



## IMAGE TASK FORCE MINUTES March 13, 2008

**Members Present:** Chair Darin Gray, Vice Chair Kathy Jaycox, Cassidy Begnoche, Jolynn Gregory, Jim Crouch, David Davis, Alicia Demarest, Joy Drummonds, Pat Erwin, John Gore, Dusty Graham, Kelly Kemp, Mary McKinney, Clint Miller, Randy Mullikin, Heather Phillip, Tom Skipper, Stan Szmyd, Shannon White and Bill Rogers.

After an introduction of the volunteers, Gray provided an overview of the Image Task Force's charge as it related to the prioritized items from CityFuture II. Those items, in order of priority are: Ballpark Area Branding, Streetscape Enhancement, Conducting a Formal Image Survey, Public Relations Entity to Promote Sports/Events, Maintaining the Perception of Educational Excellence, and Increased Communications/Collaboration.

Gray explained that his goal was for the Task Force to identify some achievable goals that significant progress could be made on within 120 days. He pointed out that the Task Force would ultimately be called upon to help voice the work done by the other five Task Forces but that work would come in the last quarter of the year. Gray suggested the six Image Task Force items be grouped into three groups: Entertainment, Beautification and General Long Term tasks. The group agreed that work on the Education item would have to come after the Education Task Force completes its work.

Rogers explained how volunteers were invited and that all Task Forces are to be finished with their work by Dec. 31. He 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.

Jaycox explained that work was proceeding in City Council to explore a major image survey and that the Task Force likely did not need to spend time working on that. She also explained Springdale would be benefiting from a major tree seedling planting March 29 when 800 seedlings would be planted as part of a Tree City USA/Illinois Watershed partnership.

Gray asked the group to divide themselves by interest into one of two groupings – Beautification (Streetscape Enhancement) and Entertainment (Ballpark Branding and Public Relations Entity to Promote Sports/Events). Jaycox agreed to head up the Beautification group while Gray led the Entertainment group. Jaycox asked that the Task Force be mindful of ways to bring positive attention to the upcoming opening of the city's road corridors.

The sub-group members were: Beautification – Jaycox, Demarest, Drummonds, Erwin, McKinney, Philip, and Rogers as staff support; Entertainment – Gray, Begnoche, Crouch, Davis, Gore, Graham, Miller, Mullikin, Skipper, Szmyd, White, Kemp and Gregory. The two groups met for 30 minutes to brainstorm possible ideas that could be accomplished in 120 days and reported their findings to the larger group.

### Beautification listed these initiatives:

- Follow up with Dwain Newman's offer to contribute two truck loads of trees for planting (Drummonds)
- If those trees are available, work with city staff to develop a plan for the planting of those trees in the median on the southern corridor and in medians at the Arvest Ballpark intersection

- Research the landscape plans that have been developed for the city-owned property at 71B and Huntsville to determine what is necessary to complete landscaping of that property. (Szmyd)
- Visit with city staff about the possibility of adding Northwest Arkansas Naturals color logos to appropriate street signs at 56<sup>th</sup> Street and Sunset Avenue (Szmyd)
- Research landscape opportunities for the Price Cutter property at 71B and Sunset (Demarest)
- Research possibility of identifying some business owners in high-traffic areas that would be willing to allow the city to remove concrete from the right of way area for the planting of trees. An idea that came up at CityFuture II
- Research Adopt a Spot program for Springdale
- Visit with Kawneer about its corporate tree planting program (Erwin)
- Research possibility of landscaping the 56<sup>th</sup> Street/Sunset intersection which will be the "entry" for most visitors to Arvest Ballpark
- Re-visit a previously prioritized list of 10 ugliest Springdale intersections (Rogers)

Entertainment listed these initiatives:

- Research a video or commercial that could be produced and possibly shown on the Arvest Ballpark video board if the team had some unsold time
- Research a kiosk for Arvest Ballpark that highlighted Springdale locations
- Visit with the Springdale A&P Commission about its interest in a promotional idea that would place digital picture frames at hotel check-in desks and other highly visited sites that would have promotional photos of Springdale rotating on them
- Explore what the Task Force could do to assist in the 30-seconds of city-specific footage that will be available on a regional video that's being prepared to be shown in regional hotels
- Research improving the interstate signage to reflect more Springdale locations and exits

**NEXT STEPS**

The Beautification group assigned tasks and agreed to meet at noon, Friday, April 11 at the Springdale Chamber. The Entertainment Group expects to attend the next Springdale A&P meeting and set a meeting time following feedback received there.

