the proposed agreement:

- ASP is proposing to lease property for construction of a 190' monopole tower and associated equipment on 5,625 sq. ft. (approx. 0.129 acres) of park property at Queen Wilhelmina State Park.
- AT&T will have an exclusive option to lease the premises for up to two (2) years.
 - ASP will receive \$1,500 per year for this exclusive option while AT&T performs site testing, seeks relevant licenses and approvals, and finalizes site development plans.
 - If the option is timely exercised, AT&T will start paying monthly rent for the premises.
- The initial term for the lease will be for a period of five (5) years and thereafter automatically renew for up to four (4) subsequent terms, each renewal term will be for an additional five-year period (totaling 25 years).
 - With each five-year renewal, the monthly rental rate amount escalates by 7.5%.
 - At the end of 25 years, the parties have an option to negotiate a lease extension for up to another 25 years.
- As part of its construction activity, AT&T will pull a data fiber line to the Queen Wilhelmina State Park Lodge for the park's network infrastructure.
 - ASP will trench and provide the conduit for this fiber connection.
 - Once installed, ASP may contract with AT&T for fiber service for public Wi-Fi and state network connections at the Queen Wilhelmina State Park Lodge.Discussion ensued.

Jim Shamburger made a motion to approve the lease agreement with Cingular Wireless PCS, LLC (AT&T) as follows:

approximately 0.129 acres 5,625 square foot portion (75 foot x 75 foot), along with a 30 foot access and utility easement thereon of the following property situated in Polk County, State of Arkansas a tract of land lying in and being a part of the NW ¼, Section 11, Township 1 South, Range 32 West, and utility easement crossing a part of the NW ¼ of Section 11, Township 1 South, Range 32 West, for the installation of a Monopole tower and associated equipment. Eric Jackson seconded, and the motion carried.

Acceptance of the completed Monument Trail improvements at Hobbs State Park-Conservation Area

King stated through a Memorandum of Agreement with Arkansas State Parks, the Arkansas Parks & Recreation Foundation (APRF) has completed construction of a trailhead gateway feature and six campsite shelters and associated campsite furnishings at Hobbs State Park-Conservation Area. These features, along with the previously accepted 17 miles of Monument Trail, complete the Hobbs Monument Trails Phase I project. The previously mentioned Memorandum of Agreement calls for the transfer of exclusive rights and ownership of the projects to Arkansas State Parks, upon completion of the development projects. In conjunction with A.C.A. § 22-4-103, King requested State Parks, Recreation and Travel Commission, at its discretion, accept these contributions (totaling \$491,896) of the APRF used to improve the state park system. Discussion ensued.

Austin Albers moved to formally accept the gift of the Arkansas Parks & Recreation Foundation improvements completed at Hobbs State Park-Conservation Area. Weston Lewey seconded, and the motion carried.

Mississippi River State Park – Easement Agreement

King reported ASP had received a request from Entergy Arkansas, LLC for an easement agreement through a portion of Mississippi River State Park. Entergy Arkansas, LLC is requesting a permanent thirty-foot-wide electrical utility right-of-way for the construction, operation and maintenance of a new underground electrical line to service the new Storm Creek campground, bathhouse, and camper cabins. The proposed easement is to bring electrical services to the Storm Creek campground renovation and does not impact the park's long-range development plan or recreation use. The easement document was reviewed by our General Counsel, with modifications accepted by Entergy.

Jim Shamburger moved to approve an easement agreement with Entergy Arkansas, LLC at Mississippi River State Park as follows:

the right and servitude and easement 30 feet in width to construct, operate, improve, maintain and remove underground electric distribution facilities consisting of conduits and cables with the necessary appurtenances for the distribution of electric current, (together with overhead poles, wires, and other appurtenances to if such is required in connection with the underground electric facilities) with the right of access to the facilities for maintenance, repair and operation thereof, *campgrounds near 4689 Phillips 217 Rd, T1S R5E SEC 18, approximate starting lat/long. 34.602338 90.612488 continuing west approximately 350' in length to ending lat/long approximately 34.602235 90.613618, Phillips County, Arkansas.*

Weston Lewey seconded, and the motion carried.

