

Executive Committee
November 23, 2009
Minutes

Present: Mike Luttrell, Blake Hanby, Brian Moore and Perry Webb.

On a motion and a second the October executive committee minutes were approved.

Financials were discussed. On a motion and a second the financials were approved.

Perry Webb stated that he met with a representative from a company, Foxwood Sports, who recently signed a contract with the Springdale Schools to do the marketing for all sports programs currently under Annette Scoggin. They will be joining the Chamber in the near future and participating in some of the education events.

Webb announced the new board members for 2010, Lance Eads, 66 Federal Credit; Heath Ward, Cargill; Kathy Carlock, Arvest; Dean LaGrone, First Security Bank and Charles George, George's, Inc. The slate of new board members needs to be presented at the January board meeting. The committee discussed who should fill the treasurer's slot, and it was decided that Webb should visit with Chris Weiser.

Webb presented a cash flow schedule through December 31, 2009. He stated with the magazine sales coming in around \$57,000, this should carry us through the end of the year without having to transfer any more money from the reserve account.

Webb suggested that the committee think about inviting Mayor Sprouse to attend the monthly executive committee meetings.

The committee discussed the FOI Springdale website. Webb stated that he has been monitoring pretty closely, there has not been very many postings. He suggested after a period of time, to consider posting the true story to counter all of the untrue statements. After discussing, the committee felt it would be best to not do anything at this point in time. Webb also reported that he had received a call from Steve Caraway who has been assigned to write a story about economic development numbers from previous years. He wants numbers from 2006 and 2007. Webb will sit down with him the first of next week.

The committee was given a copy of the 2010 task forces with potential chairs and vice chairs for each. Mike Luttrell, 2010 Chair and Perry Webb will meet in the next few days to make contact with potential chairs. Sign up forms will be sent out to the entire membership giving all interested a chance to sign up.

Webb reported that the recent Economic Summit had a \$12,000 net profit. All feed back from the event has been positive. Everyone really liked the format and thought Mike Thompson did an outstanding job. Need to look at having a one day event next year.

RYSE is not getting the traction it should. Staff is looking at having a meeting in December to create a council that will help drive the overall program.

Webb presented a first attempt of a proposed economic development costs and expenses report. As the Chamber incurs the expenses **the economic development account will be invoiced.** Initial conversation and projections showed that approximately \$140,000 per year could be used as baseline for these expenses.

He stated that Charles Hodges will contract with the Chamber to work on five things over the next year. He will be charged with working with the city for a guideline for a formal overlay district in the ballpark area; working with landowners in the area to reach consensus in codes and covenants; identify a timeline for the development of infrastructure in the area; work with the Chamber to develop a retail incentive policy for the City of Springdale; and develop a plan to get engineering and infrastructure started quickly. Charges projected during 2010 will be around \$15,000.

At this point in the meeting, Rhonda Hughes left the meeting. The following synopsis was recorded by Perry Webb.

The committee met with Perry Webb and presented his annual job evaluation and performance review. All areas met or exceeded expectations. Suggestions were made on two points of emphasis for the next year; being more visible to our membership through visitations and face-to-face meetings with members and exercising restraint when interjecting personal thoughts into public conversations.

Submitted by: Rhonda Hughes and Perry Webb