



City of Jonesboro

Municipal Center
300 S. Church Street
Jonesboro, AR 72401

Meeting Agenda Finance & Administration Council Committee

Tuesday, January 30, 2024

4:00 PM

Municipal Center, 300 S. Church

1. CALL TO ORDER

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

ELECTION OF A CHAIR

3. APPROVAL OF MINUTES

[MIN-23:125](#) MINUTES FOR THE FINANCE & ADMINISTRATION COUNCIL COMMITTEE MEETING ON DECEMBER 28, 2023

Attachments: [FA Minutes 12282023](#)

4. NEW BUSINESS

RESOLUTIONS TO BE INTRODUCED

[RES-24:003](#) A RESOLUTION EXPRESSING THE WILLINGNESS OF THE CITY OF JONESBORO, ARKANSAS TO AUTHORIZE THE GRANTS AND COMMUNITY DEVELOPMENT DEPARTMENT TO APPLY FOR THE U.S. DEPARTMENT OF TRANSPORTATION (USDOT), FEDERAL TRANSIT ADMINISTRATION (FTA), FY2021 49 U.S.C. SECTION 5339 FORMULA GRANT, FOR THE JONESBORO ECONOMICAL TRANSIT SYSTEM (JET)

Sponsors: Grants, Community Development, Finance and JETS

[RES-24:008](#) A RESOLUTION TO ENTER INTO A CONTRACT WITH PLACER LABS INC. FOR DATA COMPILING SOFTWARE TO PROVIDE VITAL INFORMATION FOR GRANT WRITING EFFORTS

Sponsors: Grants and Finance

Attachments: [Placer Labs Inc](#)

5. PENDING ITEMS

6. OTHER BUSINESS

7. PUBLIC COMMENTS

8. ADJOURNMENT



City of Jonesboro

300 S. Church Street
Jonesboro, AR 72401

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MINUTES FOR THE FINANCE & ADMINISTRATION COUNCIL COMMITTEE MEETING
ON DECEMBER 28, 2023



City of Jonesboro

Municipal Center
300 S. Church Street
Jonesboro, AR 72401

Meeting Minutes Finance & Administration Council Committee

Thursday, December 28, 2023

4:00 PM

Municipal Center, 300 S. Church

NOTE: MEETING MOVED TO THURSDAY DUE TO HOLIDAY

1. CALL TO ORDER

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

Present 5 - Joe Hafner; Ann Williams; John Street; David McClain and Brian Emison

Absent 2 - Charles Coleman and Anthony Coleman

3. APPROVAL OF MINUTES

[MIN-23:120](#)

Minutes for the Finance & Administration Committee Meeting on Tuesday, December 12, 2023

Attachments: [Minutes](#)

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

Aye: 4 - Ann Williams; John Street; David McClain and Brian Emison

Absent: 2 - Charles Coleman and Anthony Coleman

4. NEW BUSINESS

RESOLUTIONS TO BE INTRODUCED

[RES-23:312](#)

A RESOLUTION PROVIDING FOR THE ADOPTION OF A BUDGET FOR THE CITY OF JONESBORO, ARKANSAS, FOR THE TWELVE (12) MONTHS BEGINNING JANUARY 1, 2024, AND ENDING DECEMBER 31, 2024, APPROPRIATING MONEY FOR EACH ITEM OF EXPENDITURE THEREIN PROVIDED FOR; AND FOR OTHER PURPOSES

Attachments: [2024 Budget](#)
[EMAIL Budget 12272023 LJ Bryant](#)
[2024 Budget Powerpoint Overview](#)
[Job Descriptions Handout 12282023](#)

Mayor Harold Copenhaver said, Mr. Chair, I would just like to state that I appreciate

everybody's involvement in this process. I know that we had this to everybody in a format before Thanksgiving, and it has been on the table. We've had a lot of conversations, and I appreciate that input for councilmembers that have been engaged. I believe at this point, instead of going back through the entire process, if this committee would like to hear it from Steve again from start to finish, or we can go forward with what you would like to see is answer to the questions of what this committee had last time. We can follow up with that, however you want to proceed. Chairman Joe Hafner said, I don't think there is any need to go back through the presentation. Mayor Harold Copenhaver said, Steve, would you mind coming forward then and just kind of go over the questions and the concerns that were expressed at the last Finance meeting that we had discussion of and then how we address those for the members.

Director of Finance Steve Purtee approached the podium and said, thank you, Mayor and Committee Chair. Basically, during our last working session, there was a question asked regarding the history of franchise fees, and I believe we provided that detail earlier. Basically, that is the same data that is included in the formal documents of the revenue bond; and that is a schedule that would be included in that document if we moved forward in that process as well. Basically, the indication of that revenue is \$1,716,000 was for this previous year end. We are going to be right at that number this year. I think I was looking at it as about \$1,712,000 forecasting a couple of future receipts as well. Some of those are on a quarterly basis. So that is going to be right in line. We are not aware of any indications that would challenge those numbers moving forward was for this previous year end. We are going to be right at that number this year. I think I was looking at it as about \$1,712,000 forecasting a couple of future receipts as well. Some of those are on a quarterly basis. So that is going to be right in line. We are not aware of any indications that would challenge those numbers moving forward. If anything, we are hopeful that legislature may someday consider broadband legislation that may assist us in that regard as well.

The other information was relating to the job descriptions. I believe that has been distributed as well, I think 11 or so different positions. Then the final information was simply just wanting a reference on the goals that were included on page 12 of that original presentation. I believe the Legistar includes that file again; and we included a page 13 that just simply references the various pages, where you can find those goals attributed in that document. Again, the budget will consist of the binder, the budget files, the salary and administration plan, resolution as well; so there is kind of a reference there to all of that information. That is the new page 13 that has those references there. Mayor those were the only questions that we were indicated that had additional follow-up. Mayor Harold Copenhaver said, thank you, Steve, and I appreciate your staff putting that together for councilmembers.