Petit Jean State Park Structure Removal

Jeff King requested permission to remove a structure from the park's inventory. The Visitor Center Bathroom (Building No. 41.60/AASIS No. 120006348) is a 792 square foot one story masonry structure with a composition roof built in 1980. The building is constructed of vinyl paneling interior walls and wood exterior walls with an asphalt composite shingle roof and a concrete slab foundation. The structure has reached the end of its useful life and will be rendered redundant by replacement bathrooms within the new visitor center. Removal will be part of the new Visitor Center contractor's responsibilities. The building will be demolished and disposed of in accordance with all Federal, State and local regulations. Pursuant to our Division's policies and procedures regarding the removal of structures. Discussion followed.

John Gill moved to approve based on the information presented; the commission finds the following structure at Petit Jean State Park the Visitor Center Bathroom (Building No. 41.60/AASIS No. 120006348) obsolete notwithstanding the insured value and approves the removal from Arkansas State Park inventory. Montine McNulty seconded, and the motion carried.

CJRW / Miles

Susie Kardas reported the Arkansas State Parks' website August 2019 to August 2020 comparison had a 6% increase in website traffic, a 60% increase in booking, partially due to downtime last year with switching to a new reservation systems, 1,412 guides ordered, an 860% increase. There was a 42% decrease in the number of times the state park guide was viewed and a 9% decrease in the Arkansas.com referrals. From July 2020 to August 2020 conversion breakdown showed a 10% decrease in website traffic, a 10% decrease in booking site clicks, an 18% increase in the number of guides ordered, an 8% decrease in guides viewed online, and an 18% decrease in the Arkansas.com referrals. The conversion rate is steady with an increased number of visitors to the website.

Danny Czerwinski reported on the user location breakdown January to August 2019 - 26% in state and 48% out of state. When compared to January to August 2020 - 23% in state and 77% out of state. Out of states with the highest website visits were Texas followed by Missouri, Oklahoma, Tennessee, Louisiana, Mississippi, Alabama, Illinois and Florida. The website traffic has stayed strong for organic search in 2020, excluding two major spikes in 2019 for a major diamond find at Crater of Diamonds State Park and the new online booking service. The views on the park's accommodation pages, have increased since May and stayed strong. The event page with the COVID-19 restrictions has some small increases in the number of page views; however, the page views are lower than the pre-COVID page views. Czerwinski stated until the restrictions from COVID are lifted they do not anticipate these numbers to improve. The Digital Discovery webpage had 22,032-page views from March through August with an average stay time of 3 minutes and 17 seconds. The engaging digital content is making up for some of the lost traffic on the events page and indicates visitors are still interested in state parks. Discussion ensued.

TOURISM DIVISION

Director's Office

Travis Napper reported that 11 staff are back in the office and are self-contained. Napper is continuing to make his way around the state and has visited four additional state parks.

Napper gave an update on the Smith Travel Research data. Revenues are still down but moving in the right direction. Unemployment numbers in the hospitality industry are down 15.3% in September compared to 15.7% in August. Napper reported on the numbers for all consumer spending since January 2020 and revenue continues to improve for the state of Arkansas.

The economic development grant was submitted, but it will be nearly a month-long process before the outcome is known.

Napper served as moderator for the Arkansas Bike Summit, spoke at a Hot Springs Rotary Club meeting and visited Oaklawn University, learning more about the history of Oaklawn and the history of Hot Springs.

Kristine Puckett spoke to the Harrison Rotary Club. Arkansas received more international attention because Hot Springs National Park was featured as one of the five most visited National Parks in the United States in *Elle Décor Italia* magazine.

Jessica Ledbetter coordinated an interview with Travis Napper to be featured as a webinar and additional sales piece on the *Visit the USA* UK website as well as to be featured on the website of *Selling Travel*, a United Kingdom based Travel Trade Publication.

The Communications Section continues to put out information for the Arkansas Ready for Travel campaign, with seven new stories currently on the website. The division participated in a social media takeover with U.S. Travel's Let's Go There campaign, which is a nationwide effort to encourage people to start planning vacations.

The Research and Development section will be utilizing Foundant Grant Management software which is already being used by the Division of Heritage. The Governor's Conference on Tourism will be held in Little Rock instead of Fayetteville, March 1-4 and will be a hybrid of in-person and virtual sessions. The *2019 Economic Impact Report* was distributed and can be viewed on [Arkansas.com/Industry-Insider](https://www.arkansas.com/Industry-Insider).

