



# City of Jonesboro

Municipal Center  
300 S. Church Street  
Jonesboro, AR 72401

## Meeting Minutes Public Services Council Committee

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Tuesday, November 19, 2024

4:30 PM

Municipal Center, 300 S. Church

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### 1. CALL TO ORDER

### 2. ROLL CALL (ELECTRONIC ATTENDANCE) CONFIRMED BY CITY CLERK APRIL LEGGETT

**Present** 6 - Joe Hafner; Ann Williams; Brian Emison; LJ Bryant; Anthony Coleman and Janice Porter  
**Absent** 1 - Chris Gibson

### 3. APPROVAL OF MINUTES

[MIN-24:081](#)

MINUTES FOR THE PUBLIC SERVICES COUNCIL COMMITTEE MEETING ON AUGUST 20, 2024

**Attachments:** [PServ Minutes 08202024](#)

**A motion was made by Brian Emison, seconded by Ann Williams, that this matter be Passed . The motion PASSED with the following vote.**

**Aye:** 5 - Ann Williams; Brian Emison; LJ Bryant; Anthony Coleman and Janice Porter

**Absent:** 1 - Chris Gibson

[MIN-24:095](#)

Minutes for the Special Called Public Services Committee meeting on October 10, 2024

**Attachments:** [Minutes](#)

**A motion was made by Brian Emison, seconded by Ann Williams, that this matter be Passed . The motion PASSED with the following vote.**

**Aye:** 5 - Ann Williams; Brian Emison; LJ Bryant; Anthony Coleman and Janice Porter

**Absent:** 1 - Chris Gibson

### 4. NEW BUSINESS

### 5. PENDING ITEMS

### 6. OTHER BUSINESS

[COM-24:040](#)

MONTHLY UPDATE FROM JETS

**Sponsors:** JETS

**Attachments:** [JET Attachment.pdf](#)

*Jets Department Director Lee Wells approached the podium and said, hello, how are you all? So, I handed out some information with our averages so far, that's our ridership. You can see our increase and then also our revenue increase. This is quarter three, so this is the last quarter we went through where we are comparing last year with this year. Just so we can see how we have continued to make progress on that. I did want to point out that these increases that we've been trending are before we have gotten any of these added items, like the fourth route and things like that. I also wanted to share on some of the events that we've had and some of the things we've had coming.*

*We have been working with A-State and planning. Doing some planning meetings and working with them, to get some dedicated service on campus. We actually have an event scheduled with them, where the admins are going to take a ride on the campus with a trolley, to be able to see the trolley, and then to also to see about some of things we can do on campus for them. We've also been working with Arkansas State, the international students. We've had just recently, we transported 40 of the international students over to the community meal, this weekend. To allow some of those students that don't have transportation to be able to partake in some of the events that the city has going on. We're also working on training with them, both the campus staff and some ambassadors for our program. Some of the students that we can teach and really get some insight on what they use and how they use the service, in order for them to be able to turn around and to assist those other students that are needing that. And then we've also worked with them on purchasing some passes that they can utilize with their program, in order to allow those students to have passes to utilize the service throughout.*

*A couple of other events that we've had, of course, Paint the Town Red, Pack Preview, homecoming, Veteran's Day events. You know just a number of things we've had going on. We've also got the parade upcoming, and with the new trolleys coming in, we're really excited about being able to have that available. Also working with A-State Athletics Department on possibly getting a trolley for them to use in the parade for their Athletics Department. We've had trolleys on tour, we've been doing, since we did get the first trolley in. We have had six events already that we've partaken in, and we've already got 15 more events that are scheduled through various organizations, schools and so forth. We've actually got almost every Pre-K and Elementary School in the city having a scheduled event for their students to be able to look at the trolley and some other fun and exciting things for them.*

*And then we, of course, have two more home games for the Red Wolf Express. And then we're also doing four basketball home games this year. We're going to be doing January 18th and 25th and then February 15th and 22nd. And the 18th and the 15th are both double headers. So, there will be both a women's game and a men's game, we'll be routing services for. And then we're also working with the Parks Department and Christmas at the Park in order to provide an event this year with them, with the transit service as well.*

*Chairman Joe Hafner said any questions? Director Lee Wells said, if there are any, yes. Chairman Joe Hafner said, I just had a question about the ridership. What would you attribute the increase too? It's up 27 percent from Q3 of 23. Director Lee Wells said, honestly, I would say probably two of the biggest factors would be the staffing,*

