

REGULAR CALLED MEETING BOARD OF DIRECTORS

Boardroom

December 1, 2020

5:30 p.m.

AGENDA

1. Call to Order Mayor Byrd
2. Invocation
3. Approval of Board Minutes from November 17, 2020 – Mayor Byrd
4. Public Hearing for Lodging Tax – Gary Brinkley/Mayor Byrd
5. Second Reading of Lodging Tax Ordinance – Gary Brinkley
6. Year End Chamber Update – Shelley Loe
7. CARES Act Receipt – Mayor Byrd
8. Consider Additional Compensation – Gary Brinkley
9. 2021 Budget Capital Updates – Gary Brinkley
10. City Manager's Report – Gary Brinkley
11. Routine Business – Mayor Byrd
12. Adjournment – Mayor Byrd

Regular Meeting: Citizens speaking to the Board of Directors shall have a speaking time limit of **10 minutes**. The Board of Directors may ask follow up questions which may extend the time limit.

Open Session Forum: Speaking time limit is **5 minutes** a speaker may not yield his or her time to another speaker

**REGULAR CALLED MEETING
BOARD OF DIRECTORS**

Board Room

November 17, 2020

5:30 P.M.

MEMBERS:

Taylor Chaney, *Ward 1 Director*
Chris Porter, *Ward 2 Director*
David Goodman, *Ward 3 Director (Absent)*
Reo Cummings, *Ward 4 Director*
Jason Jones, *Ward 5 Director*
Roland Gosey, *Assistant Mayor*
Scott Byrd, *Mayor*

OTHERS:

Gary Brinkley, *City Manager*
Jessica Davis, *City Clerk*

CALL TO ORDER

The Mayor called the meeting to order at 5:30 p.m.

INVOCATION

Director Porter

APPROVAL OF BOARD MINUTES FROM NOVEMBER 2, 2020

A motion was made by Director Jones, seconded by Director Chaney to approve the minutes from the November 2, 2020 Board Meeting.

The motion passed on a roll call vote and the vote was as follows:

Taylor Chaney	“Aye”	Roland Gosey	“Aye”
Chris Porter	“Aye”	Jason Jones	“Aye”
Reo Cummings	“Aye”	Mayor Byrd	“Aye”
David Goodman	Absent		

THIRD READING AND CONSIDERATION OF ORDINANCE TO EXTEND BUSINESS HOURS

The Mayor called for the Clerk to read the Ordinance, title only.

The Clerk read the Ordinance.

AN ORDINANCE EXTENDING HOURS OF OPERATION FOR HOTELS AND RESTUARANTS WITHIN THE CITY OF ARKADELPHIA, ARKANSAS WHO HOLD AN ARKANSAS BEVERAGE COMMISSION LICENSE

A motion was made by Director Porter, seconded by Director Cummings to adopt the Ordinance.

The motion passed on a roll call vote and the vote was as follows:

Taylor Chaney	“Aye”	Roland Gosey	“Aye”
Chris Porter	“Aye”	Jason Jones	“Aye”
Reo Cummings	“Aye”	Mayor Byrd	“Aye”
David Goodman	Absent		

CONSIDERATION OF ORDINANCE FOR LODGING TAX

Mr. Brinkley requested the Board place the Ordinance on its first reading. A motion was made by Assistant Mayor Gosey, seconded by Director Cummings to place the Ordinance on its first reading.

The motion passed on a roll call vote and the vote was as follows:

Taylor Chaney	“Aye”	Roland Gosey	“Aye”
Chris Porter	“Aye”	Jason Jones	“Aye”
Reo Cummings	“Aye”	Mayor Byrd	“Aye”
David Goodman	Absent		

The Mayor called for the Clerk to read the Ordinance in its entirety.

The Clerk read the Ordinance.

