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**CITY OF EUREKA SPRINGS
COUNCIL MEETING
TUESDAY, October 27, 1998
9:00 AM.
AGENDA**

CALL TO ORDER
ROLL CALL, ESTABLISHMENT OF QUORUM
PLEDGE OF ALLEGIANCE TO THE FLAG
APPROVAL OF THE AGENDA:
APPROVAL OF THE MINUTES: October 13, 1998

OLD BUSINESS:

1. Approval of Ordinance No. 1797, an ordinance amending the noise ordinance. (Second reading)
2. Approval of the paving of Thunder Road.

NEW BUSINESS:

1. Approval of the Solid Waste Advisory Committee Policies.
2. Approval of Ordinance No. 1801, an ordinance prohibiting hunting within the City limits, (First reading)
3. Approval of the 1999 routes, fares and hours of operations for the Eureka Springs Transit Department.
4. Proclamation for Eureka Springs Elk Lodge 50th Anniversary.

MAYORS COMMENTS:

ADMINISTRATIVE ASSISTANT'S REPORT:

DEPARTMENT HEADS COMMENTS:

COMMISSION, COMMITTEE, AND AUTHORITY REPORTS:

Plan Commission- Position 6

ONGOING PROJECTS:

McClelland Engineering, Sewer, Planer Hill Sidewalk, Parks, Grant Work in Progress.

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TUESDAY, OCTOBER 27, 1998, 8:30 a.m.**

Mayor Barbara A. O'Harris called the October 27th, 1998, Council Meeting to order at 9 a.m. in the Western District Courthouse, in the courtroom.

PRESENT:

Mayor O'Harris, and Alderpersons Zeller, Christman, Jeffrey and Freeland.
Alderpersons Watson and Seratt were absent.

ALSO PRESENT:

Nikki Salazar, Alan Long, Rich Murphy, Bob McVey, Glenn Strange, Kirby Murray, Dan Bennett, Joe Murfin, Ed Leswig, Earl Hyatt, Lisa Liggett, Mr. Gray from the Elk's Club, Don Matt, Kim Dickens, Jay Miner, 8nd Clerk Lee.

PLEDGE OF ALLEGIANCE: Ms. Dickens led in the Pledge of Allegiance.

APPROVAL OF THE AGENDA:

The Mayor asked that the Proclamation for the Elk's Lodge be moved forward, and also she said that there were people present who would give some information about what is going on in the City. Also, she wanted to add, young people in the park.

The motion was made and seconded to approve that. All were in favor, 4/C/O.

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The Mayor announced the 50th anniversary of the Elk's Lodge No. 1042, and read a proclamation to celebrate this very special time for them. The Elk's Lodge sponsors the American Essay Contest, they give scholarships, and leadership awards, and they maintain a liaison with the Veteran's Hospital in Fayetteville. The people present applauded the Elk's Lodge for their community service, as the Mayor signed the proclamation and presented it to Mr. Gray. Mr. Gray thanked everyone on behalf of Elk's Lodge No. 1042.

APPROVAL OF THE MINUTES:

Alderman Jeffrey said he had not had time to read the minutes of October 13th, and made the motion that approval be postponed to the November

10th meeting. Alderman Freeland seconded, and all were in favor, 4/0/0. Mayor O'Harris then introduced Joe Murfin, the City's Advertising representative from Kirkpatrick, Williams and Gurney. Mr. Murfin gave a presentation of some of the things that are planned to promote Eureka Springs in 1999. He invited everyone to come and see the 1999 marketing plan that will be presented November 4th, Wednesday, at 7 p.m. in the Courtroom.

He said that a lot of the ideas are as a direct result of recommendations made by the LARC study. He said the LARC study recommended that there be more continuity in the marketing pieces such as the Group Travel Planner, and the Visitor's Guide. These are the marketing pieces that go out in response to any enquiries that are made.