**CityFuture II Image Prioritized Initiatives**

**#5 Ballpark Area Branding**

Branding planning of area around ballpark with an emphasis needed on interchange located at Oaklawn Avenue

**#6 Streetscape Enhancement**

- Whom: City/Chamber support/business community/SpringdaleTomorrow
- How: Landscaping, signage, east meets west (local development), education public
- When: 12/31/07 (ordinances) ongoing

**#10 Conduct a Formal Image Survey**

- Whom: Chamber of Commerce; A&P Commission; and the City
- How: RFP to professional companies to facilitate a survey of hotel guests as well as local and regional residents
- When: Survey completion 3/1/08

**#12 Public Relations Entity to Promote Sports/Events**

- Whom: A&P Commission, Chamber of Commerce, City, NWA Naturals Staff
- How: Must generate additional funds. Hosting regional events, possible restaurant and/or additional occupancy tax
- WHEN: Now. Take to City Council in January 2008

**#13 Maintain the perception (reality) of educational excellence**

- Public relations campaign
- Partnership with NTI
- Community partnerships
- Corporate scholarship fund

**#15 Increased Communication/Collaboration**

Increase communication and collaboration between city government, citizens, investors and stake holders

- Establish a professional, interactive city government web site
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## IMAGE TASK FORCE MINUTES (Streetscape) April 11, 2008

**Members Present:** Vice Chair Kathy Jaycox, Patsy Christie, Alicia Demarest, Joy Drummonds, Pat Erwin, Mary McKinney, Dwain Newman, Heather Philip, Linda Schneider, Sam Goade, Bill Rogers and members of the Springdale Leadership class – Collin Pilkinton and Kyle Roach.

Tree Donation: Drummonds and Newman updated the group on a previous donation offer by National Home Center of trees for planting. Drummonds explained National Home Center has graciously offered to donate trees to the Image Task Force's Streetscape effort. Both Newman and Goade explained that October-November was the ideal planting time of year. Goade provided a list of ideal tree types (Sugar Maple, White Oak, Lace Bark Elm and London Rain) should those type trees be available to National Home Center. It is anticipated the trees would be 7-8' tall and in 5-gallon containers when purchased. Jaycox asked Goade to compile a list of ideal locations for tree plantings and the group emphasized medians on the southern corridor and the city-owned lot at 71B & Huntsville.

Linda Schneider of Kawneer explained to the group that her company and its parent company, Alcoa, have an annual tree planning program in October when the company emphasizes a month of company service to the communities they serve. Kawneer likes to plant trees on school grounds where needed. The group confirmed to Schneider it would like to be considered for any trees in Kawneer's annual tree budget that could be used on public property identified by the Task Force. In addition to the southern corridor medians and 71B/Huntsville areas previously noted, Jaycox suggested Grove Street Park as well as an area near the intersection of Mountain Road and Monitor Road. Schneider said the company would likely be open to allocating its allotment of trees in a way that the Image Task Force could use some in its plantings. She said she would be meeting with the company's committee and report back. She said the company likes to involve its employees in plantings that occur as part of the month of service.

71B/Huntsville Landscape Research: Jaycox reported that Task Force volunteer Stan Szmyd had obtained an initial landscape design for the city-owned lot at 71B & Huntsville and she distributed copies of the design to the group. Estimated cost for the design was \$150,000. Jaycox asked Goade to research the cost of a fence on the west and north edges of the property. The group agreed that the design could be modified and that some of the donated trees could be planted on the lot with the initial design adjusted to mesh with any funds obtained for additional landscape work.

Logos on Streetsigns: Goade reported that his sign shop had, at the request of the Task Force, added the figure of a baseball player to street signs at the intersection of 56<sup>th</sup> Street and Watkins Avenue as well as 48<sup>th</sup> Street at Watkins Avenue to bring attention to Arvest Ballpark much as has been done in downtown Springdale to bring attention to Parsons Stadium. The group asked Goade to explore adding the ballplayer figure to signs at U.S. 412 and 56<sup>th</sup> Street.