Chairman Joe Hafner said, alright, at this time I will open the floor to the committee if you have any additional questions or follow-up from the working session. Does anybody have any questions at this time? Mr. McClain? Councilmember David McClain said, a couple of things. One in particular was just looking at the different positions. And it looks like we are adding 11 or we are changing two positions, regrading two positions, three positions. And then we are adding some positions, communications, one for JETS, Marketing and Community Outreach Coordinator. One of the main questions I think were focused around the JETS position. I went back and watched the Public Service meeting, and the gentleman wasn't sure, the director of JETS wasn't sure what that person would do for communications. So I was trying to figure out what they would do, what would they relieve. Also, are they responsible for social media? Are they responsible for emails, FOIA? What all are they responsible for that is not going

through the Communications department currently?

Mayor Harold Copenhaver said, okay, good question. Tony can come up and fill in any blanks that I might leave out; but I'll just say, our interim director is doing a wonderful job, by the way. He really has taken the tail by the horn, so to speak, and done real well. But this position would allow us to promote new ridership, because we are seeing an increase, Councilman, of anywhere from six to ten percent a year in ridership. It also will provide additional information on how riders can access. They are also going to be able to do income revenue opportunities as well for community partners. We currently have a firm, but that hasn't been working out to our full advantage. So it's going to play multiple rolls. When it comes to the FOIA, that will still all be directed back to the communications department. Then I think one keynote is that the reference in (and correct me if I am wrong, Tony), but the funding of this is 50% city, 50% federal. So the funding they receive, obviously that funding can be used for this individual. So the city at that point is only responsible for 50%. So we are in hopes that the revenue created by this individual with advertising will then offset those expenditures of the 50% for the city.

Chief Operating Officer Tony Thomas approached the podium and said, and that is correct. The only thing I'll add in addition to what the mayor has indicated is, you'll note that we moved in a slightly different direction when it came to our system this year. We've had a number of grants related to bus shelters, as well as some improvement in the vehicle capacity that we have there at JETS. So there is just some tremendous opportunity to kind of rebrand our system over the next year; and this person will also be in a role to help us roll out some of the new things that are coming about with the system in branding that. Like I said, honestly, the biggest lift for this new role is going to be handling advertisements in-house. I know in the past year, I have not seen any revenue related to advertisement in our shelters or on our moving stock. So that is going to be the biggest lift. But overall, we are going to rebrand JETS. We are going to relaunch JETS here as we get new fleet, as we make some of the improvements that have come about through grant funding as well as just the normal funding that we have available in the system.

Councilmember Ann Williams said, are we working to get shelters at all the bus stops? Mr. Thomas said, well, you know, we have a limited number of shelters that are available. We did get a grant to improve, I think it's about 35 or 40 of those shelters. One of the things that will happen when we make improvements to those shelters is we can take those existing shelters and then move them to locations that are not covered. Once we implement those two steps, then we can begin to look at what are some of the other heavily used stops by the public that would warrant a shelter. Councilmember Ann Williams said, I would just assume that ridership would increase when you have shelters at every bus stop, because it just makes sense that people aren't going to want to stand at the bus stop in the rain. And I could see that reflected in the ridership, plus that's an advertising opportunity, isn't it? Mr. Thomas said, correct. That is. Those shelters are one of our main vehicles that we have available for ads that can be purchased for organizations or other individuals in the public. Mayor Harold Copenhaver said, and at the same time, Councilwoman, they are also ADA compliant, so every bus stop will be ADA compliant.

Councilmember David McClain said, so you mentioned advertising opportunities. The last thing I want to see is where we start to hire this person does advertising and handles marketing and handles whatever, whatever, whatever, right? We throw all that on top of them. My thinking has been since I've seen all these positions, and I felt like some of that would be included in there. Instead of doing that, you come in and you

say I want to come in and I want to donate to the city. Have a one-stop shop, one person that is the main contact for that. So we don't have Danny chasing fundraising. We don't have Brian chasing fundraising. We don't have the mayor chasing fundraising. You go through this one person; and that one person is for the city as a whole. We give them a package of, this is what you could do. If you give at the highest level, you can have your name on a JETS bus, the baseball park, the dog park, whatever. That way, we don't have 20 people chasing after the same person, if that makes sense as well. Mr. Thomas said, and that does make sense in some regards. JETS is its own unique beast because of federal regulations and requires some uniqueness. It doesn't fit well with some of the normal structure that our general fund provides. By using those federal resources, then we are limited to what that personnel can do, how they can operate, and their ability to move across those spectrums. So generally JETS staff only works in the JETS department. Even though there is a cost share, there are federal regulations. As long as we are using that 50% match by 50 and 80% in some cases, as long as we are using that match by FTA, those positions have to be 100% dedicated. And it's not easy, I'll say in order to pull a portion of that funding to fund something that has that dual purpose to it just because of the requirements related to the grant. But in other cases, outside of JETS, I think that would be something that can be considered.

Councilmember David McClain said, and the last thing I also don't want to see is to continue to add every, and I understand there is a need. You know, sometimes need grows as the city grows or whatever; but I don't want to see us continue to add people every time we say, okay, we just need to add somebody. Well, can we change something, and can we do something different and find out if we can reorganize or whatever? I just don't want to see the departments just continue to grow with people. Mr. Thomas said, yes, overall, we don't want to just continue to add staff where we don't need staff. We don't want to continue to identify a need and automatically begin to look at personnel. I can tell you that is not the mantra that we take. I can tell you that the number of positions that are brought forward to you versus the number of positions that we actually receive. There was a vast difference in that number. So we have worked to identify, first of all, where we consider the most need, and then number two, where we have leveraging opportunities with some of our outside dollars. In this case, I can speak to JETS. In this case, there is a tremendous opportunity to leverage federal dollars with local dollars in order to maximize our revenue opportunities as well as allowing this person to do some output related to the system and how to utilize the system to the best of the ability by the public. So the two thrusts that we have as a part of this position is to inform the public about opportunities for ridership with the system and number two, to actually notify organizations and individuals about funding opportunities that they may want to take by advertising.

Chairman Joe Hafner said, and I will just follow up on what Mr. McClain was talking about. I mean, obviously with you all being involved on a day-to-day basis, you see a lot more of what the needs are than we do looking at a budget once a year. I mean, we look at it more than once a year, but you know what I mean. But based on my experience, when you start adding positions, obviously you want to make sure there is enough work. I am assuming all of these are full-time positions. Is that a good assumption? Okay. You want to make sure there is enough work to keep them all busy. I know in some cases like the Finance Specialist, that is because we had a contract employee that retired and we're bringing someone in. But when you look at these positions added, there are 11 people there and then the existing positions increase, just salary alone, that is almost \$600,000 just using the minimum salary range. That is quite a bit of money, so I am just making sure that these positions, number one, obviously you believe they are needed, make sure they stay busy. You

make sure you're getting the return that you're expecting to out of that position.