He said it was recommended that the community work closer together because it would be much more effective in marketing the City. He said that the Passion Play is definitely a key attraction for the area. The downtown should be promoting it just as the Passion Play should be promoting the downtown. He said many of the things that were said have been said before, but there were some exciting new ideas. He then played a new radio spot that will be out soon. It won't be just running in the traditional places, N.W. Arkansas, Tulsa, and Little Rock. Because Eureka Springs hosted the Arkansas Broadcaster's Association this year, for an investment of \$5,000, the City will receive somewhere between \$14,000 and \$19,000 worth of advertising over 58 radio stations covering the state of Arkansas.

Jan Watson came in during Mr. Murfin's presentation.

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Rick Murphy, Chamber Director gave a presentation. He spoke about CAPC collections, and how they have come up in 1998. Some businesses have had their biggest year ever, this year. He gave the figures of CAPC tax collections and said that in July in 1997 the annual collections total was \$169,000 and this year it jumped in July to \$190,000. The CAPC is coming on to having its biggest year in these collections in Eureka Springs history.

He said that Mr. Murfin only has a \$400,000 annual budget. Dozens of individual properties in Branson have larger budgets than this to work with. The problem, then, is to find way~ to

extend the marketing value of those dollars. One of the ways is to get into publications.

He talked about free publicity in many well-known national and regional publications. We had a feature article in Southern Living with over eleven million subscribers. We were in National Geographic, National Geographic Traveler, the front page of the Los Angeles Times this last month, with two pages inside their travel section; The Cincinnati Enquirer, the Tulsa World, and the City has been on the front page of 16 covers of the week end section in the Arkansas Democrat in the last two years. The City has appeared in Destinations, and By-Ways magazines which are two major group travel publications. And the list goes on. Walking Magazine said Eureka Springs is the best small town for walking in the U.S.A.

Rick Murphy referred to the LARC study's findings, which are that the main reasons people travel is for scenic beauty, relaxation, visiting friends and family, romance was fifth on the list, and history. The Passion Play, and the music shows are the two most important attractions in Eureka Springs. Eureka Springs is the number one tourist attraction in Arkansas. We have not been getting the publicity we should have from the State level. The community has a \$400,000 marketing budget. The State has a \$6 million marketing budget. It is very important to work with the State. In this year's marketing plan for the State of Arkansas, Eureka Springs is going to have the back cover of the Arkansas visitor's guide for 1999, which is the 2 million piece publication, and their primary publication that is sent out. Eureka Springs is going to appear in national and regional advertising, which is published by the State.

Mr. Murphy thanked the Council for attending the Governor's Conference on Tourism last March. That attendance was extremely important in moving forward in working with the State. They were very impressed that the entire City Council showed their interest and concern by attending.

Nikki Salazar gave a report to the Council about the projects they hope to achieve in the coming year. She said that the LARC study mentioned the condition of Basin Spring Park is the focal point of the City and should look so. The Parks and Recreation Commission does have plans to develop the park, when funds are available. Some of the plans are to restore the water fountains on the soldier statue, fountain restoration, design a seating and flow of traffic plan, and replace all c5t the old benches with decorative nice-looking benches. They plan to protect the spring site which is not the well, but is on the hillside above the bandshell. They would like to see signage leading up to the spring site, and to protect the hillside from erosion by placing a decorative iron fencing on both sides of the slope to reduce the foot traffic in that area. They would like to have a staffed information kiosk there. They would like a safer staircase to the gazebo.

They want to develop all of the twenty springs, that they currently maintain, some of which are neighborhood springs that have been neglected due to lack of funds. They want to develop a master trail plan for the City. Harmon Park Development would include re-doing the skate park and the basketball court to full size. They have a ten year plan for a

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Nikki Wewers came and asked the Council to approve an alternative for trick or treating. They want to have non-denomination Christian activities in Basin Park, and it will be from 9 a.m. to 5 p.m. There will be games, and speakers, and some music. They will be there for anyone who is interested, but they will not be costing people on the street. The noise level will be kept down. They will not ask anyone for money. The Parks has referred this to us. The motion was made and seconded to approve. All were in favor, 6/0/0.

OLD BUSINESS:

1. Approval of Ordinance No. 1797, an ordinance amending the noise ordinance, (second reading):

The motion was made and seconded to suspend the rules and place Ordinance No. 1797 on its second reading by title only. All were in favor, 5/0/0.