AN ORDINANCE ESTABLISHING A THREE PERCENT (3%) TAX UPON THE GROSS RECEIPTS OF HOTELS AND MOTELS AND OTHER LODGING ESTABLISHMENTS IN THE CITY OF ARKADELPHIA, ARKANSAS FOR THE CITY'S ADVERTISING AND PROMOTIONAL NEEDS, AND FOR OTHER PURPOSES.

A motion was made by Assistant Mayor Gosey, seconded by Director Porter to place the Ordinance on its second reading, title only, at the next scheduled Board meeting.

The motion passed on a roll call vote and the vote was as follows:

Taylor Chaney	“Aye”	Roland Gosey	“Aye”
Chris Porter	“Aye”	Jason Jones	“Aye”
Reo Cummings	“Aye”	Mayor Byrd	“Aye”
David Goodman	Absent		

CITY MANAGER'S REPORT

November 17, 2020

- Congratulations to the Arkadelphia HS Marching Band for another state championship.
- My thanks to the staff at the Rec Center and our County election folks for serving so many of our county voters. The early vote was unprecedented and they did a great job of accommodating the public.
- The concrete pour for Corporate Hanger #3 went really well on the 10th. The metal building should be here mid-January for installation.
- We switched our part-time worker at the Airport to full time. As we had only one of the 2 PT positions filled, it has no effect on the budget and we have a chance to continue operations. This person is a graduating student of the Henderson State flight program. In the future, he will be

hired by an airline and move on, but in the meantime, we have an experienced person in fueling and operations to assist us.

- Work has begun on the replacement of the roof at the Train Depot. You'll recall, this project is part of the Moving Arkadelphia Forward initiative. We did leverage our money as the Arkansas Heritage Program is paying for 33% of the cost.
- My thanks to the Sunrise Rotary Club for allowing me to visit with them this morning. Great group who does good work in the community.

Dates to Remember:

- Arkadelphia Bypass virtual meeting will be on Thursday, Nov. 19th from 5:30 pm to 6:30 pm. Visit: Arkadelphiabypass.transportationplanroom.com to log on and view the meeting.
- Offices will be closed on November 26 & 27 in observance of the Thanksgiving Holiday

ROUTINE BUSINESS

Taylor Chaney, Ward 1 – He requested an update on the Fairfield Hotel. The City Manager informed him they are planning for a soft opening in January and a grand opening in March or April.

Chris Porter, Ward 2 – He said football is going strong. We play Mena Friday night. He encouraged everyone to come out and support them. Go Badgers!

David Goodman, Ward 3 – Absent

Reo Cummings, Ward 4 – Nothing

Jason Jones, Ward 5 – Nothing

Roland Gosey, Assistant Mayor – Nothing

Scott Byrd, Mayor – He quipped he might watch a LSU/AR game this weekend.

ADJOURNMENT

There being no further business to discuss, Assistant Mayor Gosey made the motion, seconded by Director Jones to adjourn. **The motion passed unanimously, and the meeting adjourned at 5:56 p.m.**

Scott Byrd, Mayor

Jessica Davis, City Clerk

ADDITIONAL ATTENDEES

Don Cleek
Julie Lacy
Henry Wilson
Bruce Bell
Chuck Fitzsimmons



Memorandum

To: Arkadelphia Board of Directors
CC: Ed McCorkle, City Attorney
From: Gary Brinkley, City Manager
Date: November 24, 2020
Re: Public Hearing on Lodging Tax Ordinance


Following the last Board meeting it was requested we host a public hearing to discuss the lodging tax ordinance.

Tonight you will have the opportunity to host the hearing.

Thank you.



Memorandum

To: Arkadelphia Board of Directors
CC: Ed McCorkle, City Attorney
From: Gary Brinkley, City Manager 
Date: November 19, 2020
Re: Second Reading of Lodging Tax Ordinance

Following the Public Hearing, you will have the opportunity to read the ordinance, title only as approved at the last meeting.

Subsequent to the second reading, your approval of the third reading of the attached ordinance is requested.

Thank you.

