



## GOVERNMENT TASK FORCE MINUTES March 25, 2008

**Members Present:** Chair Marc Van Pelt, Vice Chair Cathy Foraker, Vice Chair Rick Barrows, Dean LaGrone, Joel Kelsey, Kevin Faught, Larry Wilkins, Michael Steenbergen, Mike Overton, Richard Winesburg and Zelda Parson. Angie Cooper is the Chamber staff person assigned to the Government Task Force.

After an introduction of the volunteers, Van Pelt provided an overview of the Government Task Force's charge as it related to the prioritized items from CityFuture II. Those items, in order of priority are: Tax & Fee Competiveness, Parks, Trails & Regional Water Detention and Reduce Economic Barriers for Council Elections. A fourth item Van Pelt introduced was City Legislation, as he felt the work done in the CFII Initiatives would result in items needed to be addressed with the City Council.

Van Pelt explained that his goal was for the Task Force to identify some achievable goals that significant progress could be made on within the given time frame. Van Pelt suggested the three Government Task Force items be grouped into subcommittees.

Cooper explained how volunteers were invited, new group members added and that all Task Forces are to be finished with their work at the end of 2008. She explained the overriding charge for each Task Force was that they were to not veer from the established prioritized goals that resulted from CityFuture II.

Van Pelt asked the group to divide themselves by interest into one of the four Initiatives. The Chair and Vice Chairs will each oversee a subcommittee. The volunteers divided into the following groups:

Tax & Fee Competiveness – Joel Kelsey, Richard Winesburg and Rick Barrows, Vice Chair. Parks, Trails & Regional Water Detention – Dean LaGrone, Larry Wilkins, Michael Steenbergen and Zelda Parks. This subcommittee will report findings to Van Pelt. Reduce Economic Barriers for Council Elections – Kathy McFetridge, Kevin Faught and Cathy Foraker, Vice Chair. The fourth item added by Van Pelt, City Legislation, will work on issues as identified thru the three subcommittees. Van Pelt and Patrick Pilkington will address those items as needed.

Two Government Task Force members were not placed on any subcommittee due to their involvement in local and state government and will serve as advisors: Senator Bill Pritchard and City Council member, Mike Overton.

After group discussion, the following items were discussed as immediate priorities by the individual subcommittees.

### Tax & Fee Competiveness:

- Explore Hamburger and Hotel Taxes. Where these taxes are allocated in surrounding cities.
- Fee competitiveness in region, i.e., Business License, Building Permits, Planning & Development.
- Feasibility of an Impact Fee.
- Determine what would be done with the revenue if we increased the fees. Would those increases go to hire more inspectors and code enforcement officers?

### Parks, Trails & Regional Water Detention:

- Investigate parks added to Fayetteville and Bentonville. Determine if connecting to the neighboring Fayetteville park is an option
- Gather finding from the existing study performed in 2006 to determine our needs.
- Follow-up with the City's findings in their 5-year study which is due in June-July
- Research grants and other funding

### Reduce Economic Barriers:

- Research ward campaigning vs. our current form of city-wide campaigning
- Candidate development
- Determine how to educate candidates and the voters in election information and process. Is this something the Chamber should promote?

The subcommittees agreed to meet independently prior to the next full Task Force meeting set for April 29<sup>th</sup> at 3:00pm at the Springdale Chamber.

Items Identified at CFII as Prioritized Initiatives:

### **#10 Tax & Fee Competiveness**

- Compare tax and fee levels with neighboring cities
- Adjust level in Springdale
- Examples: hamburger tax, occupancy tax, building fees, business license fee, planning department fee, impact fees
- ACTION PLAN – next 60 days
  - Research city administration and finance staff
  - Recommendations to city council
  - Ordinance

### **#14 Parks, Trails & Regional Water Detention**

- Work on development/improvement of parks, trails, and regional water detention in the SE quadrant. There are already plans underway for a large park in that area. There are drainage problems for residents in that section of the city and a system of detention "ponds" could address this problem with the city responsible for maintaining the area for use as parks. We also would encourage the connecting of this area with trails in place and some under development in the Lake Fayetteville area. We could connect the system by making provision for a crossway either over or under H265 in that location. We also discussed partnering with the city of Fayetteville on the development and maintenance of this trail system.

### **#17 Reduce Economic Barriers for Council Elections**

- Find a way to help lower income and minority candidates effectively campaign for city council without having to raise large campaign chests. Free voter information guides and publicly sponsored debates are examples of the types of thing that could be done.



## GOVERNMENT SUBCOMMITTEE TASK FORCE MINUTES April 8, 2008

**Members Present:** Dean LaGrone, Kevin Faught, Larry Wilkins, Michael Steenbergen and Zelda Parson. Dwight Heasley with CEI was also in attendance. Angie Cooper is the Chamber staff person assigned to the Government Task Force.

Parks, Trails & Regional Water Detention subcommittee was charged with accomplishing the following at the CFII Government's Task Force meeting on March 25<sup>th</sup>, 2008.

### Parks, Trails & Regional Water Detention:

- Investigate parks added to Fayetteville and Bentonville. Determine if connecting to the neighboring Fayetteville park is an option
- Gather finding from the existing study performed in 2006 to determine our needs.
- Follow-up with the City's findings in their 5-year study which is due in June-July
- Research grants and other funding

The Subcommittee discussed alternative funding for the addition and expansion of existing parks. LaGrone indicated The Walton Family Trust is currently offering a match to groups that qualify. Steenbergen to research perimeters and will report to the group on his findings.