Ms. Dickens read the ordinance by title only.

The motion was made and seconded to approve. Alderman Freeland voted no, and the rest voted yes, 4/1/0.

Alderman Watson made the motion and Alderman Christman seconded to further suspend the rules and place Ordinance No. 1797 on its third and final reading by title only. Alderman Freeland voted no, and the rest voted yes, 4/1/0.

Ms. Dickens read the ordinance by title only.

The motion was made and seconded to approve. Alderman Freeland voted no, and the rest voted yes, 4/1/0.

Alderman Jeffrey made the motion to read the emergency clause, section 4, and Alderman Watson seconded. The vote was 4/1/0, with Alderman Freeland voting no.

Ms. Dickens read the emergency clause.

Alderman Zeller made the motion to approve, with Alderman Jeffrey seconding. The vote was 4/1/0, with Alderman Freeland voting no.

2. Approval of the paving of Thunder Road. After some discussion, it was decided to leave the Thunder Road project under contingencies where the council had put it.

NEW BUSINESS:

1. Approval of the Carroll County Solid Waste Advisory Committee

Policies:

The motion was made and seconded to approve the policies. All were in favor, 5/0/0.

2. Approval of Ordinance No. 1801, an ordinance prohibiting hunting within the City Limits, (First reading):

The motion was made and seconded to place Ordinance No. 1801 on its first reading in its entirety. All were in favor, 5/0/0.

Ms. Dickens read the ordinance in its entirety.

Alderman Watson said that she did not believe the penalties were stiff enough. Police Chief Hyatt replied that there are state laws that would run in conjunction with ours, and that the penalties are sufficient. The vote was 5/0/0 to approve the first reading.

The motion was made and seconded to suspend the rules and place Ordinance No. 1801 on its second reading by title only. All were in favor, 5/0/0.

Ms. Dickens read the ordinance by title only.

The motion was made and seconded to approve. All were in favor, 5/0/0.

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Ms. Dickens read the ordinance by title only.

The general consensus was that this is a safety issue and should be taken care of as quickly as possible. This ordinance would become law as soon as the final vote was taken.

The vote to approve was unanimous, 5/0/0.

3. Approval of the 1999 routes, fares, and hours of operations for the Eureka Springs Transit Department:

Lisa Liggett came to answer any questions the Council may still have.

After some discussion, the motion was made and seconded to accept the routes, fares, and hours of operation suggested by the Transit Department.

The votes was 4/1/0, with Alderman Freeland casting the negative vote.

MAYOR'S COMMENTS:

The Mayor announced the Fire Department Auxiliary "Bucket Brigade" annual haunted house that will be open from seven p.m. to 10:30 p.m. both Friday, October 30th, and Saturday, October 31st. It is announced also on the City's Cable TV Channel.

The State Highway Department will begin their work on Highway 23 North on November 2, 1998. The first stretch to be replaced will be from Benton Street to Spring and Hwy 23. There will be one way traffic so traffic will be routed behind the Courthouse on First Street down to the

Basin Bath House Building to exit.

The Mayor asked if any of the Council wanted to postpone the Agenda-setting meeting until another night since Tuesday, November 3rd, 1998, is Election Day. Nobody was interested in postponing the meeting so it will held on its regularly scheduled night.

Mayor O'Harris said that the staff and support staff of the City has been complimented on their courtesy and helpfulness to the community. She read a list of things that have been and are being accomplished in the City.

ADMINISTRATIVE ASSISTANT'S REPORT:

Kim Dickens commended Nikki Salazar. Nikki has been elected as Secretary for the Arkansas Parks and Recreation Commission. Nikki and Kirby Murray applied for a \$4000 grant to enhance Harmon Park, and help with tree mapping and maintenance.

Alderman Jeffrey reminded the Council to attend the McClelland presentation to educate the public on the wastewater treatment plant. It was held Tuesday, October 27th, at 7 p.m. He asked that they show their support by attending.

The motion was made and seconded to adjourn. All were in favor, 5/0/0. The meeting was adjourned at 10:20 a.m.

APPROVED:

BARBARA A. O'HARRIS, MAYOR