ORDINANCE NO. O-20-__

AN ORDINANCE ESTABLISHING A THREE PERCENT (3%) TAX UPON THE GROSS RECEIPTS OF HOTELS AND MOTELS AND OTHER LODGING ESTABLISHMENTS IN THE CITY OF ARKADELPHIA, ARKANSAS FOR THE CITY'S ADVERTISING AND PROMOTIONAL NEEDS, AND FOR OTHER PURPOSES.

WHEREAS, the City Board has determined that there is a need to advertise and promote the City of Arkadelphia, Arkansas; and

WHEREAS, the levy of a hotel and motel tax is essential to the development of advertising and promotion of the City of Arkadelphia, Arkansas; and

WHEREAS, the City is authorized under ACA §26-75-600 et. seq., to levy a gross receipts tax of three percent (3%) upon the gross receipts of hotels, motels and lodging establishments within the city limits; and

WHEREAS, under ACA, §26-75-605, the City is authorized to create an Advertising and Promotion Commission to collect and determine use of the tax funds collected.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY BOARD OF DIRECTORS OF THE CITY OF ARKADELPHIA, ARKANSAS:

SECTION 1: (a) A tax of three percent (3%) is hereby levied on the portion of the gross receipts or gross proceeds received from the renting, leasing or otherwise furnishing of hotel, motel, house, cabin, bed and breakfast, campground, condominium or other such lodging rental accommodations for sleeping, for profit in the City of Arkadelphia, Arkansas, but such accommodations shall not include the rental or lease of such accommodations for periods of thirty (30) days or more; and

SECTION 2: (a) The three percent (3%) tax described in this ordinance hereof shall be paid by the persons, firms, and corporations liable therefor and shall be collected by the Advertising and Promotions Commission of the City of Arkadelphia (herein after called the "Commission"), or by a designated agent of the Commission, in the same manner and at the same time as the tax is levied by the Arkansas Gross Receipts Act of 1941, ACA §26-52-101, et. seq. (ACA §26-75-603 (a)(1)).

(b) The person paying the tax shall report and remit said tax on forms provided by the twentieth (20th) day of each month all collections of the tax for the preceding month as directed by the Commission. The rules, regulations, forms of notice, assessment procedures, and the enforcement and collection of the tax under the Arkansas Gross Receipts Act of 1941 §26-52-101 et seq., and the Arkansas Tax Procedure Act, §26-18-101 et seq., so far as practicable, will be applicable with respect to the enforcement and collection of the tax levied pursuant to the authority of ACA §26-75-603. The administration and enforcement, and all actions shall be by and through the Commission officials or designated agents.

SECTION 3: (a) There is hereby created the City of Arkadelphia Advertising and Promotions Commission, which shall be composed of seven (7) members, each of whom shall reside within the city, as follows:

1. Four (4) members shall be owners or managers of a business in the tourism industry of which two must reside in the city and two may reside outside the city but within the county, at least three (3) of whom shall be owners or managers of hotels, motels or restaurants, and who shall serve for staggered terms of four (4) years; and

2. Two (2) members of the Commission shall be members of the governing body, selected by the governing body and shall serve at the will of the governing body; and

3. One (1) member shall be from the public at large who reside in the City and shall be nominated by the City Manager and approved by the City Board of Directors for a term of four (4) years, in accordance with the applicable Arkansas law.

(b) The four (4) tourism industry positions provided for in subdivision (a)(1) of ACA §26-75-605(a)(1) shall be nominated by the City Manager and approved by the City Board of Directors to staggered terms as follows:

- (A) one (1) member will serve for a term of one (1) year;
- (B) one (1) for a term of two (2) years;
- (C) one (1) for a term of three (3) years; and
- (D) one (1) for a term of four (4) years.

All successors to these members shall be appointed for a term of four (4) years. Vacancies on the commission, whether resulting from expiration of a regular term or otherwise, in any of the four tourism industry positions or in the at-large position shall be filled by recommendation of the remaining members of the Commission, with the approval of the City Board of Directors.