Mayor Harold Copenhaver said, Steve, would you mind coming forward again and just kind of going through the process? I remember three or four months ago when we went through this with the directors, we had requests of probably 70 or 80 new employees. So it has been a streamlined process. We've narrowed it down; and keep in mind there are 24 new positions, sixteen of which are safety personnel, twelve firefighters. The remaining eight are new positions or a position in one department will no longer be utilized and a new position is created in another department for that department that needs the assistance. So again, Steve, can you give a little bit more feedback on that?

Finance Director Steve Purtee approached the podium and said, yes sir. The process for that is through our HR department in conjunction with the budgeting process. They request all of the directors to provide any personnel requests that they may have. Those would be relative to new positions, elevating positions, regrading positions, just standard salary adjustments, those types of things. Then what we do at that point, once we assemble that information, (and there were approximately 78 different requests in that) you kind of look at it in different avenues of how the directors are trying to consider that. Then what we do is obviously our emphasis is headcount. We want to keep that as minimal as possible. I believe in one of our earlier slides, we referenced that there are 13 of those positions that were deferred for later analysis. That is the very second slide up there. But again, that just kind of shows process that we go through relative to that, looking at that total accumulation. And then we granted not quite half of it. Then we deferred 13 of those for additional conversation and analysis later. When we see revenue streams, what they are going to be looking like, give an opportunity to look at some of the other costs that are embedded in the budget relative to part-time salaries. You saw a significant increase in that area through the budget as well. Each of the directors provided a spreadsheet relative to what they project their part-time allotment of salaries should be relative to that. So we have that as a tool working going forward to look at that and do this ongoing analysis in that regard. So after we look at headcount, we then look at the various requests for regrade. Look at the various departments. I'll speak specifically to Finance. Our city accountant resigned his position and went to Big River Steel through another opportunity. What we are doing at the same time, Chairman, you indicate that our contracted auditor, he retired finally, Mike Burris. We appreciate all his hard work over the years. So what we are doing is we are resetting those two positions basically into finance specialist. The net change to the department salary is a \$10,000 decrease. So, not only are we going to be doing more with less, we're going to be doing it at a lesser cost. But we think that in time, we will be able to get our rotation back to do some of these things that we feel are very important for internal control and such as that. So this is kind of a glimpse at the Finance Department itself, just trying to look at it, keep headcount in tow, try to keep salary costs at bay as best we can and make sure we get everything done that we need to get done.

The other departments look at that in the same light. We had some of those that could have requested more individuals, but they kind of sharpened their pencils as well. And I think through the consultation of the mayor's office and administrative staff working with these directors, they kind of went through different scenarios relative to that. Quite honestly, there were several person to person meetings in that regard looking at that and doing that analysis and then concluding that, okay, here is a general consensus of agreement that this is what we need to do. And that was what concluded in what you're seeing in these slides here.

Councilmember David McClain said, I had a follow up too. It's only mentioned that the JETS position is 50/50. Do we have any of these other positions that are 50/50 or grant funded? Chairman Joe Hafner said, victim services and CIT coordinator.

Councilmember David McClain said, both of those? Chairman Joe Hafner said, that is the same one. Councilmember David McClain said, that's just one. That one is 50/50? Mr. Purtee said, no, it is 100% three year grant funded. Councilmember David McClain said, okay. So the FOIA technician is not. That's going to be... Mr. Purtee said, I don't believe that it is.

Chief of Police Rick Elliot approached the podium and said, in regards to the FOIA position, that is a full time position. Due to the FOIA requests that we have every year, we are well over 12, 1300 plus a year. And it has taken a staff of four all they can do right now to maintain that, and we are still behind. With all the video that we produce on a daily basis that is out there and all the people that are requesting this video now, especially the YouTube bloggers, it has put a substantial strain on my civilian staff to meet the FOIA requirements. So the reason why we put this position in is just to help alleviate the current stream of FOIAs that we deal with daily. It has not slowed down; and it's not going to slow down because we are adding more cameras throughout the city. We will have more officers by springtime on the road throughout the city, so that is more video footage that is going to be out there for people to request at some point in time. Councilmember David McClain said, how many do you have now that help with the FOIA? Chief Elliot said, right now it takes at least four to get the FOIAs out. City Attorney Carol Duncan said, and they have to be redacted in the video. That's the problem. Chief Elliot said, that's the problem. I can't just release a video that has sensitive information on it, anything ACIC, NCIC, date of birth, things like that. Ms. Duncan said, children. Chief Elliot said, we have to go in and make those redactions, and so that is time-sensitive. Now if it's an accident on one of our roadways, there is no audio, there is no sensitive information, those go out pretty quick. But that is a daily request now, because we have so many cameras capturing accidents on the roadways. So now you have insurance companies requesting videos, attorneys, if they get involved in litigation, requesting those videos. So somebody's got to sit down, pull that video, and send it over to the server for those individuals to come get. So like I said, along with our technology as it has grown, the downside is so the people that want to see what we do with the video. So that is the downside of it; but I would say we are looking for one body this year, and come this time next year, we may be asking for another one, because I don't see the numbers slowing down by any means.

Mayor Harold Copenhaver said, and Chief, you can also expand a little bit that a lot of times, it's a partner relationship between Communications as well on the FOIA requests. Chief Elliot said, oh absolutely. A lot of times FOIA requests begin with Mr. Campbell, so it takes not only his staff and my staff to accommodate. It's a daily thing; and at times they have to refer to Ms. Duncan about, hey, we are two weeks, three weeks behind, and we could be in violation of the law. We will give the individual a response that we have acknowledged and received your request; but you're in this list on the pecking order, and right now we are some instances two weeks or more behind. So I don't want to see the city get jammed up in a situation, so we are at the point it's going to take another body to help us to stay caught up. And it's not an overnight fix. I mean, we've got to get somebody brought in and trained up, but this is the direction we're going to have to take. Like I said, as our technology grows, so will the demand.