Using existing railroad right-of-ways were discussed. LaGrone has contacted Brent McCrady with Arkansas Missouri Railroad to inquire about the City possibly acquiring these right-of-ways for possible park and bike/walking trail use. He has not received a return call, but will keep to group apprised of any developments.

Dwight Heasley supplied a manual used for guidelines for designing trails for the Committee to use for reference. He also supplied a handout with examples of what can be done in wetland areas. He also supplied an article from Prevention Magazine stating that Springdale was listed #8 on the Worst Walking Cities in the U.S. These examples are attached.

LaGrone suggested joining the City's Park Planning Committee. He will also get results from Park study from the City and report to the Committee.

The subcommittee's minutes will be presented at the next full Task Force meeting set for April 29<sup>th</sup> at 3:00pm at the Springdale Chamber.

### #14 Parks, Trails & Regional Water Detention

- Work on development/improvement of parks, trails, and regional water detention in the SE quadrant. There are already plans underway for a large park in that area. There are drainage problems for residents in that section of the city and a system of detention "ponds" could address this problem with the city responsible for maintaining the area for use as parks. We also would encourage the connecting of this area with trails in place and some under development in the Lake Fayetteville area. We could connect the system by making provision for a crossway either over or under H265 in that location. We also discussed partnering with the city of Fayetteville on the development and maintenance of this trail system.



## INFRASTRUCTURE TASK FORCE MINUTES Secondary Roads Sub Task Force April 9, 2008

**Members Present:** Sub-Chair Heath Ward, Walt LeFevre Gary Webb, Terry England, Brad Hammond, Sam Goade, Ben Peters, Kelly and Joy Heuer.

After introductions, Ward gave the group an overview of the priority items the group will work on, based upon the goals and objectives of the Infrastructure Task Force from CityFuture II.

The priority areas are:

- Secondary Roads
  - Completing and paving dirt roads annexed into city
  - Addressing need for a frontage road along 48<sup>th</sup> Street
  - Marking 56<sup>th</sup> Street four lane connecting to U.S. 412

Goade presented two maps. First was a 2007 "paved" roads map, these projects cost \$400K. The second was a 2008 "to be paved" map which includes the new annexed areas. The long range plan to pave city streets ends at the end of 2008. Main focus of this plan has been roads, not curb and gutter at this point. There was a 1.5M contract for paving within the city. 10 year plan, as Goade sees it, would be to maintain city roads and upgrade any annexed roads.

Peters presented a packet with maps and pricing breakouts in three phases.

- Phase I has an estimated cost 3.9M; start at 412 to McRay including a new traffic light, will end toward north at 48<sup>th</sup> place.
- Phase II has an estimated cost 1.6M, this plan will finish the road from Frank Fletcher Chevy to the Pinewoods subdivision.
- Phase III has an estimated cost 4.25M, from Pinewoods subdivision north to Spring Creek, rename 45<sup>th</sup>.

Total estimated cost on all three phases is 10.4M.

Policies on phases are to wait till the development is ready. Put steps in place to confirm alignment so when development does occur it is accurate with the Task Force plan.

Three HOT areas -

1. Oaklawn Interchange
2. Clear Creek Drainage
3. East Side Park

### **ACTION ITEMS:**

- Offer formal support, in the form of a letter, to the commitment to pave roads as a priority from CityFuture II.
- Get a list from Peters showing all street needs, from that the Task Force will breakdown in priority order then create seek public input. Classify needs as immediate, medium and long range.

### **NEXT MEETING:**

The next full meeting is Wednesday, April 30 from 9:30-10:30am at the Springdale Chamber.



## GOVERNMENT TASK FORCE MINUTES April 29, 2008

**Members Present:** Chair Marc Van Pelt, Dean LaGrone, Michael Steenberg, Richard Winesburg, Bill Pritchard and Angie Cooper.

**Parks, Trails & Regional Water Detention** Subcommittee member Dean LaGrone reported on the behalf of the subcommittee. He reports after consulting with the City of Fayetteville, they are adding 5 miles of trails per year. This addition represents implementation of their Master Plan and incorporates benches, lighting and vehicle barriers. After receiving bids on the work, Fayetteville determined it would be more feasible for them to obtain their own equipment and contract the work, themselves. LaGrone offered perhaps we could contract with them for our trail work.

Talks with the railroads to use their easements and cross their existing right-of-ways have been ongoing with other cities. For us to use the railroads current easements and right-of-ways would need an indemnity agreement between the City and the respective railways.

Steenbergen reports he met with Patsy Christy with the City of Springdale. The City has a current trail committee. Steenbergen talked with Rick McWhorter about our group joining the City's trail committee. Their next meeting is May 6<sup>th</sup> at 7:30am, City Hall. Van Pelt agreed that our groups should combine forces to be most effective.

Steenbergen also indicated that this would be the time for inclusion of bike lanes in the new corridors. He will discuss this with Sam Goade with the City. Van Pelt suggested that perception would play a key role in the success of parks and trails within Springdale. Van Pelt voiced a concern that individual property rights and maintenance would also need to be addressed. He also instructed the group to research any alternative funds, such as grants, to be used.