Price Cutter Lot: Demarest reported that she had met with one of the owners of the Price Cutter property at 71B and Thompson Avenue about participating in a landscaping project. She said the owner was excited about helping and hoped a landscaping plan for the lot could become a model for additional landscaping efforts at major intersections. The owner planned to meet with other co-owners as well as with the company leasing the

building about participation and would report back. Jaycox presented to the group a cost estimate developed by Goade for the cost of removing concrete and preparing a portion of the Price Cutter parking lot for landscaping. That estimate was \$701.78 and did not include landscaping but was just for site prep. The group discussed next steps and acknowledged this and other similar landscaping programs would be significantly different from that approved by the city council for the I-540 quadrants because the Price Cutter project involves private property. Christie noted there might be a way to adapt the national Adopt-A-Spot program to include landscaping with trash pickup. Newman noted that any plan would need to consider the financial abilities of a small company and a large company and what those companies might be willing to do. Also a major consideration is the relationship between a property owner and leasee in terms of initial participation and landscape upkeep. McKinney and Demarest agreed to bring to the group research that could be used to develop a workable policy that would marry public and private participation in a landscape plan and possibly involved an Adopt-A-Spot program.

Adopt-A-Spot: Christie provided the group a copy of proposed Springdale Adopt-A-Spot program. No action was taken on the plan.

Remington Seeds: Erwin asked Goade if the city might have use for products from one of her hotel's clients, Remington Seeds. Goade explained that the city typically doesn't use seed but might have use for other products made by the company. Erwin said she would check and report back.

Ugliest Intersections: Jaycox distributed to the group a list of Ugliest Springdale Intersections that ran on the front page of The Morning News, June 14, 2003 after the original 2002 CityFuture. The top two on the list – I-540 quadrants and Emma & 71B – have been landscaped. The other sites were:

#### Original Listings

- Sunset Avenue & Thompson Street
- Thompson Street and Backus Avenue
- Thompson Street & Randall Wobbe Lane
- I-540 & Elm Springs Road
- Old Missouri Road and Emma Avenue
- Sunset Avenue & Pleasant Street
- Robinson Avenue & Butterfield Coach Road
- Thompson Street & Maple Avenue

#### New Additions:

- Monitor & Mountain Road
- Electric Avenue & Hwy 265
- Turner & U.S. 412
- Huntsville & Hwy 265

56<sup>th</sup> Street & U.S. 412: Philip explained that she had made contact with the owners of property at the primary entrance off U.S. 412 to Arvest Ballpark about landscaping plans. The owners explained they had already considered doing something and expected to know something within the month.

#### Next Steps:

- Goade will compile a list of potential locations for tree plantings and obtain a cost estimate for a wooden fence at the 71B & Huntsville site;
- Schneider will meet with the appropriate Kawneer committee about tree donations;
- Goade will check on adding ballplayer logo at 56<sup>th</sup> Street and U.S. 412;
- McKinney and Demarest will conduct research that could be used to develop a workable policy that would marry public and private participation in a landscape plan; Look for ways to include a landscaping plan with an Adopt-A-Spot program
- Erwin will check on Remington Seeds products;
- Philip will follow up with owners of the 56<sup>th</sup> Street & U.S. 412 location;

**Next Meeting:** The group will meet at noon, Thursday, May 15, at the Springdale Chamber Conference Room.

### Original Streetscape Sub-Group Work Items (3/13):

- Follow up with Dwain Newman's offer to contribute two truck loads of trees for planting (Drummonds)
- If those trees are available, work with city staff to develop a plan for the planting of those trees in the median on the southern corridor and in medians at the Arvest Ballpark intersection
- Research the landscape plans that have been developed for the city-owned property at 71B and Huntsville to determine what is necessary to complete landscaping of that property. (Szmyd)
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### CityFuture II Image Prioritized Initiatives

#### **#5 Ballpark Area Branding**

Branding planning of area around ballpark with an emphasis needed on interchange located at Oaklawn Avenue