Councilmember Brian Emison said, Steve, if you don't mind, I just want to follow up on our question mark about the interest rates and our interests that we're earning on our funds that are sitting in the bank. I know as Chair Powell took the stand literally the day after we had our last meeting on this, and the Fed dot plot has changed a little bit.

I mean, we are seeing, if you can believe the bond market and stuff that we are seeing, this time next year they are projecting us to be 175 to 200 basis points worth of cuts possible as it stands today. With our banking relationship there, do we see our interest rate fluctuating? Is it tied to an index, or do we think that the 4.05 that we are currently getting paid, is that going to see all of next year? Mr. Purtee said, we would not expect that to remain with a significant drop in rates. Our current lending institution tries to keep us about a quarter point within the overnight rate; and so that is kind of where we are currently. Again, we projected, and if you kind of go back through the budget history this time last year, we were projecting a two percent return. We ended with a four plus percent return, so we had that budget increase there. You know, and at the same time, I think, going by memory, I believe we have like a \$435,000 budget over budget increase. Obviously, we've done much better than that in actual results. So I think there was an earlier question about, and I believe you astutely had this. You're right on point with your questions exactly. You know that all of those revenues obviously go into the reserve; and then we appropriate out of that through expenditures. We didn't have any specific expenditures tied to that interest routine. We will do the same thing again this year. Unfortunately if we miss our mark on that a little bit and the Fed moves down and you know, again, we look at the same crystal ball that everybody else does relative to that. So that would be a function of reserve, so it could be that our \$27 million unappropriated reserves gets dinged by half a million dollars or whatever it is if we miss that budget target. But we have it projected at a little over four percent return on that.

Councilmember Brian Emison said, and once again, I will reiterate. 4.05 is a really good rate for today's environment and leaves some meat on the bone between the Fed moving up and down without seeing it move. I just didn't know if with that big of a swing if we would see a reaction effect from our banking relationship we currently have. Mr. Purtee said, with that significant of a change, we would expect our rate to decrease. Councilmember Brian Emison said, gotcha. Good deal. One other thing, this is kind of getting off into the weeds. I don't expect an answer if you don't have one, but since this new data came out, remember we were talking about if we went down the revenue bond avenue, at that time it was somewhere around the 4.25 range. Do we know if the municipal bond market, do we know what that rate would be today given the new data coming up then? Mr. Purtee said, just before Christmas break, that position had improved about \$30,000 a year in interest savings. So that 4.25-ish rate had come down to about 4.15. I haven't looked at it or heard anything further since this week began, but we will continue to monitor that. Councilmember Brian Emison said, so it's headed in a good direction. Mr. Purtee said, it's headed in a great direction. It really is. Councilmember Brian Emison said, thank you, Steve.

Councilmember David McClain said, I had one last question, not for you, Steve. Parks and Rec, mainly. We are looking at Concession Coordinator, Pool Coordinator. The main question I had for concession, what is the desire behind that position? What are we thinking? What will they do? Mayor Harold Copenhaver said, Danny, do you want to approach and kind of give them the history for the reason for your request on that? And I will say, Danny, obviously the growth of our Parks Department has been tremendous, and I want to congratulate him too as well. He's been putting together a volleyball tournament that has 114 coming to town. They will be here over a weekend coming up. But again, this concession coordinator, we've had issues with keeping personnel part-time, loss of revenue, possibilities, food not being provided. It's that kind of stuff. Councilmember David McClain said, let me ask this before you touch on it, because that was one of my questions. How will they help us grow our revenue?

Parks and Recreation Director Danny Kapales approached the podium and said,

absolutely. So looking at our overall concessions, Southside, we've got the concession stands out there. We operate Monday through Friday with the league, and then we have the tournaments on the weekends. We've been operating that with part-time staff. And so when you try to operate concessions with part-time staff, that involves either myself, assistant director, softball coordinator, which is also trying to run league games, tournaments to try to help manage that part-time staff. So you end up not running a concession stand the way you really would like to run a concession stand. Well, you tie into that, you've got the pool that's open during the summer months. Same thing, we're operating that with part-time staff. So you're still trying to manage that. So you've got the overrun whether you are over ordering or under ordering. So you're never really quite operating a concession stand like a restaurant should be ran. And then on top of it, we've got Winter Wonderland downtown when we are running the skating rink. So year round, you start looking at all these concession stands. Then we've got the shooting range with all the tournaments and activities we've got going on out there as it continues to grow. This full-time concession manager will actually operate and oversee all the concession stands for the year round and manage those part-time staff to make sure that we actually increase our activity within the concessions, but also bring that inventory in control so that we can rotate things out like we're supposed to. We don't lose drinks toward the end of the season, because one of the things that we get that restaurants don't have to worry about is that, when you order drinks, you just keep cycling through the drinks. But when you have softball, you get to the end of the season, you have a big tournament right at the end of the season, whatever you have left, you have to figure out how to use. So you either transfer it somewhere, you try to give it back to the company. A lot of times that doesn't happen. Well, by having a concession manager, that person is really going to be focused on, do I move it from softball? Do I move it over to Winter Wonderland? At the end of the spring season for softball, do I move it over to the pool? So their focus is going to be about raising the revenue in our concession stands as a whole throughout the park system.

Councilmember David McClain said, does Joe Mack, and I remember the baseball boosters used to be in charge of the concessions. Is that still the case? Mr. Kapales said, they are in charge of the baseball concessions, but they are not in charge of the soccer side of the concession. So this person will help manage that side also. Councilmember David McClain said, you brought up the gun range. What are we doing there to increase revenues? Mr. Kapales said, absolutely. It's increasing activity. It's increasing tournaments, reaching out, marketing. I don't know if you had a chance to get on our Facebook page and see the marketing that was being put out there. I give Joey a lot of credit. We've had an elf that's been floating all through the Facebook page. It's brought in a lot of attention, trying to find the elf. Our Friday night activity, something that was really cost effective, low cost for us. We started out with somewhere around 50 or 60 folks coming in every Friday night. I think we had 90 plus out there the last Friday night, and we're doing the nighttime. It's glow trap shooting. So we're just finding those different avenues that nobody else is doing to bring folks in to utilize the facility. And then as we continue to increase that visibility and bring folks from out of town, they continue to come out during our normal hours of activity. This fall, you would have seen a lot of folks out there signing in their guns for deer season, getting ready during the daytime. So there are different aspects of reaching out, programming. I know Chief has been talking on the other end. Steven, on that end, deals with the pistol and rifle end; and we're looking at within the program scores where I know PD does a lot of training, but we're looking at doing like the cowboy style type shooting, bringing us some activities on that end. So that is just another avenue for folks to come in and see and watch, but also something that is not happening in our area, that would bring folks from out of town. So there are a lot of different programs that these guys are researching, figuring out how to get ourselves involved in.