**The Subcommittee to Reduce Economic Barriers** submitted their report for the groups review. Kevin Faught will review the Ward map with Jeff Harper regarding the current law to assess if there is the ability to change the Ward lines. McFetridge will obtain demographic Ward information via school information.

Different ways to improve Candidate Forum was discussed. Three separate forums held, possibly at the Jones Center, taped and shown on local TV for 1) Mayoral, 2) City Council and 3) House Seat 89, Quorum Court and County Judge candidates.

The Chamber website including a section for candidates was suggested. A standardized form for each candidate would ensure equal representation. This would allow all candidates a free and equal manner to campaign. The group felt this would be seen as a positive action for the Chamber while removing an economic barrier for candidates. If possible, this idea would be used for other candidate races. Cooper was asked to follow-up with Chamber as to cost and participation.

This section would also include Public Awareness Campaign for each position's responsibilities. For example, the Mayor manages a \$27M budget, manages "X" number of employees, etc. This would educate voters and could possibly lead to increase in voting as the importance of each position is illustrated.

Candidate Development needs to be addressed. The subcommittee feels the key to recruiting pro-business candidates would be a candidate education course. We could either support the training course currently offered in Fayetteville or offer our own version using local experts. Their highest concern would be for basic information to be presented. Cooper is to follow up with Chamber on what could be supported.

Another suggestion is for the Chamber to get any open positions with short descriptions, terms, meeting dates and time commitments out to the Membership. It was suggested a possible mass email to the Chamber membership base would be a good vehicle. Cooper to discuss with Chamber on any associated costs and the responsible person to track and distribute information.

A Governmental Update Luncheon, such as Bentonville's, was suggested. The program would include updates from the Chamber President, Mayor, County Judge and School Superintendent. Sponsorship opportunities could be a revenue generator for the Chamber, as well as a possible membership generator.

**The Tax and Fee Competiveness** subcommittee has not had the opportunity to meet prior to this meeting. They will make their report at the group's next meeting.

Cooper suggested the group set their meetings for the remainder of the year. Van Pelt indicated that his preference is the end of the day. The last Tuesday of each month was agreed upon. The next meeting will be 3:00pm, Tuesday, May 27<sup>th</sup> at the Chamber. The remaining meetings will be the last Tuesday of each month: June 24<sup>th</sup>, July 29<sup>th</sup>, August 26<sup>th</sup>, September 30<sup>th</sup>, October 28<sup>th</sup> and concluding on November 25<sup>th</sup>. All meetings will start at 3:00pm, last approximately one hour and will be held in the Chamber Board room, unless other notated.

#### **#10 Tax & Fee Competiveness**

- Compare tax and fee levels with neighboring cities
- Adjust level in Springdale
- Examples: hamburger tax, occupancy tax, building fees, business license fee, planning department fee, impact fees
- ACTION PLAN – next 60 days
  - Research city administration and finance staff
  - Recommendations to city council
  - Ordinance

#### **#14 Parks, Trails & Regional Water Detention**

- Work on development/improvement of parks, trails, and regional water detention in the SE quadrant. There are already plans underway for a large park in that area. There are drainage problems for residents in that section of the city and a system of detention "ponds" could address this problem with the city responsible for maintaining the area for use as parks. We also would encourage the connecting of this area with trails in place and some under development in the Lake Fayetteville area. We could connect the system by making provision for a crossway either over or under H265 in that location. We also discussed partnering with the city of Fayetteville on the development and maintenance of this trail system.

#### **#17 Reduce Economic Barriers for Council Elections**

- Find a way to help lower income and minority candidates effectively campaign for city council without having to raise large campaign chests. Free voter information guides and publicly sponsored debates are examples of the types of thing that could be done.



## **CFII Government Task Force Subcommittee Meeting**

**May 6, 2008**

**Members Present** - Rick McWhorter, Sam Goude, Michael Steenbergen, Ron Nick and Angie Cooper.

**Parks, Trails & Regional Water Detention** - The CFII Government Subcommittee attended the City of Springdale's committee in charge of Parks and Trails. JB Hunt Park and its trails were a result of this committee's work. Plans to connect the trails from this park, incorporating a bike trail to a new trail in downtown Springdale are in the planning stages.

Funding for this project to be 1/3 private, 1/3 public and 1/3 matching from the Walton Foundation.

The group will need to contact landowners around the proposed trail site to ascertain if acquiring the land is possible or if the owners will grant permanent easements for the trails.

Steenbergen explained to the group how the CFII Government Subcommittee was formed and their purpose and anticipated goals.

Nick suggested contacting local business to determine any interest from their employees for possible sources of income for the trails. He suggested a donation matching plan between the businesses and their employees as a possible income source.

McWhorter will contact Fayetteville and Bentonville for additional ideas on starting the new park and trail project. The City's Park and Trail Committee will meet again in six weeks. An invitation was extended to the CFII Government Subcommittee to join the group at their meeting.



## GOVERNMENT TASK FORCE MINUTES May 27, 2008

**Members Present:** Chair Marc Van Pelt, Dean LaGrone, Michael Steenbergen, Walter Turnbow, Bob Caudle, Kevin Faught and Angie Cooper.

The minutes from the last Task Force meeting, held April 29, 2008, were discussed.