The Sales Division is working on a statewide tour of sports and meetings facilities. There are two virtual tradeshow planned – Connect Sports and SportsBIZ Xchange.

Welcome Centers opened to more interior traffic based on each facility's size. The Welcome Center Administrator position has been advertised.

Arkansas Tourism received a WebAward from the Web Marketing Association – “Outstanding Website” for Arkansas.com virtual Arkansas campaign.

Napper gave a brief update on the *2019 Economic Impact Report*. Total travel expenditures from 2018 and 2019 were \$7.37 billion and \$7.68 billion respectively, and 2019 saw a 4.2% increase. Travel-generated local tax in 2018 was \$161 million and in 2019 was \$169 million, a 5.4% increase. Travel-generated payroll saw a 5.1% increase, going from \$1.35 billion in 2018 to \$1.42 billion in 2019. Travel-generated state tax had a 5.3% increase with \$407 million in 2018 and \$429 million in 2019. Travel-generated employment in 2018 saw 67,998 and in 2019 there were 68,955 jobs, a 1.4% increase. Travel-generated federal tax in 2018 was \$480 million and in 2019 was \$504 million, which is a 4.9% increase. In 2018, 32.9 million person trips accounted for 50.1 person stays. In 2019, 36.3 million person trips accounted for 51.7 person stays, an increase of 10.2% and 3.2% respectively. Discussion ensued.

ARKTank winner Phil Shellhammer gave a presentation on Eksplor Gaming. The purpose of the game is to create active and engaged online visits that build activities and teach about destinations in Arkansas. It encourages physical visits to locations that will attract younger generations to explore Arkansas. The gameplay keeps visitors actively involved in content longer and educates players as they play. Discussion ensued. Napper stated the plan is a \$50,000 investment from the state to help offset the first 20 partners who buy in.

CJRW/Miles

Susie Kardas reported on the conversion breakdown for month over month from July to August. Total users saw a 7% decrease while partner referrals had a 15% decrease. Guides ordered had a 2% increase and guides viewed online saw an 8% increase. Newsletter subscriptions were down 38%. The list of subscribers is being cleaned up by removing those who have not opened emails in two years. Year-over-year total users saw a 108% increase. The reason for the increase is due to having multi-media campaigns running so late in the summer this year. Partner referrals had a 25% increase. There was a 14% increase in guides ordered and guides viewed online saw a 10% decrease while newsletter subscriptions saw a 40% decrease. Kardas reported that the total traffic and conversion rates with total users and partner referrals are beginning to stabilize.

Keegan Wright went over the search engine marketing performance for year over year. Clicks in 2019 saw a 28.4% increase. Conversions had a 29% increase. The conversion rate from 2019 to 2020 had a 0.4% increase and the spend was a 6.3% increase from \$29.8K to \$31.7K. Bing had a 10% increase in clicks from 2019 to 2020. The conversions increased by 31.3% and the conversion rate was up by 18.4%. The spend was increased by 94.7% due to Bing's ability to perform well at a good cost, a better cost than Google. Google saw a 22% increase in clicks, a 30.1% increase in conversions with a 6.1% increase in conversion rates. The spend was increased by 27.2%. Facebook and Instagram ads for August 2020 were 1.62 million at a cost of \$6.64 per 1,000 ads. There were 685,440 people reached at a cost of \$15.78 per 1,000 people. There were 1,549 guides requested and 4,550 conversions. More people coming to the website for less budget through campaign optimization, which has increased visitor time on Arkansas.com. Discussion ensued.

Kardas gave an update on the Arkansas.com COVID-19 impact. People are not searching for accommodations. Restaurant views are doing about a third of the website traffic from 2019. User data is steering more toward in-state travel rather than out-of-state travel, which could be one of the reasons there is a dip in accommodation searches. The average time people are spending on the site searching for things to do in Arkansas is one minute and 49 seconds. Discussion ensued.

MISCELLANEOUS

Commissioner John Gill asked if anyone is trying to figure out how to get back to business by promoting to out-of-state travelers. Discussion ensued.

Montine McNulty motioned to adjourn at 1:00 p.m. Weston Lewey seconded, and the motion carried.

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