Councilmember Ann Williams said, I just wanted to say, though, that I don't see on the page here as far as increase or uptick in the revenues in 2023 or what is anticipated in 2024. And there wasn't a big uptick from 2022 to 2023, so there does not seem to be an upward direction in the revenues. Mr. Kapales said, you probably don't see a big upward direction because we just got all the trap fields opened up this year. So we were operating with just three fields, and now we've got nine fields opened up and operational, so you're going to see an uptick now that you see that the facility increased in usability. So you should see a much greater involvement in tournaments and the uptick at that point. Councilmember Ann Williams said, but the 2024 predictions are \$208,000? Is that right? Mr. Kapales said, as far as the revenue? Councilmember Ann Williams said, yes, is that your forecast? Mr. Kapales said, yes, when it steps into the revenue, I would actually have to turn it over to the Finance Department. I really do not put in on the revenue. Councilmember Ann Williams said, I don't see that as a big increase. Mr. Kapales said, it's not a big increase when you look at the numbers. What we do on the revenue, we don't put in a big increase as far as that when it comes to the budget. We just look at the last year's. We type in revenue and mark what our hopes is that maybe we can double that. Councilmember Ann Williams said, does that reflect membership? Mr. Kapales said, it does. Basically all the revenue that you're seeing for next year's budget just reflects a little bit of an increase from what we've done from the past year. But with what we've added as far as the much bigger facility, increasing the concession stands, things of that sort, that revenue number should actually be increased quite a bit more than what you're seeing in the budget. But we've actually budgeted very conservatively when it comes to the revenue numbers. Councilmember Ann Williams said, you do know how many memberships there are, and you can actually count that, right? And this reflects that, right? Mr. Kapales said, it reflects what we've done last year, yes, with a very modest increase.

Chairman Joe Hafner said, isn't part of the revenue increase going to come from tournaments once we have the clubhouse? Isn't the clubhouse finished? So we can actually host tournaments and bring a lot of people in? Mr. Kapales said, yes, once we have other things complete out there, kind of like, look at the 3D archery. You know, that was just completed mid-summer this year. And so that really hasn't gotten its full usage and full membership involvement because of the 3D archery, but it's going to be one of the nicest ones in the state when people start utilizing it. So as you start going into later in the season, all the leaves start getting off the trees, people are going to start getting out here into the woods and start utilizing it. That is more members that are going to come out to the park and start utilizing that facility. So yes, just the more activity that we see out there, the more we finish that facility, the membership is going to start increasing. Chairman Joe Hafner said, we are still operating with an unfinished facility. Mr. Kapales said, we absolutely are.

Councilmember David McClain said, you have two buildings out there, correct? I see a shop building, and then also some other building. I know we've talked about a grand building. I don't know what you would call it. Mr. Kapales said, we are talking about a range building for the trap side, a facility to be able to operate the largest portion of that park facility is the trap end where we have the nine trap and the three skeet sides and the archery side. Currently the guys are operating out of a mobile storage building. Mayor Harold Copenhaver said, but in the same context, let's all keep in mind that the cost of this facility over the last several years would have been about \$7 million. And I challenged the engineering department, and they have gotten it down to about anywhere between three to \$3.5 million. But this is not in the budget. This building is not in the budget. We are also looking for community partnerships and Arkansas

Game and Fish as well to help us along in this, because I think we have to look at it from a standpoint of it is in its infancy. As I mentioned to one councilmember earlier today, so was Craighead Forest at one point. It used to be gravel roads. I remember that growing up. And so we didn't have a lot of visibility and a lot of usership out there. But I see the revenue streams basically in all avenues of the shooting sports complex. It's going to adhere to a lot of people coming into town, a lot of tournaments. But again, we have to be very cautious with our expenditures in there, and that is what we are going to continue to do. Mr. Kapales said, absolutely.

Chairman Joe Hafner said, any other questions from the committee? Councilmember Brian Emison said, I did have something for Danny, if you don't mind. I got to reading through this job description here, and it just got me to thinking about this. Number nine calls for handling large sums of cash and reconciling cash balances and everything else to drawers. Do we currently accept credit cards or anything else? Mr. Kapales said, we do. Yes. We actually started using a program called Active within our whole park system, so it handles the credit cards. It actually handles all our cash receipts. It also handles all of our reservation systems, so it's an overall accounting system for us to be able to operate everything we do within parks. Councilmember Brian Emison said, gotcha. Anytime I see part-time entry level staff and cash handling comes into play and everything else, it's my risk mitigation banker in me. So, I apologize. Mr. Kapales said, and there are cameras over all registers. That also helps. Councilmember Brian Emison said, great. Good deal. How does that work from the admission side of it? Are they set up where they can take credit cards there, or is that all a cash system? Mr. Kapales said, the admission is a different issue, because we operate those at the gate. But we operate those with dual employees, so you never have one operating. Councilmember Brian Emison said, gotcha. Good deal. Thank you, Danny.