#### **#6 Streetscape Enhancement**

- Whom: City/Chamber support/business community/SpringdaleTomorrow
- How: Landscaping, signage, east meets west (local development), education public
- When: 12/31/07 (ordinances) ongoing

#### **#10 Conduct a Formal Image Survey**

- Whom: Chamber of Commerce; A&P Commission; and the City
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#### **#12 Public Relations Entity to Promote Sports/Events**

- Whom: A&P Commission, Chamber of Commerce, City, NWA Naturals Staff
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#### **#13 Maintain the perception (reality) of educational excellence**

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#### **#15 Increased Communication/Collaboration**

Increase communication and collaboration between city government, citizens, investors and stake holders

- Establish a professional, interactive city government web site
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## IMAGE TASK FORCE MINUTES (Streetscape) May 15, 2008

**Members Present:** Vice Chair Kathy Jaycox, Patsy Christie, Alicia Demarest, Joy Drummonds, Mary McKinney, Lou Sharp, Brenda Waugh, and Bill Rogers.

Adopt-a-Spot: Christie presented a report that outlined three different types of programs that might be utilized. The first type is a typical litter abatement program in which groups can agree to regularly clean a road section. The second type involves public right of way beautification and could fall under the city's existing intersection beautification ordinance. The third type would involve a partnership between the public and private sector as private property would be involved.

It was noted that any Adopt-a-Spot program would require City Council approval as each of the programs involve oversight by the city's Public Works Department. Rogers noted that the litter abatement program might fit nicely with ongoing efforts by the Chamber to develop a campaign for improving Springdale's appearance. It was noted the litter abatement program might involve a partnership with Waste Management.

The third type, which involves private property, would include the city agreeing to remove pavement/concrete in return for the property owner agreeing to plant and maintain a tree or other appropriate landscaping. It was noted that further research is required before the public/private plan could be implemented.

McKinney and Demarest reported on Columbia, Mo., and research they conducted that identified a program that sounded similar to what the Task Force was considering. They also provided research from Keep Arkansas Beautiful and the national beautification program. Jaycox explained she was going to be in Columbia in the next few days and volunteered to visit personally with someone involved with the program while there.

McKinney noted a "Natural" theme might be used in promotional efforts. Sharp noted an online community like Facebook might be used to expand the reach to citizens interested in participating. It was noted sponsorships might be secured to fund Adopt-a-Spot decals, t-shirts, or other items. Waugh and Sharp agreed to work on a possible logo or tagline that could be incorporated in any effort. Christie agreed to continue refining each of the three plans.

Chamber Plan: Rogers presented the group with some brainstorming ideas Chamber staff was developing to address a directive from the Chamber Board to develop a city-wide cleanup campaign. Rogers invited the group to further brainstorm the ideas presented or to provide additional thoughts as the Chamber continues to develop a program/campaign. He noted the Task Force's efforts could easily be incorporated into any program developed for the Chamber Board to maximize the impact. Demarest showed the group an ad campaign called "Plant it Forward" and the group agreed Springdale might adapt that to something using a "Natural" theme. It was suggested citizens might be mailed flower packets. National sponsors of the Great American Cleanup include local firms Sam's Club, Pepsi, Waste Management and Honda.

Kawneer Trees: Subsequent to the meeting, Linda Schneider reported that Kawneer/Alcoa would like to donate 400 trees to the Task Force's fall efforts to plant trees throughout Springdale.

**Next Steps:**

- Report to group of a list of potential locations for tree plantings and a cost estimate for a wooden fence at the 71B & Hunstville site;
- Goade will check on adding ballplayer logo at 56<sup>th</sup> Street and U.S. 412;
- Christie will refine Adopt-a-Spot program
- Erwin will check on Remington Seeds products;
- Philip will follow up with owners of the 56<sup>th</sup> Street & U.S. 412 location;

**Next Meeting:** The group will meet at noon, Thursday, June 26th, at the Springdale Chamber Conference Room.

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## IMAGE TASK FORCE MINUTES June 4, 2008

**Members Present:** Chair Darin Gray, Brad Bruns, David Davis, Dusty Graham, and Bill Rogers. Task Force members Brenda Brown, John Gore, Allyn Lord, Tom Skipper and Shannon White RSVP'd regrets due to scheduling conflicts.