SECTION 4: (a) All local taxes collected pursuant to this ordinance shall be used for the following purposes:

1. The use or pledge of all, or any part of, the revenues derived from the tax, for the purposes prescribed in this ordinance shall be for the advertising and promotion of the City of Arkadelphia, Arkansas. This revenue shall be used or pledged for the purposes authorized in this ordinance and in accordance with ACA §26-75-606 only upon the recommendation of the Commission.

SECTION 5: Penalties: Persons or entities liable for payment of the taxes levied by this ordinance shall be subject to the assessment of penalties and interest as follows:

- (a) A penalty equal to five percent (5%) of the unpaid amount per month, not to exceed a total assessment of thirty-five percent (35%) of the unpaid tax. Simple interest on unpaid taxes shall be assessed at the rate of twelve (12%) per annum.
- (b) In addition to any civil penalties provided for imposed by statute or ordinance, any person or entity liable for payment of said tax which fails to file the said report or which fails to pay the said tax for a period of sixty (60) days or more after the end of any month for which a report or payment of tax is due, shall be guilty of a violation and shall be fined a sum not to exceed one hundred dollars (\$100) for each additional thirty (30) day period the said violation continues.

SECTION 5: If any provision of this ordinance or the application thereof to any person or circumstances is held invalid, such invalidity shall not affect other provisions or applications of the ordinance which can be given effect without the invalid provision or application, and to this end the provision of this ordinance are declared severable.

SECTION 6: All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 7: This ordinance shall be effective upon and after its passage and publication.

PASSED ON THIS ___ DAY OF _____, 2020

Scott Byrd, Mayor

Jessica Davis, City Clerk



MEMORANDUM

To: Arkadelphia Board of Directors
CC: Ed McCorkle, City Attorney
From: Gary Brinkley, City Manager
Date: November 25, 2020
Re: 2020 Year End Chamber Update

A handwritten signature in blue ink, appearing to read 'Gary Brinkley', is written over the 'From:' line of the memorandum.

Ms. Shelley Loe will be here to address the Board on the activities of 2020 and answer any questions.

In spite of the travails of the unique year of 2020, the working relationship between the city and chamber is very strong and the work we are doing to move the city forward is very positive.

Ms. Loe's formal report is attached for your perusal.

Thank you.

Arkadelphia Area Chamber of Commerce Report December 2020

COVID

- Staff and Chamber Board contacted individual businesses
- Offered delayed 90-day payment options
- Shared member business ads and promotions
- Shared loan information (SBA, Government loans/grants)
- Completed video for a hotel showing safety precautions in place
- Provided virtual ribbon cuttings in lieu of in person events
- Solicited local industry to purchase gift/holiday baskets from local vendors

Industry

- Assist with calls and transfer of information in regards to Alumacraft
- Took several resumes from Alumacraft employees and distributed to other local employers
- Hosted a job fair in July at the Arkadelphia Parks and Recreation Center
- Assisted Drumco with infrastructure repair needs
- Posted numerous job openings for Veolia starting with first position of Project Manager for their expansion as well as SGL Carbon, Drumco and temporary workers for Danfoss

Retail

- Two retail prospect site visits in February
- Gordmans retail confirmed its intent to move into Pine Plaza. During covid Gordmans's ended plans to locate in Arkadelphia. The empty space is actively being marketed by Coldwell Banker-Jonesboro.
- Chamber advertised angel type funding to assist struggling businesses with membership dues.
- Ritter Communications committed to \$5000 matching façade grant funding for any business in the city of Arkadelphia. The grant recipients are Ryan Moore, DDS, Shuffield Music, Caddo River Art Guild for the Arkadelphia Arts Center, Compass Healthcare and Knit Unto Others
- Hosted Christmas Open House