Councilmember Ann Williams said, I have a question. I joked about this with the mayor earlier. Are we doing anything to take advantage or take an opportunity with the coming eclipse on April 8th or anything planned revenue wise? Mr. Kapales said, yes, well there is actually an eclipse committee that is working on that. That is mainly made up of a lot of good citizens trying to create an overall tourist impact for the city of Jonesboro. Councilmember Ann Williams said, in regard to that. Yes, I knew about that committee, but the point as far as concessions like at the parks and everything? Mr. Kapales said, we are trying to finalize our details and hopefully here in the coming weeks we will have the final details as far as the overall parks people will be able to utilize. But we are looking at, let's say, the shooting range. We are looking at Joe Mack Campbell. We are looking at Southside. Councilmember Ann Williams said, Craighead Forest? Mr. Kapales said, Craighead Forest for sure, but we are also looking at those places that people haven't thought about as far as the ball fields, and the fact that we have the hard surface parking lots. You know, people are going to be looking. At this point, a lot of the locations through the state have already been booked up when it comes to hotels and RV sites, things of that sort. So we're evaluating since we already have spots throughout those park spaces, can we for that weekend, since we basically have shut down for the eclipse just to provide service for folks coming to town? Could we possibly have folks camp out or park RVs or utilize those park spaces? But we are working on that now trying to figure out if that makes a lot of sense; but over the next couple weeks we will have that information released. Councilmember Ann Williams said, is there an opportunity like out on Dan Avenue or at the shop or in some of those places where there is a big parking area? Mr. Kapales said, that would be Joe Mack. That is what we are talking about is utilizing the parking lots in the complex. That way, folks can actually go out maybe in the soccer fields and be able to enjoy the eclipse from an open space like that.

Chairman Joe Hafner said, I guess my only question is, with the city council meeting being on Tuesday night, will this be on that agenda? City Clerk April Leggett said, normally an agenda is on Thursdays and we finalize at four o'clock. But since the holidays pushed this meeting from Tuesday to Thursday, I decided that it was best that we wait for the agenda to come out until after this meeting, so that anything that is recommended to council tonight will be on the city council agenda. Chairman Joe Hafner said, thank you. Thank you for your cooperation.

A motion was made by John Street, seconded by Brian Emison, that this matter be Recommended to Council. The motion PASSED with the following vote.

Aye: 4 - Ann Williams;John Street;David McClain and Brian Emison

Absent: 2 - Charles Coleman and Anthony Coleman

[RES-23:314](#)

A RESOLUTION DECLARING AN EXCEPTIONAL SITUATION AND WAIVING THE REQUIREMENTS OF COMPETITIVE BIDDING FOR EMERGENCY REPAIR WORK ON A FIRE DEPARTMENT TRUCK

Attachments: [Siddons Martin Invoice](#)

A motion was made by John Street, seconded by Brian Emison, that this matter be Recommended to Council. The motion PASSED with the following vote.

Aye: 4 - Ann Williams;John Street;David McClain and Brian Emison

Absent: 2 - Charles Coleman and Anthony Coleman

[RES-23:315](#)

A RESOLUTION TO WAIVE COMPETITIVE BIDDING AND AUTHORIZE PURCHASE OF TWO POLICE EQUIPPED CHEVROLET SILVERADOS AND SIX POLICE EQUIPPED DODGE DURANGOS

Attachments: [Police Pickup quotes](#)

A motion was made by John Street, seconded by Brian Emison, that this matter be Recommended to Council. The motion PASSED with the following vote.

Aye: 4 - Ann Williams;John Street;David McClain and Brian Emison

Absent: 2 - Charles Coleman and Anthony Coleman

[RES-23:316](#)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF JONESBORO, ARKANSAS TO AMEND THE CITY SALARY AND ADMINISTRATION PLAN BY INCLUDING UPDATED PAY RANGES, JOB TITLES AND GRADES

Attachments: [Revised Pay Grades & Salaries effective January 2024](#)
[Job Descriptions Handout 12282023](#)

A motion was made by John Street, seconded by Ann Williams, that this matter be Recommended to Council. The motion PASSED with the following vote.

Aye: 4 - Ann Williams;John Street;David McClain and Brian Emison

Absent: 2 - Charles Coleman and Anthony Coleman

5. PENDING ITEMS

6. OTHER BUSINESS

7. PUBLIC COMMENTS

Rohn Craft, 2416 Skyline Point, approached the podium and said, the shooting complex needs to be finished. I've been involved with this thing for quite some time. I've been talking with Robbie Pennock who is the state delegate to the ATA Association, which is the Amateur Trapshooting Association. It's my understanding from him that 70% of the youth trap shooters are in Northeast Arkansas. And we have the state tournament every year at Jacksonville. He has informed me that all we had to do to get moved to Jonesboro, everything we need to have to have the tournament, and there are certain stipulations that you have to meet. We have a vote. Also, you could have zone shoots. Joey, how many people show up at state shoots? Shooting Sports Complex director Joey Glaub indicated that there were 170 last year. Mr. Craft said, and then you can add grandma, grandpa, mother and father, aunts and uncles, so on and so forth. So one shooter brings in maybe half a dozen people that stay with them too that spend a lot of money in this town. Also, I would like to say as far as revenues are concerned, prices of everything have gone up. A lot of places that we go to shoot and other areas in other states have target counters. You go in with a credit card. Actually, you get a little card. You buy X-number of targets. When you go to the station to shoot, you click the target in there, and it counts the targets that you shoot. Now, targets have gone up quite a bit in the last two or three years; and it needs to be an increase in what it's charged out there per round. Most of the places we go to also will automatically figure a 10% loss. So if it's 25 targets, they will throw in another two or three and then so on and so forth. But that will help revenues out there and help support that. Now those systems, you can get wireless or you can get wired systems. Let's look at say, sporting clays for instance. We don't have that out there, but there are twelve different stations for sporting clays, and I think that system is \$12,000 to have a card reader at each one of those locations. Then you take the card back into the main office and it tells how many targets were shot and then you are charged for what were shot, lost or whatever. On your voice, we have voice command; and if you talk to that, the target goes off whether you shot at it or not. Well, they get to pay for their loud mouth basically; and now they are not. But that's a loss going to the city there. There are a lot of folks that will shoot when you get the building set up right and have these shoots, and it's introduced to new people. There are lots of folks that show up out there with Joey and them. They have no clue what it's about. So it takes staff time to go out and show them how to shoot, give them safety regulations that they go by, instruct them on how to shoot, because you'll get these guys that think they are crackpot shots, they are really good and they get out there and they can't hit the broad side of a barn. But if you take the time to inform them, and get them a little help on how to shoot, then you got a new customer; and he brings back the kids and so on and so forth.