Gray explained business commitments had moved him to ask Bruns to chair the Branding Sub-Group and Bruns accepted. Rogers updated the group on progress made on initiatives proposed at the last meeting:

**Regional Video** – Rogers explained a regional tourism video was still in the works but no timetable was set for when footage might be shot or the video would be complete. Each city in Northwest Arkansas will have only three minutes of time in the video. The Naturals had indicated they would be happy to use a 30-second Springdale video as filler during home games but could not commit to any specific number of appearances.

**Ballpark Kiosk** – Davis explained his conversation with the Naturals indicated the team used kiosks only for sponsored groups. The team might allow a table to be set up occasionally for information distribution. The team might be willing to revisit a more formal kiosk before the 2009 season.

**Digital Video Frames** – Rogers explained that there was staff concern about approaching the Advertising and Promotion Commission for funds to cover enough frames for each hotel in Springdale and the probability that a number of those properties wouldn't be interested in participating. Davis said he didn't think the photo frames were a "home run" idea but he would definitely place one at his check-in counter. Davis also said the group might approach the highest traffic hotels about purchasing their own frame. He said he would be willing to spend \$150 or so for a frame if the Chamber would be willing to provide the photos. Rogers noted there was concern that an 8 inch frame might be too small to be seen. Davis said he preferred the idea of a smaller frame that didn't take up too much counter space. Rogers agreed to do additional research with area member retailers (Wal-Mart, Best Buy) on direct grants for the project.

Rogers showed the group examples of the Chamber Image Campaign being planned. He also showed them a draft of the Chamber's new monthly e-newsletter set to debut in July.

Rogers provided the group an overview of retail research being conducted by the Chamber and explained that when that work is done, presentation(s) will be developed using the data from the research and that groups like the Image Branding Sub Group and the Retail Task Force might be helpful in developing those presentations. Bruns said he liked the idea of using the next few months leading the Branding group through brainstorming sessions about how best to identify goals that would be helpful to the Chamber as it moves toward an early winter presentation window.

### **NEXT STEPS**

The Image Branding group will research additional options for digital frame funding and will prepare for a brainstorming session in July that could complement Chamber needs in relation to any presentations that will be forthcoming after receiving ongoing research data. The group will meet at 9 a.m., Wednesday, July 9 at the Chamber.

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## IMAGE TASK FORCE MINUTES June 26, 2008

**Members Present:** Vice Chair Kathy Jaycox, Stan Ssmyd, Patsy Christie, Alicia Demarest, Joy Drummonds, Pat Erwin and Rhonda Hughes. Special guests were Sam Goade and Michael Steenbergen.

Tree City USA grant from the Arkansas Forestry Commission will allow planting and maintenance of some 130 trees. Michael Steenbergen will supply the auger to plant along with water absorbing pellets that will hold water for a longer period of time. Also bags will be placed around the plantings to drip water. Planting will take place during the first month of fall with four different types of trees. Patty Irwin will inspect.

Contact is being made by Sherry Planchon with Mattress King to determine their interest in participating with the city in the removal of concrete at the corner of Huntsville and 71B in order to plant a tree at that corner. Patsy Christy expressed the need to check with the Arkansas Highway Department to see if this is on state right of way.

A meeting was held recently at U-Haul with members of the image task force and business owners around 71B and the railroad crossing. The meeting was to discuss the removal of the median from the overpass to Arapaho. In attendance was Mr. Shipman with the Highway Department who stated it could be removed. Michael Steenbergen is in the process of creating a design for this area that will include research into what plants can withstand flooding and drought.

Nothing to report on the seed products, but minutes do need to reflect a change from Remington Seeds to Pennington Seeds. Steenbergen suggested if seeds are donated, should ask for 5-star or tri-blend. A non-clumping turf type fescue.

Logo at 56<sup>th</sup> & 412 has not been completed.