*increasing our staffing has allowed our staff to much better manage the workflow that we have. We were understaffed quite a bit previously, and then also the rolling stock. The additional rolling stock that we've been able to add to our fleet is updated those vehicles to allow a more consumer friendly ride for the people that are using the service. Which I think has brought a lot more individuals out that maybe didn't always use the service, to see that there is a benefit now for me to use it all the time instead of just when I have to.*

*Chairman Joe Hafner said, have there been like more free rides or anything? Because while revenues up 20, I mean ridership up 27; revenues not up near that much, so I was wondering what may have... Director Lee Wells said, we may have had some free events, for example, we do some various events. I know we did the polling centers to where we allowed free events for. We have some events like the, I'm trying to think of another one off the top of my head, but that's the one I can think of, but we do have various events that do come across that we do have the ability to do those free rides for. Also, the revenue does not reflect past sales, so if someone purchases a pass, I don't think when they use that to ride the bus it doesn't reflect on there the same way. Chairman Joe Hafner said, ok. Director Lee Wells said, there's another column basically that I didn't include in on those past sales. Chairman Joe Hafner said, if you can get like, maybe send us how much the passes are up year to year. Because that's, I just know look at it when I sat down and it looked like ridership was up 27 percent, but revenue was only up 12 percent. So, it makes more sense if you sold more passes and that revenue's not included in here but, the bean counter in me was kind of like hey what, because those are usually more in line with each other. But the past explanation makes sense just try to confirm that for me please. Director of Lee Wells said, yeah, I can absolutely get that, and I'll send it out to it out to everyone to kind of reflect those. We did have, of course, some new passes that we did with the Red Wolves Express. But there have been a lot more passes that do come out, and there's that opportunity to be able to reflect that, hopefully. Chairman Joe Hafner said, thank you.*

*Councilmember Ann Williams said, to buy the pass, someone ask me that, is it at the Jet Station? Director Lee Wells said, no it's here at The Municipal Building in the collections office. Councilmember Ann Williams said, oh ok. Director Lee Wells said, so they can come to collections, and they can get a one day, seven day or a 31-day pass.*

*Councilmember Dr. Anthony Coleman said, yeah, I was just going to kind of piggyback off my colleague here, Mr. Chairman. We hadn't talked and he was writing, and I was doing the same thing as far as calculating, and I saw the differences in the ridership and so on and so forth. And just quick numbers, I was looking at over 6,000 we have increased as far as ridership is concerned. But revenue was probably only roughly three dollars per person, so my question is, and I know that we provide this service because I know some of my colleagues on the council are very adamant and I agree that we provide the services not necessarily a money maker for us. However, we have to consider with the new trolleys with the new this, new that, that we are at least meeting some kind of comparable budget from what we're, I say revenue, from what we're actually doving out. So, my question is, I know that we have hired a new communications person, and we had talked about before, some sponsorship and some various opportunities to gain more revenue and where are we on that? And if you don't have it today that's fine. Director Lee Wells said, no. Councilmember Dr. Anthony Coleman said, but just kind to see where we are and what's the plan going forward. Director Lee Wells said, yeah absolutely and just to also kind of throw some information out as well, is as far as looking at the budget process, just in the operating*

assisting piece, which that just one small portion of how our budget comes from. For 2024 we had \$1,700,000 that we were allotted for that and if you look at our quarterly there and you kind of did the math, you can see that there's that revenue piece that's coming in. It's absolutely not making a big dent on that. We are like you said more of a service than an actual income piece. But as far as the additional revenue pieces, some of the events that we have been doing, have been gaining some traction on getting some additional revenue streams coming in. Looking at adding the trolleys in the future of having the ability to be able to possibly do charter processes, which is another revenue stream, we have the shelter grant, which is also upcoming, we're still waiting for finalization on that. Once we get the shelters upgraded then we'll have the opportunity to do the advertising, we have everything as far as, how we're going to provided that business side of that already put together. We're just waiting for everything just to fall in place, so that we can put that out. And we do have a number of people that have actually talked to us about hey we want to know we want to know when this goes and gets ready because we want to be able to participate in that. It's there it's in the wings, it's just we're waiting on getting everything in place, so we can continue to move that along. We are kind of in that growing stage right now to where we're getting everything ready to be able to be more efficient with everything that we're doing.