I'll bring up one other thing. I don't shoot on a rifle and pistol range, but I think also what they might want to look at is charging an hourly rate plus your membership that you have over there. I think if you're looking for revenue, that is a source there. You can have some people that will come over there and stay for hours on end and others just come shoot and leave. There are two different folks there. But we need the building, and every minute we wait, it gets more expensive. Thank you.

8. ADJOURNMENT

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

Aye: 4 - Ann Williams; John Street; David McClain and Brian Emison

Absent: 2 - Charles Coleman and Anthony Coleman



City of Jonesboro

300 S. Church Street
Jonesboro, AR 72401

Text File

File Number: RES-24:003

Agenda Date:

Version: 1

Status: To Be Introduced

In Control: Finance & Administration Council Committee

File Type: Resolution

A RESOLUTION EXPRESSING THE WILLINGNESS OF THE CITY OF JONESBORO, ARKANSAS TO AUTHORIZE THE GRANTS AND COMMUNITY DEVELOPMENT DEPARTMENT TO APPLY FOR THE U.S. DEPARTMENT OF TRANSPORTATION (USDOT), FEDERAL TRANSIT ADMINISTRATION (FTA), FY2021 49 U.S.C. SECTION 5339 FORMULA GRANT, FOR THE JONESBORO ECONOMICAL TRANSIT SYSTEM (JET)

WHEREAS, the Arkansas Department of Transportation (ARDOT) is the FTA designated recipient of the 49 U.S.C Section 5339 formula grant and the City of Jonesboro AR a direct recipient of this grant through ARDOT; and,

WHEREAS, the City of Jonesboro AR was allocated \$123,603 in Section 5339 formula funding for JET in Fiscal Year 2021; and,

WHEREAS, Section 5339 funds are available during its allocated fiscal year plus three additional years and must be applied for and obligated or the funds will be returned; and,

WHEREAS, JET requests the \$123,603 in federal funding, with a 20% local match, to upgrade its real-time route management and communications software.

NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL FOR THE CITY OF JONESBORO, ARKANSAS THAT:

SECTION 1: The Jonesboro City Council pledges its full support for the submission of an application for the FY2021 Section 5339 formula grant to upgrade JET's real-time route management and communications software.

SECTION 2: The Mayor and the City Clerk are hereby authorized by the City Council for the City of Jonesboro, Arkansas to execute all necessary documents to effectuate the grant application.

SECTION 3: The Grants and Community Development Department is hereby authorized by the City Council for the City of Jonesboro AR to submit all necessary documents for this federal-aid program.

SECTION 4: The Mayor and City Clerk are hereby authorized and directed to execute all

appropriate agreements and contracts regarding any future award of the FY2021 Section 5339 formula grant.



City of Jonesboro

300 S. Church Street
Jonesboro, AR 72401

Text File

File Number: RES-24:008

Agenda Date:

Version: 1

Status: To Be Introduced

In Control: Finance & Administration Council Committee

File Type: Resolution

A RESOLUTION TO ENTER INTO A CONTRACT WITH PLACER LABS INC. FOR DATA COMPILING SOFTWARE TO PROVIDE VITAL INFORMATION FOR GRANT WRITING EFFORTS

WHEREAS, the City of Jonesboro Grants Department has identified a need for a service to provide valuable pedestrian, traffic origination, market share, trade area, and usage data; and

WHEREAS, data sought by the department would be of great value during grant review processes to prove needs and benefits of grant funded projects; and

WHEREAS, the data will be valuable for community development, advertising, and promotion of the city: and

WHEREAS, Placer Labs Inc. is an industry leader in Venue Analytics Platforms and offers a service that appears to meet the needs of the department; and

WHEREAS, annual cost of the program is below the threshold to require bidding, but does require an approved engagement contract.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF JONESBORO, ARKANSAS THAT:

SECTION ONE: The City of Jonesboro will enter into a contract beginning in February of 2024 and terminating in February of 2025 with Placer Labs Inc. for data compiling software.

SECTION TWO: The Mayor and City Clerk are hereby authorized by the City Council of the City of Jonesboro, Arkansas, to execute all documents necessary to effectuate this agreement.



PLACER LABS, INC.

ORDER FORM

City of Jonesboro Address:	(“Customer”) 300 S Church Street Jonesboro, AR 72401	Placer Labs, Inc. Address:	(“Placer”) 440 N Barranca Ave., #1277 Covina, CA 91723
Contact Person: Email: Phone: Billing Contact Email:	Mark Coomes mcoomes@jonesboro.org 870-932-1052	Contact Person Billing Contact Person: Billing Email*: Billing Phone*:	Clayton Demanes Melissa Anderson billing@placer.ai 415-228-2444

*Not for use for official notices.

1. Services.

The services provided under this Order Form (the “**Services**”) include:

- Access, via Placer Venue Analytics Platform (“**Placer’s Platform**”), to all major venues within the United States
- Access is provided to the 5 named users as set forth in the attached Exhibit A, which are part of Grants Department. User credentials, logins and Placer Data may not be shared with others.
- Access, via Placer’s Platform, to reports, including Visits, Trade Areas, Customer Journey, Customer Insights, Dwell Times, and Visitation by Hour/Day
- Actionable insights include:
 - Accurate foot traffic counts and dwell time
 - True Trade Areas displaying frequent-visitors-density by home and work locations
 - Customers’ demographics, interests, and time spent at relevant locations
 - Where customers are coming from and going to, and the routes they take
 - Benchmarking of Foot Traffic, Market Share, Audiences, and other key metrics
 - Competitive insights
 - Void Analysis Reports
- Access to Xtra reports per ad hoc needs; in Excel, KML, Tableau, and other formats: Quarterly Maximum of 26 credits; Annual Maximum of 104 credits
- Premier Customer Support
 - Regular meetings with Placer's Customer Success Team
 - Live, Virtual Training support as reasonably needed
- Access to STI Demographics Bundle + Mosaic Data Set, and AGS CrimeRisk. The applicable Advanced Demographics and Psychographics are generated using the Input Datasets from the data vendors as set forth below:

Description	Input Datasets Used
STI Demographics Bundle	PopStats
	Spending Patterns
	Workplace
	Market Outlook
Experian Mosaic	Mosaic Segmentation
AGS CrimeRisk	CrimeRisk

2. Permitted Uses

The data, information and materials accessible via the Services are referred to as “**Placer Data**”. Customer may use Placer Data solely for the following purposes (“**Permitted Uses**”): (a) Customer may use Placer Data for Customer’s internal business purposes; and (b) Customer may incorporate Placer Data into Research Data, as described and subject to the restrictions below.