**Parks, Trails & Regional Water Detention** Subcommittee's minutes were reviewed (See attached notes).

Subcommittee member Michael Steenbergen reported on the behalf of the attendees from the City's Trail Meeting, held May 6<sup>th</sup>. He explained their plan to join JB Hunt Park to downtown Springdale. Their next meeting will be June 3<sup>rd</sup> @ 7:30am, in the multi-purpose room at City Hall.

The possibility to add bike lanes to the new corridors may not be feasible due to island/median size planned. Barrow indicated that if bike lanes were to be incorporated, this would be the time to meet with the City to add them. Maintenance of any new bike lanes and trails will also be a concern. Who would be responsible for the upkeep and how this would impact the City funds will need to be addressed.

A new park and/or trails near the Arvest Ballpark and southern corridor were mentioned. Several factors such as fewer landowners and the ease that bike lanes could be added contributed as a favorable location. Turnbow suggested breaking the projects into quadrants to jump start the plan both for funding and involvement. The next step is to wait for the new Master Plan from the City.

The group feels revitalization of downtown Springdale is needed. We need to check with the City for the existence of a study the University of Arkansas prepared, complete with trails and landscaping, for downtown Springdale.

A possible endowment from the Walton Family Foundation will need to be researched. Their award basis is based on a 1/3 private, 1/3 public and 1/3 matching scale. Research for any available federal funds will also need to be done.

**The Subcommittee to Reduce Economic Barriers** has no updates for the group. Faught will follow up with Jeff Harper regarding the current law to assess if there is the ability to change the Ward lines. A copy of their last meeting notes is attached for review.

Cooper is to follow up with the Chamber on what recommendations from the last subcommittee meeting could be supported.

**The Tax and Fee Competitiveness** subcommittee has not had the opportunity to meet prior to this meeting. Barrows indicated they will make their report at the group's next meeting.

The next Government Task Force meeting to be June 24<sup>th</sup> at 3:00pm in the Chamber's Board Room.

## **#10 Tax & Fee Competiveness**

- Compare tax and fee levels with neighboring cities
- Adjust level in Springdale
- Examples: hamburger tax, occupancy tax, building fees, business license fee, planning department fee, impact fees
- ACTION PLAN – next 60 days
  - Research city administration and finance staff
  - Recommendations to city council
  - Ordinance

## **#14 Parks, Trails & Regional Water Detention**

- Work on development/improvement of parks, trails, and regional water detention in the SE quadrant. There are already plans underway for a large park in that area. There are drainage problems for residents in that section of the city and a system of detention “ponds” could address this problem with the city responsible for maintaining the area for use as parks. We also would encourage the connecting of this area with trails in place and some under development in the Lake Fayetteville area. We could connect the system by making provision for a crossway either over or under H265 in that location. We also discussed partnering with the city of Fayetteville on the development and maintenance of this trail system.

## **#17 Reduce Economic Barriers for Council Elections**

- Find a way to help lower income and minority candidates effectively campaign for city council without having to raise large campaign chests. Free voter information guides and publicly sponsored debates are examples of the types of thing that could be done.



## GOVERNMENT TASK FORCE MINUTES June 24, 2008

**Members Present:** Chair Marc Van Pelt, Rick Barrows, Dean LaGrone, Michael Steenbergen, Walter Turnbow, Kevin Faught, Larry Wilkins and Angie Cooper.

The departure of Chair Marc Van Pelt was announced. Van Pelt has taken a position that will necessitate his immediate resignation from this Task Force. The minutes from the last Task Force meeting, held May 27, 2008, were discussed and approved. Reporting from the Subcommittees are as follows:

### **Parks, Trails & Regional Water Detention**

The Subcommittee has not formally met since the last Task Force meeting. The group was to join the City of Springdale's Park and Trail Committee at their June meeting and report back to the Task Force, however, the City's meeting was cancelled. Subcommittee member Michael Steenbergen reported that Tree City USA met yesterday and the possibility of all the groups joining forces was discussed. Members from both groups will attend the City's next Parks and Trail meeting on July 1st @ 7:30am, in the multi-purpose room at City Hall, and report their findings to the Task Force. The group will need to follow-up with Buddy Philpot with the Walton Foundation to determine if there is grant money still available.

### **The Subcommittee to Reduce Economic Barriers**

Faught reported according to State guidelines, Springdale has three options in regard to Council representation elections; 1) All positions at-large, 2) ward specific and elected within their perspective wards and 3) ward specific, but voted city-wide as we have now. To change these would be by ordinance or referendum. Discussion on the pros and cons of how Springdale residents are represented and how that would be affected by changing the way elections are currently held. The group was reminded of the findings from City Future and the purpose of the Task Force. The subcommittee was urged to review the notes from City Future II and to make recommendations based on those objectives.

Cooper reported that Candidate information posted on the Chamber website would not be possible. Turnbow suggested the Chamber sponsor a Candidate Forum and ask Jones Television to broadcast the event.

## **The Tax and Fee Competiveness**

Barrows presented the group with a scale of various fees charged by the surrounding cities. It appears that there are fees being charged by neighboring cities that Springdale is not collecting. The fees are varied and are not easily interpreted. Turnbow suggested that it may cost more to research and enforce some of the fees than to initially charge them. Barrows will check with Christie with the City to see if there is a currently listing of fees for comparison.