Huntsville & 71- The group asked if it would be possible to seed the corner. Sam Goad reported that a group from south Arkansas had contacted him about placing a flag display at the corner. This would be a lighted display that would run from July 1 – July 30. To date has not heard anything back from them. Other than that there is nothing planned at this time. It was suggested that Christy proceed with getting costs for another type of sign, whether it be rock or some form of lighted sign to be placed at the corner. Christy is checking with Schwartz Stone and Michael Steenbergen is checking with Del Graham with Del's Signs. Alicia Demarest is checking on possibly getting fencing donated.

Adopt A Spot – Christy made suggested changes to the adopt a spot proposal and has the reports ready. Planning Commission to review and submit to council. Goade reported that Tyson Foods will be landscaping and maintaining corner of Johnson & Cambridge entering onto the Don Tyson Parkway. Jaycox is going to check with Waste Management about supplying bags for those who adopt a spot. Logo was presented from Brenda Waugh. This was a good first effort, but the committee would like to continue looking at other options. It was suggested to have a contest between the middle schools. Christy will call Dr. Marsha Jones to explain idea and get a time line.

Next meeting on July 28th at 12:00 noon in the Chamber conference room.



## IMAGE TASK FORCE MINUTES August 28, 2008

**Members Present:** Vice Chair Kathy Jaycox, Alicia Demarest, Joy Drummonds, Pat Erwin, Bill Rogers, Sam Goade and Greg Spencer were present.

Goade updated the group on a grant the city of Springdale applied for and received from the Arkansas Forestry Commission. The grant will allow Goade's department to plant 130 five-gallon trees along Don Tyson Parkway between 48<sup>th</sup> Street and Hwy. 71B. Four different species of tree will be planted with the majority of the trees planted in the median. Volunteers will be invited to participate in the tree planting event, Oct. 11, with volunteers meeting at 8 a.m. at Victory Christian Church at 48<sup>th</sup> Street and Don Tyson Parkway. Goade explained that Don Tyson might make an appearance at the event. Work is underway to design and print t-shirts for the first 50 volunteers.

It was explained that Kawneer's commitment of 70 trees for fall planting were going to be used along Brush Creek west of Gutensohn Street to replace trees that have died. The drainage project requires a minimum number of trees along the drainage system. Further details of the planting will be explained at a Sept. 22 meeting at city hall.

Goade updated the group on the possibility of landscaping the median under the Arkansas and Missouri Railroad overpass on S. Thompson Ave. The city is in the process of seeking permission from the Arkansas Highway Department to assume maintenance of the highway median. Goade explained that the project would be expensive as the AHTD requires irrigation on site and that would require the city to run a water line under S. Thompson Ave. The project will also involve excavation of 18" of concrete. AHTD won't approve a maintenance transfer without a water line on site. The project could cost an estimated \$50,000.

Demarest and Spencer explained to the group a project of the state Realtor's association which seeks municipal partnership to provide volunteers in cities across the state to participate in trash cleanup. Called Project Realtor Restore, Spencer said it was his intention to approach the city of Springdale to determine its interest in providing trash collection and removal assistance. Rogers explained the project might be scheduled in a way to take advantage of a Chamber-planned cleanup project to maximize the public awareness of the two efforts.

Erwin explained that her contact with Pennington Seed said they don't currently have seed to donate but might have other items that the group might be interested in if it had room to store the items. Pennington currently has some weed killer and some application backpacks that could be donated. The company rep explained the available donor items fluctuates throughout the year. Erwin agreed to follow up with the rep about obtaining what was currently available. Goade said the city had room to store any donated items.

Next meeting on Sept. 25th at 12:00 noon in the Chamber conference room.

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## IMAGE TASK FORCE MINUTES November 6, 2008

**Members Present:** Vice Chair Kathy Jaycox, Alicia Demarest, Joy Drummonds, Brenda Waugh, Chief Kathy O'Kelly, Officer Monson, Officer Turnbough, Greg Spencer, Stan Szmyd, Wyman Morgan, Bill Rogers,.

Jaycox updated the group on recent efforts to plant trees across Springdale as part of several projects. There were 160 trees planted on Don Tyson Parkway with 70 volunteers participating. Ozark Film & Video shot video of the Saturday morning planting. 800 trees were planted as part of a Riparian Project and Springdale received a state-wide award for its efforts with that planting. An additional 400 trees are in the process of being planted by Kawneer's employees as part of the company's annual tree planting initiative. Many of those trees will be planted on Don Tyson Parkway between Hwy. 265 and Butterfield Coach Road.