“**Research Data**” means datasets and other materials created by Customer that result in any part from Customer’s use of Placer Data. The Customer may share Research Data with current and potential customers, and in marketing materials; provided that the Customer shall cite Placer as a provider of such information (for such purpose only, Placer grants Customer the rights to use the Placer.ai name and logo, provided that any such use of the Placer.ai name and logo must clearly indicate that Placer is the provider of data only, and is not involved in any analysis, conclusion, recommendation). Customer shall not, directly or indirectly, resell, distribute, sublicense, display or otherwise provide Placer Data to any third parties, except that Customer may display Placer Data as part of Research Data.

3. Term and Termination.

Initial Term: The initial term of this Order Form will begin as of the last signature date set forth below, and will continue for 12 consecutive months thereafter (the “**Initial Term**”). Each renewal or additional term, if any, is referred to as “**Additional Term**,” and the Initial Term and any Additional Terms are referred to collectively as the “**Term**.”

Additional Term: Following expiration of the Initial Term, this Order Form shall be automatically renewed for additional periods of the same duration as the Initial Term, unless either party provides written notice of non-renewal at least thirty (30) days prior to the expiration of the then-current term.

Termination: Either party may terminate this Order Form upon thirty (30) days’ notice if the other party materially breaches any of the terms or conditions of this Order Form or the Agreement (as defined below), and the breach remains uncured during such thirty (30) days. In addition, Placer may immediately suspend Customer’s access to the Services, or terminate the Order Form, in the event of non-payment by the Customer or breach by Customer of any restrictions regarding usage of the Services.

4. Fees.

\$20,000/year invoiced: in full upon signing this Order Form.

Invoice sent electronically to Customer’s billing contact email via NetSuite.

Customer shall pay the fees set forth above in this Order Form.

Unpaid amounts are subject to a finance charge of 1.5% per month on any outstanding balance, or the maximum permitted by law, whichever is lower, plus all expenses of collection.

Customer is responsible for all applicable taxes arising directly from the Services other than U.S. taxes based on Placer’s net income.

If Customer believes that Placer has billed Customer incorrectly, Customer must contact Placer no later than sixty (60) days after the closing date on the first billing statement in which the error or problem appeared in order to receive an adjustment or credit. Inquiries should be directed to Placer’s customer support department at support@placer.ai.

Placer may increase the Fees any time following the Initial Term (but not more frequently than once in any twelve (12) month period). The amount of such annual increase will equal the greater of CPI or five percent (5%) per annum.

In the event of any termination, Customer will pay in full for the Services.

All billing will be sent via electronic invoice to the Customer contact indicated above. Customer shall pay all fees within thirty (30) days of the invoice date.

5. Support.

Placer will use commercially reasonable efforts to provide customer service and technical support in connection with the Services on weekdays during the hours of 9:00 A.M. through 5:00 P.M. Pacific Time, with the exclusion of federal holidays. For any such support, please contact us at support@placer.ai.

6. Mutual NDA.

Each party (the “**Receiving Party**”) understands that the other party (the “**Disclosing Party**”) has disclosed or may disclose business, technical or financial information relating to the Disclosing Party’s business (hereinafter referred to as “**Proprietary Information**” of the Disclosing Party). Proprietary Information of Placer includes, without limitation, non-public information regarding features, functionalities and performance of, and pricing for, the Services. The Receiving Party agrees: (i) to take reasonable precautions to protect such Proprietary Information, and (ii) not to use (except in performance of the Services or as otherwise permitted by the Agreement) or disclose to any third party any Proprietary Information. The foregoing shall not apply with respect to any information that the Receiving Party can document (a) is or becomes generally available to the public, (b) was in the possession of or known to the Receiving Party, prior to disclosure thereof by the Disclosing Party, without any restrictions or confidentiality obligations, (c) was rightfully disclosed to it, without any restrictions or confidentiality obligations, by a third party, (d) was independently developed without use of any Proprietary Information of the Disclosing Party, or (e) is required to be disclosed by law, provided that the Receiving Party provides the Disclosing Party with prompt written notice of such requirement and reasonably cooperates with the Disclosing Party to limit or challenge such requirement. These provisions regarding Proprietary Information shall apply in perpetuity and shall survive any termination of the Order Form or the Agreement.

7. Miscellaneous.

All notices under the Order Form and the Agreement will be in writing and will be deemed to have been duly given (a) upon delivery by a recognized delivery service (e.g., FedEx) with delivery confirmation, (b) upon receipt, if sent by U.S. certified or registered mail, return receipt requested, or (c) when sent via email, if sent during normal business hours of the recipient, and on the next business day if sent after normal business hours of the recipient. Notices shall be sent to the addresses set forth in the Order Form, which addresses may be subsequently modified by written notice given in accordance with these provisions.

Customer grants Placer the right to use Customer’s company name and company logo, for Placer’s promotional purposes.

Section 5.B is hereby deleted from the License Agreement.

This Agreement shall be governed by the laws of the State of Arkansas without regard to its conflict of laws provisions, and the parties consent to the jurisdiction and venue of the state and federal courts of Arkansas.

This Order Form is entered into by and between Customer and Placer effective as of the date of the last signature below. This Order Form and use of the Services are governed by, and Customer and Placer agree to, the License Agreement located at <https://www.placer.ai/placer-license-agreement/> (the “**Agreement**”); provided, however, that in the event of any conflict between this Order Form and the Agreement, this Order Form shall control. Unless otherwise defined in this Order Form, capitalized terms herein have the same meaning as in the Agreement.

“Customer”

City of Jonesboro
By:
Name:
Title:
Date:

“Placer”

Placer Labs, Inc.
By:
Name:
Title:
Date:

EXHIBIT A
List of Named Users

1. Jeremy Biggs - jbiggs@jonesboro.org
2. Mark Coomes - mcoomes@jonesboro.org
3. Brenda Hall - bhall@jonesboro.org
4. Alejandra Morales - amorales@jonesboro.org
5. Madelynn Williams - madelynn.williams@jonesboro.org