The next Government Task Force meeting to be July 29<sup>th</sup> in the Chamber's Board Room. To facilitate greater attendance, it will be discussed with all Task Force members if we should continue to meet at 3:00pm or if there is a more convenient time for the group to meet.

### **#10 Tax & Fee Competiveness**

- Compare tax and fee levels with neighboring cities
- Adjust level in Springdale
- Examples: hamburger tax, occupancy tax, building fees, business license fee, planning department fee, impact fees
- ACTION PLAN – next 60 days
  - Research city administration and finance staff
  - Recommendations to city council
  - Ordinance

### **#14 Parks, Trails & Regional Water Detention**

- Work on development/improvement of parks, trails, and regional water detention in the SE quadrant. There are already plans underway for a large park in that area. There are drainage problems for residents in that section of the city and a system of detention "ponds" could address this problem with the city responsible for maintaining the area for use as parks. We also would encourage the connecting of this area with trails in place and some under development in the Lake Fayetteville area. We could connect the system by making provision for a crossway either over or under H265 in that location. We also discussed partnering with the city of Fayetteville on the development and maintenance of this trail system.

### **#17 Reduce Economic Barriers for Council Elections**

- Find a way to help lower income and minority candidates effectively campaign for city council without having to raise large campaign chests. Free voter information guides and publicly sponsored debates are examples of the types of thing that could be done.



## GOVERNMENT TASK FORCE SUBCOMMITTEE Final Report July 11, 2008

**Subcommittee Members Present:** Vice-Chair Cathy Foraker, Kevin Faught, Kathy McFetridge, and chamber staff, Angie Cooper.

### 1) Reduce Economic Barriers for Council Elections

Comparison of surrounding markets

Pro/Con List of voting by Ward vs. At Large

Effect of change on future of Springdale representation

**Discussion:** Looked at surrounding cities. Fayetteville elects City Council by Ward, Fort Smith is elected by Ward but they have 4 Ward representatives and 3 at-large, Rogers, Russellville and Jonesboro all elected at-large. Group would like to explore the idea of a mixture of Ward and At-Large representation. Not enough facts to determine outcome of changing current at-large elections.

**Action Items:** Kevin will get a copy of the Ward map and speak to City Attorney regarding current law and if there is the ability to change to possible mixture of ward representation and at-large positions. Kathy will try to get demographic information for each ward via school information.

**Conclusion:** There is not a charge to file to run for City Council. If a candidate has support, the contribution money should follow. Personal grass-roots effort has very little cost, mainly time and shoe leather. Having the position At-Large prevents a candidate from only being concerned about their Ward and not what is best for the entire City of Springdale. See Candidate Forum information below on number 2. It was decided to make no recommendation regarding this question.

### 2) Candidate Forums

Mayoral

City Council

County Judge

Ways in increase knowledge of candidates

Can/should Chamber encourage voting

**Discussion:** Group feels hosting forums could serve two purposes – educate Chamber members and be positive action for Chamber.

Suggest 3 separate forums held at Jones Center with tape shown on local TV channel

- a) Mayoral Candidates
- b) City Council Candidates
- c) House Seat District 89, Quorum Court and County Judge

Pursue idea of Chamber Website having a tab which would include a bio on each Mayoral Candidate. A standardized form could be filled out by each candidate to ensure equal representation. This would allow each candidate a free and equal manner to get their message delivered. This could be seen as a positive action for the Chamber while removing some of those economic barriers for candidates. If possible, this idea could be spread to include City Council candidates, County Judge seat, Boards and Commissions.

For each office represented, the Chamber could provide a description of duties. For example, the Mayor manages a 27 Million dollar budget, manages xx people, etc. This could be titled an awareness campaign to educate the voters which could lead to increase in voting as importance of position is explained.

**Action Items:** Kevin will check on terms for Boards and Commissions. Cathy will ask Angie about cost to include information on each candidate on Chamber Website. Kathy will call County Clerk to ask about number of Quorum Court seats up for re-election, date of filing period, etc. to determine who might need to be included in forum.

**Conclusion:** Angie reported back plans by the Springdale Chamber of Commerce to host Candidate Forums, with plans for them to be aired on the Jones Television Network. Angie will work on having Job Responsibility sheet ready to use as handout. It was determined to see if this piece already available from the City. Voter Information could also be made available at these Candidate Forums.

The Chamber does not want to make Candidate Information available on their website, to remain politically neutral.

### 3) Candidate Development

**Discussion:** Item needs to be discussed further with Chamber President. Group feels this is key to recruiting pro-business candidates but could either support current training offered by Fayetteville Chamber ( Every other year, 3 hour course each of 5 Monday nights in Oct ) or Springdale Chamber could offer their own mini-version using local subject matter experts such as County Clerk, Representative from R & D party, etc. Highest concern would be for basic information to be presented: how, when and where to file, etc.

**Action Items:** Possibly Angie could discuss with Perry for his thoughts and what he feels he could support

**Conclusion:** Chamber does not want to duplicate what is already being offered at Fayetteville Chamber.

#### 4) Boards and Commission

Actions Chamber could take to encourage business friendly candidates  
Information regarding open slots

**Discussion:** Information on open slots is not getting out to Chamber membership. Would like to see if blast E-mail to members could send upcoming open slots, as well as short description, terms, meeting dates and time commitment.