Rogers outlined a number of successes achieved by the Streetscape Task Force and asked members to review the list and consider unachieved items that might be dealt with in 2009. He said he would distribute a formal report for the group to review that will be presented to the Chamber board.

Spencer outlined for the group the Project Realtor Restore program that has been used successfully in cities across the state. He explained the state Realtor association serves to provide cities with the organizational tools, relying upon cities to identify needed areas for neighborhood cleanup as well as volunteers.

He said the effort is designed to assist cities and their residents in improving neighborhoods and in engaging residents of those neighborhoods in ongoing efforts to keep those areas clean. He said cities provide equipment to make the cleanup necessary while area businesses often donate materials needed while volunteer groups provide the necessary labor.

O'Kelly asked about going onto private property and Spencer explained the project is designed to encourage residents to move items for pickup to the curb eliminating private property issues. O'Kelly explained that Crime Watch groups might be helpful in assisting the police department in identifying neighborhoods to start with as well as provide a volunteer base. It was noted that owner-occupied neighborhoods are the best place to start the program.

Rogers explained the Streetscape Task Force was scheduled to end in December and that a separate group would likely be involved in committee work centered on the Project Realtor Restore initiative but that the Chamber, through its 2009 City Clean Up Program, could serve as a facilitator for ongoing meetings. It was agreed that it would be difficult to organize any neighborhood cleanup effort before early spring.

It was determined that the police department would return at the Streetscape Task Force's December meeting with a prioritized list of neighborhoods to present to a committee for consideration.

Next meeting on Dec. 4 at 12:00 noon in the Chamber conference room.

Image Task Force  
June 26, 2008

Present at the meeting: Vice Chair Kathy Jaycox, Stan Ssmyd, Patsy Christie, Alicia demarest, Joy Drummonds and Pat Erwin. Special guests were: Sam Goad and Michael Steenbergen.

Tree City USA grant from the Arkansas Forestry Commission will allow planting and maintenance of some 130 trees. Michael Steenbergen will supply the auger to plant along with water absorbing pellets that will hold water for a longer period of time. Also bags will be placed around the plantings to drip water. Planting will take place during the first month of fall with four different types of trees. Patty Irwin will inspect.

Contact is being made by Sherry Planchon with Mattress King to determine their interest in participating with the city in the removal of concrete at the corner of Huntsville and 71B in order to plant a tree at that corner. Patsy Christy expressed the need to check with the Arkansas Highway Department to see if this is on state right of way.

A meeting was held recently at U-Haul with members of the image task force and business owners around 71B and the railroad crossing. The meeting was to discuss the removal of the median from the overpass to Arapaho. In attendance was Mr. Shipman with the Highway Department who stated it could be removed. Michael Steenbergen is in the process of creating a design for this area that will include research into what plants can withstand flooding and drought.

Nothing to report on the seed products, but minutes do need to reflect a change from Remington Seeds to Pennington Seeds. Steenbergen suggested if seeds are donated, should ask for 5-star or tri-blend. A non clumping turf type feskew.

Logo at 56<sup>th</sup> & 412 has not been completed.

Huntsville & 71- Asked if it would be possible to seed the corner. Sam Goad reported that a group from south Arkansas had contacted him about placing a flag display at the corner. This would be a lighted display that would run from July 1 – July 30. To date has not heard anything back from them. Other than that there is nothing planned at this time. It was suggested that Christy proceed with getting costs for another type of sign, whether it be rock or some form of lighted sign to be placed at the corner. Christy is checking with Schwartz Stone and Michael Steenbergen is checking with Del Graham with Del's Signs. Alicia Demarest is checking on possibly getting fencing donated.

Adopt A Spot – Christy made suggested changes to the adopt a spot proposal and has the reports ready. Planning Commission to review and submit to council. Goad reported that Tyson Foods will be landscaping and maintaining corner of Johnson & Cambridge entering onto the Don Tyson Parkway. Jaycox is going to check with Waste Management about supplying bags for those who adopt a spot. Logo was presented from Brenda Waugh. This was a good first effort, but the committee would like to continue looking at other options. It was suggested to have a

contest between the middle schools. Christy will call Dr. Marsha Jones to explain idea and get a time line.