Councilmember Dr. Anthony Coleman said, two things and I'm done Chairman. With the Communication Director, a new communications person so on and so forth, I know that we mentioned two social media being a spot where they don't just get information but also asking or solicitation. But then also I know we mention one time before, could we have those or the sale of those passes in other remote locations from those person that can't necessary, not that they can't get here but, because I know a bus comes here to I think. Director Lee Wells said, yes. Councilmember Dr. Anthony Coleman said, but somewhat easier, more accessible location for some at, I don't know what you call it, you know the main stop. Director Lee Wells said, the Transfer Center. Councilmember Dr Anthony Coleman said, Transfer Center that's it. The Transfer Center, I know we talked about that once before, but I didn't know if that was still on the table.

Councilmember Ann Williams said, the library. Councilmember Dr. Anthony Coleman said, well the library, yeah. Director Lee Wells said, there are a lot of locations. The biggest problem is, again, we go back to the software. We have some much that we have to upgrade in order to get to a point, to where we can do these things. Our payment system that we are utilizing does not have the ability to do any of the things like you're talking about. It only takes two forms of payment. One is a specialized card that takes a special machine to specifically make that. There is the ability to get kiosks, unmanned stations or things like that, but the cost value is not as feasible. So that is why we have it in just one location and then the secondary payment, of course, cash. The goal is to be able to continue to make these upgrades on our software side so we can increase the ability to be able to do things, like touchless pay or virtual payments. Even adding locations like, theoretically, where someone could have a card similar to like what A-State uses for their students to pay for their meals, that they could go fill up at retail locations or things like that. But with what we have currently, we don't have the ability to do those things. It's all a matter of continuing to get those upgrades in place, in order to be able to do those things. I hope that answers your question.

Chairman Joe Hafner said, I have a question, this may not be something you know. Nobody here may know the answer to this cause I'm just thinking outside the box kind of. But did the software we invested in for Parks and Recreation, they didn't have the

ability to take payments at multiple places. I'm just wondering if there may be a way for Jets to piggyback off the Parks and Recreation software, for things like passes? Nothing, I mean y'all don't have to answer that right now. Director Lee Wells said, if I can. I don't know that this will answer that question, but it's not so much, from my understanding, it's not so much the taking of the money that's the issue. It's the providing the proper pass, that is usable by our system. Because our system is an older system, it only takes one specific card, it's a proprietary machine that prints off that card that makes it readable by those payment machines that are inside there. Chairman Joe Hafner said, okay, alright. Just something to look at some in the future. Because I think to Dr. Coleman's point, I think it be great if we could make it easier to get passes and get a little bit more in the 21st century. Are we still in the 21st century? Councilmember LJ Bryant said, yes. Chairman Joe Hafner said, ok. Director Lee Wells said, and that is absolutely what our goal is, it just you know, we're trying to take those baby steps in order to make one step at a time to get those things processed. To be able to get to that next step, to be able to add that next thing, to be able to make that expansion and service what need to service.

Councilmember LJ Bryant said, oh I just thought of this while we were sitting here, and I was strolling through the budget, and I could answer my own question here if I had another couple minutes. But I think you said the budget was like \$1,700,000? How much of that is really local money and how much its federal flow through money? Director Lee Wells said, that is just for the operational piece. That's just the operational budget for what the feds give us. I just happen to have that here, that's why I pulled that number out. But that is, that specific grant that we get for operation piece is a 50/50 split.

Director Lee Wells said, I did want to add one thing. Chairman Joe Hafner said, ok. Director Lee Wells said, since nobody did ask, but I did have updates on the trolleys because everyone wants to ask about that. Trolley number three is actually in route right now, it's still in Wisconsin but it's on its way down should be here hopefully tomorrow. Trolley number four is just awaiting pin striping and for the wood to be installed and then it will be on its way, we should have it the week after Thanksgiving. And trolley number five should be only a couple of weeks after trolley number four. As a reminder number four and number five will be the red trolleys, so we'll be getting those soon to be able to really highlight that. And then some of the items that we're waiting on in order to make those revenue ready to get them actually into service. We're starting to see some of those items come in. One of the items specifically is the reader boards, destination boards, and we did get some of those in. We are still waiting on some other items to come in to make those fully viable out on the routes in their service.