**Action items:** Possibly Angie could discuss with Perry to discuss cost, responsible person to track and distribute information

**Conclusion:** Wyman Morgan with the City of Springdale has agreed to notify Angie when there is an opening on a Board or Commission. Angie will distribute through the Chamber Government Relations Committee and through her report to the Chamber Board of Directors.

#### 5) Other suggestions for consideration or discussion

Discussion: Chamber host annual Governmental Update Luncheon – use Bentonville flyer as example. Invite entire Chamber membership to luncheon, could be hosted by Governmental Affairs Committee, program would be updates from Chamber President, Mayor, County Judge and School Superintendent. Information could be a look at what has been accomplished as well as what is upcoming. Sponsorship opportunities would be revenue generator for Chamber, cost per seat more than cost per meal, etc. Could help build Chamber membership by increased Chamber visibility.

**Action item:** Kevin or Kathy to present idea to entire group at April 29<sup>th</sup> meeting.

**Conclusion:** Angie is currently researching a possible event for the Springdale Chamber of Commerce which would inform Springdale business leaders and residents of what has been accomplished regionally.

The Reduce Economic Barriers subcommittee will rejoin the main task force and present their final report at the next meeting on July 29<sup>th</sup>.



## GOVERNMENT TASK FORCE MINUTES July 29, 2008

**Members Present:** Chair Rick Barrows, Dean LaGrone, Walter Turnbow, Bob Caudle, Michael Steenbergen, Joel Kelso, Kevin Faught, Larry Wilkins, Richard Winesburg, Cathy Foraker, Zelda Parsons, Perry Webb and Angie Cooper.

The departure of former Chair Marc Van Pelt was announced. Van Pelt has taken a position that will necessitate his immediate resignation from this Task Force. Rick Barrows has assumed the Chairmanship and Michael Steenbergen has assumed the role of Vice Chair. The minutes from the last Task Force meeting, held June 24, 2008, were discussed and approved. Reporting from the Subcommittees are as follows:

### **The Tax and Fee Competiveness**

Barrows has collected the various fees charged by the surrounding cities. The fees are varied and are not easily interpreted. Barrows will check with the City to see if there is a currently listing of fees for comparison. Webb suggested taking using a scenario and applying the fees each City charged to compare overall cost per city.

### **Parks, Trails & Regional Water Detention**

The Subcommittee has not formally met since the last Task Force meeting. The group joined the City of Springdale's Park and Trail Committee at their last monthly meeting. Steenbergen reported that the City's committee indentified which existing streets in Springdale are wide enough to accommodate bike lanes. The city currently has plans to stripe and decal 4 miles of existing roadways with funds donated at the last meeting by group members. Locating the neighboring city's trails and connecting to their trails was suggested.

Approaching neighborhood POA's for participation was suggested. Har-ber Meadows Park will incorporate a plan for trails when their park improvements are implemented. Webb informed the group that the Master Plan the Chamber is supporting will incorporate green spaces, parks and trails. Webb stressed theses areas will be vitally important to the success of the development.

Steenbergen announced that the U of A has offered to research the possibility to update the existing Master Plan the City has as a class project.

Steenbergen also announced that Tree City USA, which he is also a member, currently, has two grants to plant trees along Tyson Parkway. They have also received permission from the State to beautify the island on 71B under the railroad crossing.

The group will need to follow-up with Buddy Philpot with the Walton Foundation to determine if there is grant money still available. It was suggested to check for additional funds, such as Federal grant money. The possibility of forming a 5013C for funding qualification of the parks, such as Bentonville's was discussed.

The subcommittee invited all the Task Force members to join them at the City's next Parks and Trails meeting on August 14<sup>th</sup>. The meeting will be at 7:30am in the Multi-Purpose room at City Hall.

### **The Subcommittee to Reduce Economic Barriers**

Vice Chair Cathy Foraker reported the subcommittee met to prepare their final report, which is attached.

Webb announced the Chamber is going to sponsor a candidate forum, as suggested by the Board from last weeks meeting. The Chamber plans to rework the existing forum and have it reminisce of a major political debate, held in the evening. Barrows stressed the voting public needs to be informed of the magnitude of any elected position. Size of the budgets, job responsibilities, etc., need to be incorporated into a handout.

The next Government Task Force meeting will be August 26<sup>th</sup> in the Chamber's Board Room.

### **#10 Tax & Fee Competiveness**

- Compare tax and fee levels with neighboring cities
- Adjust level in Springdale
- Examples: hamburger tax, occupancy tax, building fees, business license fee, planning department fee, impact fees
- ACTION PLAN – next 60 days
  - Research city administration and finance staff
  - Recommendations to city council
  - Ordinance

### **#14 Parks, Trails & Regional Water Detention**

- Work on development/improvement of parks, trails, and regional water detention in the SE quadrant. There are already plans underway for a large park in that area. There are drainage problems for residents in that section of the city and a system of detention "ponds" could address this problem with the city responsible for maintaining the area for use as parks. We also would encourage the connecting of this area with trails in place and some under development in the Lake Fayetteville area. We could connect the

system by making provision for a crossway either over or under H265 in that location. We also discussed partnering with the city of Fayetteville on the development and maintenance of this trail system.

### **#17 Reduce Economic Barriers for Council Elections**

- Find a way to help lower income and minority candidates effectively campaign for city council without having to raise large campaign chests. Free voter information guides and publicly sponsored debates are examples of the types of thing that could be done.