Next meeting on July 17<sup>th</sup> at 12:00 noon in the Chamber conference room.



## Image (Streetscape) Task Force Final Report

As part of the CityFuture II retreat in 2007, an Image Task Force was established with a list of six prioritized initiatives. Those initiatives were:

- #5 *Ballpark Area Branding*
- #6 *Streetscape Enhancement*
- #10 *Conduct a Formal Image Survey*
- #12 *Public Relations Entity to Promote Sports/Events*
- #13 *Maintain the perception (reality) of educational excellence*
- #15 *Increased Communication/Collaboration between government, citizens, investors and stake holders*

Subsequent to the CityFuture II retreat, Initiative 10 was completed by the Springdale Chamber of Commerce and Initiative 13 was determined to be part of the Education Task Force formed at the retreat. The top two initiatives – Ballpark Branding and Streetscape Enhancement – became the top two priorities for the Image Task Force.

At the Image Task Force's first meeting, the group divided into Branding and Streetscape groups. Volunteers of the Streetscape Task Force established 10 goals for the group to focus upon during the 2008 calendar year.

1. *Follow up with National Home Center's offer to contribute two truck loads of trees for planting.*
2. *If those trees are available, work with city staff to develop a plan for the planting of those trees in the median on the southern corridor and in medians at the Arvest Ballpark intersection.*
3. *Research the landscape plans that have been developed for the city-owned property at 71B and Huntsville to determine what is necessary to complete landscaping of that property.*
4. *Visit with city staff about the possibility of adding Northwest Arkansas Naturals color logos to appropriate street signs at 56<sup>th</sup> Street and Sunset Avenue.*
5. *Research landscape opportunities for the Price Cutter property at 71B and Sunset.*
6. *Research possibility of identifying some business owners in high-traffic areas that would be willing to allow the city to remove concrete from the right of way area for the planting of trees.*
7. *Research Adopt a Spot program for Springdale.*
8. *Visit with Kawneer about its corporate tree planting program.*
9. *Research possibility of landscaping the 56<sup>th</sup> Street/Sunset intersection which will be the "entry" for most visitors to Arvest Ballpark.*
10. *Re-visit a previously prioritized list of 10 least attractive Springdale intersections.*



During 2008, the Streetscape Task Force accomplished the following tasks:

- Secured future commitment from National Home Center for tree donation.
- Secured participation from Kawneer for tree planting project of 400 trees throughout Springdale. Combined with a Tree City USA Grant obtained by the city, a total of 530 trees were planted in Springdale in 2008.
- Worked with city staff to place a baseball player icon on street signs in high traffic areas leading to Arvest Ballpark.
- Completed initial research for an Adopt-a-Spot program
- Made initial contact with land owners at two high traffic locations (Price Cutter property & 56<sup>th</sup> Street at West Sunset) about landscaping those areas.
- Updated a list of Springdale's most unattractive intersections.
- Started the process of facilitating a Project Realtor Restore cleanup program with city staff, area Realtors and volunteers.
- Identified Pennington Seed company as a potential in-kind sponsor for future beautification needs.
- Identified volunteer base interested in ongoing tree planting and beautification efforts.
- Raised community awareness of past and ongoing beautification projects as well as future plans.

Incomplete initiatives that fall under the Streetscape Task Force purview include:

- Completion of the Project Realtor Restore program
- Completion of an Adopt-a-Spot program
- Completion of intersection or landowner landscape program
- Completion of fund raising and landscaping of northwest quadrant of N. Thompson and Huntsville Avenue
- Completion of fund raising for median landscaping on S. Thompson at the Arkansas & Missouri Railroad underpass

As a task force of the Springdale Chamber of Commerce, the Streetscape work group concludes its work as the 2008 calendar year ends. However, the work group will have the opportunity to volunteer in a Chamber-sponsored beautification effort being planned for 2009. The group is also expected to participate in a 2009 spring-time Project Realtor Restore effort.