Chairman Joe Hafner said, number two is the one that got hit by the deer? Director Lee Wells said, number two is the one that got hit by the deer. Actually, everything is finalized on that, the body shop is ready. They have worked up everything, they've ordered all their parts. All the parts are actually on trolley number three. So as soon as trolley number three gets here, I'm taking trolley number two and those parts to the shop and I mean he's already ready, he just has to install them. Chairman Joe Hafner said, sorry. Anything else we forgot to ask? Director Lee Well said, no. Chairman Joe Hafner said, alright. I appreciate it. So next up is the update from Parks and Recreation, I know Danny's unavailable, so Mr. Richardson is going to give us an update.

**Filed**

**Sponsors:** Parks & Recreation

Chief Administrative Officer Brian Richardson approached the podium and said, yeah, the bean counter comment would be very appropriate for what I'm going to say, because I'm just going to run through some enrollment numbers and some participation numbers. You know I think it is always kind of a surprise when I look at the amount of kids that actually participate in Parks and Recreation Programs. And you know, I think when you step back, you think about the total number of people that are touched by the Parks Department on a daily basis. It really kind of blows my mind. This year as we're kind of wrapping up the fall season, we actually just had our football championship last week I guess, a week in a half ago and there was over 500 kids in the football program at the Parks Department this year. About half of those were tackle, half was flag football. We actually have cheerleading, for those of you who don't know, 66 participants this year. So that's growing, I mean that's growing quite a bit.

Fall soccer over 1,200 players. That's a huge program, of course a lot of them have been enjoying the new turf fields that we were able to work with Jonesboro Advertising and Promotion Commission and council approve funding for. Those have been a really big hit. Volleyball had 300 players and several tournaments, so that was a big deal. And Miracle League, 150 players, that's the second highest enrollment in Miracle League since it's inaugural season. Having coached out there before for that, I can tell you, that is if you haven't been go. It's really an amazing experience to see all those kids out there, it's really rewarding thing to get involved with. We still have registration open for basketball, right now we have over 800 kids signed up in the city. Between elementary, which a lot of people don't know the City of Jonesboro actually works with Jonesboro School District and I believe Nettleton as well on elementary basketball, so between that and city stars over 800 kids will be playing basketball in our Recreation Centers this year. And we're looking at for some upgrades and some of those next year and obviously we've got the newly renovated Youth Center which is getting some pretty heavy usage as well.

Projects that have either recently been completed or getting pretty close. Out at Craighead Forrest, we're actively installing the light out there. As it gets dark now at five o'clock, I think that's a very welcomed feature. It adds light poles around a walking trail, some people don't like it, but the fact of the matter is now its usable after people get off work in the wintertime. Parker Park, we finished up the pool. The pool's done, the additional play features are put in, so whenever the pool opens up next year the little waterfall and all the little play features and stuff out there will be fully operational. And we finished the parking lot. We actually put the parking lot, piece of that off until after the pool closed down for the year, Labor Day weekend. Just didn't want to disrupt that process any more than necessary so that's all fixed up. It's a more efficient parking lot that people can get around, parking is better, and drainage is better.

Southside, field 10, which is the farthest field to the west of that complex, it's now flipped around and so it kind of creates that cloverleaf pattern right there on those three fields right there, and it's kind of dressed up to be the championship field for the softball complex. It's in really good shape, obviously its brand new. There are still a few ADA compliance items that we're finishing up, now that softball season is over with. Come this spring it'll be like it's always been there.

Shooting range, I don't know if anybody's been out there recently, but they really kind of started doing a lot of corner and curb appeal out there. A lot of vegetation planning and landscaping work, and it kind of looks like you're pulling into a golf course which is not really expected when you're pull into a shooting range, but they've done a really

*good job out there. That entire crew out there really done a good job.*

*And just to end with an accolade. I know we discussed, I guess we presented some awards that Parks received at the last City Council meeting, maybe. But just to kind of remind everybody that the Craighead Forrest Soft Trail System won Trail of the Year. So, in the state, that's a big one. The Black Light Skeet Shooting Program out at the range, which was completely invented, I guess, and thought up by the staff out there, it's turned out to be a huge hit. You can go out there on a Friday night and there's a lot of people out there and if you, it's kind of cool watching a skeet pop at night under black lights. That won an award. And the E. Boone Watson Center, the African American Cultural Museum. You know Roger McKinney helped, kind of, create that into what we know today. He does an amazing job out there. That was an award-winning, and I believe Roger also won a personal award as well. All in all, I would say our Parks men and women are doing a pretty good job out there serving all the little boys and girls in Jonesboro, and we're really proud of it. And there's also so adult league, adult volleyball is really growing in popularity, so they are staying busy. And hopefully, I was a little more brief than Danny would be so. Any questions that you need me to look into for Parks?*

