



**BOARD OF DIRECTORS  
3<sup>RD</sup> QUARTER – 2008  
BOARD REPORT**

**Leading Business,  
Leading Springdale.**

The 3<sup>rd</sup> Quarter board meeting was held on July 22nd from 11:30 a.m. to 1:30 a.m. in the First Security Bank Annex. Board members present at the meeting: Brian Moore, Blake Hanby, Matt Brown, Alicia Demarest, Tex Holt, Kelly Kemp, Mike Luttrell, Sam Mathias, Jeff Myers, Jim Rollins, Mayor Jerre Van Hoose, Eddie Vega, Heath Ward, and Knight Weis.

Guests representing the Board of Advisors, SpringdaleTomorrow Governance Council and Past Presidents present included Sandy Boone, Don Gibson, Dewey Johnson, Jim Cypert, Dorothy Hanby, Larry Clinkscales, Dennis Moore, Joy Drummonds, Mike McFarland, Gerald Harp, Rick Barrows, John Garrard, John George, Bob Shaw and Jim Phillips.

Perry Webb welcomed invited guests and opened the meeting by addressing questions that were asked from the consent agenda previously provided members of the board. Webb was asked about the impact of the decision by the Washington County Assessor to disallow the Chamber's property tax exemption on its building. He explained the Chamber is expected to have to budget for Washington County property tax on the Chamber building beginning in 2009.

Webb provided a review of the financials and explained that the Chamber was experienced an expected decline in new membership sales and in member retention. He noted the current recession was the primary reason for the declining membership revenue and informed the board that a new emphasis was being placed on membership/retention sales and would be headed by Joy Heuer.

On a motion by Hanby and second by Luttrell, the board approved the consent agenda for July, 2008.

Bill Rogers provided the group with an overview of the Chamber's new Image Campaign and explained how the "Leading Business, Leading Springdale." campaign would be incorporated to elevate the perception of the city and Chamber while attempting to accelerate the city's climb out of the current economic slowdown.

Webb guided the board and guests through a review of a staff-prepared plan dealing with board input in April on the three discussion issues at that meeting – city-wide cleanup, new Chamber revenues, and the city sign ordinance.

Two ideas were presented to deal with city-wide cleanup. One involved a "weed out" program while the other was a competition for the business most in need of a landscaping "makeover." In discussion, the board gave support for the weed out program, encouraging the Chamber to further define the program to emphasize personal responsibility and leadership by Chamber members and developing a program that could be replicated by residents of Springdale. The plan has an estimated gross revenue projection of \$30,000. It is estimated the plan will be rolled out prior to spring of 2009. The board provided no support for the landscaping makeover plan.

Staff ideas for new revenues revolved around utilization of Arvest Ballpark whether through concerts, concurrent events with other regional events, parking lot-only events or other ideas. The board inquired about a concurrent event with other large regional events and showed support for a creative plan that would utilize the ballpark suites after baseball season for an event that would incorporate food/wine tasting stations as well as a silent auction in each of the stadium suites. Staff will complete its research on concurrent events and present to the board a detailed plan for a food/wine tasting event at the 4<sup>th</sup> quarter board meeting.

The final issue, dealing with the city's sign ordinance, was not dealt with by staff as the issue has been resolved through city council ordinance.

Webb explained the strategic planning session for the 3<sup>rd</sup> quarter board meeting would center on three key issue areas previously defined by the Executive Committee. The three areas dealt with the role the Chamber should take in the upcoming mayoral race, efforts the Chamber can take to mitigate the drop in Springdale sales tax collections, and ideas to improve new and retention membership statistics for the Chamber.

The Board spent the remainder of the meeting in separate planning groups, compiling and discussing key ideas that could be considered in impacting each of the three issue areas. At the conclusion of the meeting, Webb explained staff would compile and organize all contributions and disseminate them to the board within the next week. There being no further business, the meeting was adjourned.

Submitted

by \_\_\_\_\_ Date \_\_\_\_\_