## GOVERNMENT TASK FORCE MINUTES September 30, 2008

**Members Present:** Walter Turnbow, Vice-Chair Michael Steenbergen, Joel Kelso, Kevin Faught, Richard Winesburg and Angie Cooper.

The minutes from the last Task Force meeting, held July 29, 2008, were discussed and approved. Reporting from the Subcommittees are as follows:

### **The Tax and Fee Competiveness**

No report was given at this time.

### **Parks, Trails & Regional Water Detention**

As previously discussed, this Subcommittee has joined the City of Springdale's Park and Trail Committee. Steenbergen submitted the following report on its behalf:

The City's Committee identified which existing streets in Springdale are wide enough to accommodate bike lanes. The City currently plans to stripe and decal 4 miles of existing roadways; 48<sup>th</sup> street from the intersection of Don Tyson to Main St. in Johnson (signs and stripes) "Share the Road" signs along Main St. in Johnson to Carley Rd. and from Carley Rd., north to Don Tyson Parkway. Additional signs would be placed on Don Tyson Parkway from Carley Road to 48<sup>th</sup> St.. Jaycox will meet with the Mayor of Johnson to seek his approval. A cost proposal will be presented at the October meeting.

The group will explore the potential use of sidewalks as means of tying together the trail system. 10ft. vs. 8 ft. sidewalks for new roads, particularly the new east-west corridors, the Committee agreed, would be preferred and will be implemented where possible.

A possible trail location near the Water Treatment Plant will be explored, as well as, potential sites for trails on the east side of the city. The group will discuss this in more detail at the October meeting.

A 5013C has been formed to facilitate consideration for grants and federal funding. Bylaws are currently being developed and members are being recruited. WalMart has previously awarded the City a grant for trail development, with a 1/3 private, 1/3 city and 1/3 matching grant criteria. The Committee will approach the CIP for \$500,000 to be dedicated for trail development, thus satisfying the City's matching contribution.

Tree City USA, which Steenbergen is also a member, currently has two grants to plant trees along Tyson Parkway. The City will start planting the trees later in the month. They have also received permission from the State to beautify the island on 71B under the railroad crossing.

The U of A has offered the possibility to update the existing Master Plan for the City as a class project. Judy Brittenum, with the University of Arkansas's School of Landscape Architecture, will meet with the group to discuss this in greater detail. This meeting will be held on Oct. 15 at 1:30 in the City Administration Council Chambers Room.

The subcommittee invited all the Task Force members to join them at the City's next Parks and Trails meeting on October 9<sup>th</sup>. The meeting will be at 7:30am in the City Administration Council Chambers room.

When the Task Forces were formed, the intent was to work throughout the year to achieve the three initiatives that they were charged. The group feels its work has been completed. Cooper will assimilate all information and work that has been completed and compile a final report for the Task Force to review at the October meeting. If no changes or additions are made, the group will present their final report to the Chamber and no further meetings will be held. The group agreed to meet in November, only if needed.

The next Government Task Force meeting will be 3:00pm, October 28th at the Chamber.

#### **#10 Tax & Fee Competiveness**

- Compare tax and fee levels with neighboring cities
- Adjust level in Springdale
- Examples: hamburger tax, occupancy tax, building fees, business license fee, planning department fee, impact fees

#### **#14 Parks, Trails & Regional Water Detention**

- Work on development/improvement of parks, trails, and regional water detention in the SE quadrant. There are already plans underway for a large park in that area. There are drainage problems for residents in that section of the city and a system of detention "ponds" could address this problem with the city responsible for maintaining the area for use as parks.

We also would encourage the connecting of this area with trails in place and some under development in the Lake Fayetteville area. We could connect the system by making provision for a crossway either over or under H265 in that location. We also discussed partnering with the city of Fayetteville on the development and maintenance of this trail system.

### **#17 Reduce Economic Barriers for Council Elections**

- Find a way to help lower income and minority candidates effectively campaign for city council without having to raise large campaign chests. Free voter information guides and publicly sponsored debates are examples of the types of thing that could be done.



## GOVERNMENT TASK FORCE EXECUTIVE SUMMARY

Priorities from the CityFuture II participants are defined in three areas: tax and fee competitiveness, park, trails and regional water detention and reduce economic barriers for council elections.

The Chair and Vice Chairs had met and decided to assign two sub-committees specific duties. From these Sub Task Forces the entire Task Force will then create a plan to meet all goals and objectives.

Marc Van Pelt, Chairman will oversee the entire Task Force  
Rick Barrows will oversee the Tax & Fee Competiveness Task Force  
Cathy Foraker will oversee the Reduce Economic Barriers Task Force.

Tax & Fee Competitiveness: will survey surrounding and larger cities throughout the State to make certain Springdale is competitive from a fee/permit standpoint. Also determine if we should adjust our fees, either to become more competitive or more profitable. Research additional taxes or fees that would benefit the City, such as hamburger tax, occupancy tax, building or business license fees and impact fees.

Parks, Trails & Regional Water Detention: work on development/improvement of parks, trails and regional water detention in the SE quadrant. Explore funding options/park and trail grant models available for park and trail development. Research any current park and trail plan Springdale may have and possibly join forces with that group. Determine if partnering with the city of Fayetteville on the development and maintenance of this trail system if feasible.