*Chairman Joe Hafner said, Brain I got one quick question. Chief Administrative Officer Brain Richardson said, yes. Chairman Joe Hafner said, On the new bike trail, over here, do you know when that last intersection is going to be completed? Like the crosswalk and stuff. Chief Administrative Officer Brain Richardson said, I don't, but I can find out. I mean, they're looking to close out on that project in the next week or so. That's one of those little checklist items that just needs to be finished up, soon.*

*Chairman Joe Hafner said, yeah, we rode down it this morning, it's great to be able to get on that thing and just through. Chief Administrative Officer Brain Richardson said, yeah. I drove over it this morning and that one intersection needs to be cleaned up, but other than that it's. Chairman Joe Hafner said, it's great. Chief Administrative Officer Brain Richardson said, it's a complete street in Jonesboro, so. The first of hopefully many.*

*Councilmember Dr. Anthony Coleman said, just real quick, and you may not be able to answer, but I know you said it was an increase in numbers for basketball. The City Stars Basketball, like 800 kids so far. Chief Administrative Officer Brain Richardson said, well it's 800 kids. Enrollments going on. I don't know if it's an increase. It's a lot. Councilmember Dr. Anthony Coleman said, yeah, so it's going up great. My question is, and I'd like to know, and Danny may can answer this, but do we have enough courts for all those kids? Because I know I just counted four centers and just wondering if we're keeping up with the numbers. Kids for courts.*

*Chief Administrative Officer Brain Richardson said, yeah, they're busy. They're packed. And, of course, whenever the Sport Complex comes online that will take huge amount of pressure off of our recreation centers and help provide them back for more towards recreational play. That's kind of a struggle that we have now, that a lot of us have been involved with either AAU Basketball or Youth Program Basketball. Come basketball season, there's not just a whole lot of free play because it's either AAU Basketball Tournament, City Stars Basketball practice or game. There's just a lot going on, you know there some Church League Operation too. We do lack court space in a lot of areas, and then because you also throw in pickleball, you throw in volleyball. Jonesboro sports is a very active sport scene. So obviously, adding 24 courts to our inventory would really dramatically change that and help relieve some of that pressure. But the Parks Department also really does a really great job of partnerships with a lot*

*of the schools and we're able to utilize some of their court space as well. Danny would, by far, be the better person to ask exactly how those relationships go. But you know I can say that they do a really good job making it work, unlimited court space, but as our numbers continue to grow, we're going to have to continue to look at more facilities to help host and keep up with these numbers. Councilmember Dr. Anthony Coleman said, yeah, my concern was free play, so. Every now and then I want to play. Chief Administrative Officer Brian Richardson said, yep. Chairman Joe Hafner said, yeah that Sport Complex will be huge.*

*Councilmember LJ Bryant said, quick comment Brian. If it's happened, I didn't notice it, but I know it didn't seem like the contractor had gone back and re stripe the cross walk on the push button light up in front of Jonesboro High School after they did their work. Unless it happened in the last day or two. Chief Administrative Officer Brian Richardson said, yeah, I believe that that's probably a thermoplastic job and maybe they. I'll check with Craig on that and see where they are, and Steve. But that won't just be just regular paint. That will actually be something that's a little more longer lasting that we use on crosswalks, because they get quite a bit more traffic across them from both directions. So that is probably a different job than what the painting crew does, but I'll definitely make sure that they. I'll get you a time on when they're planning on getting that done.*

**Filed**

## **7. PUBLIC COMMENTS**

## **8. ADJOURNMENT**

**A motion was made by Anthony Coleman, seconded by Brian Emison, that this meeting be Adjourned. The motion PASSED with the following vote.**

**Aye:** 5 - Ann Williams; Brian Emison; LJ Bryant; Anthony Coleman and Janice Porter

**Absent:** 1 - Chris Gibson