Tourism

- Chamber took the lead on the community engagement of securing the Lakeview Area on DeGray Lake to remain a public site and not the new site for the new corps office facilities
- Began marketing statewide for the Motorcycle Cannonball Run and purchased gifts for all riders
- Paid social media ads are running and managed through Angry Goat Media for lodging and wedding venues and Cannonball Motorcycle Run
- Funding requests have been made to the Caddo Valley A & P Commission and Clark County. Both funded the Diamond Lakes Regional Visitors Center along with the city of Arkadelphia.
- Fundraised for the purchase of the Town Hall Christmas Tree
- Added Arkadelphia to the Arkansas Holiday Tour of Lights

Housing

- Work with developers to secure ride of way for Northridge Estates including meeting with owners for property need development site
- Created and advertised for Ford Construction, Scott Nelson Construction as well as referred may rental and construction needs to other contractors and real estate companies in Arkadelphia.

Education

- Ads for the public school were created and advertised though paid social media to target specific areas in the region
- Partnered with South Central Connect and Arkadelphia and Gurdon Public School Districts to ensure public hotspots available is public areas for all students
- Hosted awards ceremony for all educators and support staff
- Chamber partners monthly with the Community Family Enrichment Center to provide financial literacy seminars to all who participate in the food pantry program
- Installed welcome back banners in Arkadelphia and Caddo Valley to encourage the business community to also advertise
- Sold flags representing HSU, OBU and APSD to businesses to increase the “college town” feel

Healthcare


- Marketing and distribution of PPE through the Arkansas Regional Innovation Hub thru a \$10k Ross Foundation grant
- Partner with Baptist Health CECA Awards for exceptional employees
- Marketing of ground breaking for new Helipad at Baptist Health
- Connection of Trinity Temple Assembly of God’s Food Distribution program and Veolia

General business

- Soup luncheon open to all members for networking opportunities
- Submitted member survey to all members- one negative was that out of town businesses were members
- Quarterly awards for beautification of business given to His and Hers Salon, Pregnancy Resource Center of Southwest Arkansas and Shelter Insurance- Jeremy Hughes
- Chamber became a sustaining member of the NAACP of Clark County
- Expansion of Chamber Annual Banquet by adding a reception at the HSU presidents' home prior to event
- Chamber meets with local, state and federal elected officials to discuss Arkadelphia needs
- Workforce needs including job advertisements for all business sectors through Facebook and jobs site
- Workforce training meeting with large industries in Clark County to design specific training needs
- 2021 Relocation Guide being sold and produced to be distributed by March 2021



Memorandum

To: Arkadelphia Board of Directors
CC: Ed McCorkle, City Attorney
From: Gary Brinkley, City Manager 
Date: November 24, 2020
Re: 2020 Additional Compensation for Staff

This has been a challenging year for everyone and your staff's performance has been admirable in the adverse conditions of 2020.

As is customary, it is time to recommend for your approval an additional compensation check for staff. I would like to propose granting each of our full-time city employees an additional compensation check in the amount of \$500 and part-time employees (under 30 hours per week on a consistent basis) the amount of \$250. The volunteer fire fighters in good standing will also receive \$250. If approved, these checks will be distributed at the annual employee's luncheon to be held on December 10th.

The cost of the compensation, which includes the mandatory unemployment, FICA taxes will be \$67,501.00. Of that, the General fund cost will be \$49,269.00 the Street fund cost will be \$3,839.00, and the Water Department cost will be \$14,393.00.

Your approval is requested.



MEMORANDUM

To: Arkadelphia Board of Directors
CC: Ed McCorkle, City Attorney
From: Gary Brinkley, City Manager
Date: November 24, 2020
Re: 2021 Budget Capital Updates

A handwritten signature in blue ink, appearing to read 'Gary Brinkley', is positioned to the right of the 'From:' field.

Staff is still accumulating the numbers you requested from the previous workshop.

Responses will be shared with you on Tuesday night.

Thank you.