Reduce Economic Barriers for Council Elections: find a way to help lower income and minority candidates effectively campaign for city council without having to raise large campaign funds. Fee voter information guides, publicly sponsored debates and candidate profiles on the Chamber website are examples.

The full Government Task Force will meet monthly, while the sub-committees will conclude after completion of their assigned tasks and reporting their findings to the full Task Force. The full Task Force will then outline a detailed plan to present to the Chamber Board for their approval for implementation.

The Government Task Force will conclude their work in November, 2008.



## GOVERNMENT TASK FORCE

### Final Report

October 28, 2008

**Members present:** Chairman Rick Barrows, Joel Kelsey, Vice-Chair Michael Steenberg, Zelda Parsons, Larry Faught and Angie Cooper, staff.

*Items Identified at CFII as Prioritized Initiatives:*

#### **Tax & Fee Competiveness**

- *Compare tax and fee levels with neighboring cities*
- *Adjust level in Springdale*
- *Examples: hamburger tax, occupancy tax, building fees, business license fee, planning department fee, impact fees*

#### **Goals and Objectives**

- **Set up subcommittee with 3-4 members to look regionally and possibly statewide to look at fees for competitiveness and for comparison**
  - **Conclusion** – After researching the various fees from surrounding municipalities, it is clear that the fee scale is not “apples-to-apples” from city to city. The following items are suggested:
    - ❖ The possibility of a hamburger tax could be considered.
    - ❖ Springdale to develop a “roadmap” or process flowchart from the permit to completion stage for projects. The map would be developed and agreed upon by every entity involved in the process. It should define in very simple terms what is required, and in what order, for everything from a garage sale to a new industrial facility.

#### **Parks, Trails & Regional Water Detention**

- *Work on development/improvement of parks, trails, and regional water detention in the SE quadrant. There are already plans underway for a large park in that area. There are drainage problems for residents in that section of the city and a system of detention “ponds” could address this problem with the city responsible for maintaining the area for use as parks. We also would encourage the connecting of this area with trails in place and some under development in the Lake Fayetteville area. We could connect the system by making provision*

*for a crossway either over or under H265 in that location. We also discussed partnering with the city of Fayetteville on the development and maintenance of this trail system.*

#### **Goals and Objectives –**

- Set up subcommittee to research Parks and Trail Grant Models.
- Contact local officials that could have previously completed parks study

#### **Action Items**

- **Joined City of Springdale's existing Parks and Trails Committee**
  - **Conclusion –** The subcommittee has partnered with the City's existing Committee. Through a partnership with this group, the following have been accomplished:
    - ❖ The City, in conjunction with private donations, currently plans to add signage and stripe and decal 4 miles of existing roadways for bike paths.
    - ❖ Tree City USA, received two grants to plant trees in early October along Tyson Parkway. They have also received permission from the State to beautify the island on 71B under the railroad crossing.
    - ❖ A possible trail location near the Water Treatment Plant will be explored, as well as, potential sites for trails on the east side of the city. The group will discuss this in more detail at the October meeting.
- **Funding**
  - **Conclusion –** An independent 501c3, (similar to Bentonville's) has been formed by the group to facilitate consideration for grants and federal funding to be used for the benefit of the City. The Walton Family Foundation previously awarded the City a grant for trail development, with a 1/3 private, 1/3 city and 1/3 matching grant criteria. The Committee will approach the CIP for \$500,000 to be dedicated for trail development, thus satisfying the City's matching contribution
- **Research Master Plan progress**
  - **Conclusion -** The U of A has offered the possibility to update the existing Master Plan for the City as a class project

#### **Reduce Economic Barriers for Council Elections**

- *Find a way to help lower income and minority candidates effectively campaign for city council without having to raise large campaign chests. Free voter information guides and publicly sponsored debates are examples of the types of thing that could be done.*

#### **Goals and Objectives**

- Comparison of surrounding cities voting format
- Pro/Con List of voting by Ward vs. At Large
- Effect of change on future of Springdale representation

#### **Action Items**

- **Group would like to explore the idea of a mixture of Ward and At-Large representation.**
  - **Conclusion:** There is not a charge to file to run for City Council. If a candidate has support, the contribution money should follow. Personal grass-roots effort has very little cost, mainly time and shoe leather. Having the position At-Large prevents a candidate from only being concerned about their Ward and not what is best for the entire City of Springdale.

- **Candidate Forums**
  - **Conclusion** - Chamber hosted a mayoral Candidate Forum on October 16<sup>th</sup>. The forum, in partnership with KNWA, was telecast live for 30 minutes with the remainder of the forum taped and placed on KNWA's website. It was also rebroadcast on the Jones Television Network.
- **Candidate Development**
  - **Conclusion** – An existing candidate development course is already being offered in the region and not utilized.
- **Boards and Commission – Business Friendly Candidates** Actions Chamber could take to encourage business friendly candidates Information regarding open slots
  - **Conclusion** – The City has agreed to notify the Chamber when there is an opening on a Board or Commission.
- **Other suggestions for consideration or discussion**
  - Chamber host annual Governmental Update Luncheon – Invite entire Chamber membership to luncheon, could be hosted by Governmental Affairs Committee. Could also help build Chamber membership by increased Chamber visibility.