



August 5, 2013

OFFICE OF THE CHANCELLOR
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The Honorable Harold Perrin
Mayor, City of Jonesboro
P. O. Box 1845
Jonesboro, AR 72403

Dear Mayor Perrin:

We at Arkansas State University greatly appreciate the consideration of the proposal for Red Wolf Boulevard to replace Stadium Boulevard between Johnson Avenue and U.S. 63. This concept has generated community dialogue among the City Council, businesses on Stadium, and local residents.

Based on these discussions, we respectfully request that the City Council postpone consideration of the change for two months. This extra time allows all constituents of the city and the campus ample opportunity to express their views and contribute to the decision-making process.

Transforming this segment of Stadium Boulevard into Red Wolf Boulevard serves as an important marketing initiative for Arkansas State, and using a mascot name for street naming purposes is in line with other university cities across the country. The change would send a compelling message to visitors that Jonesboro is a city that values its close ties with its university.

Arkansas State wants to continue to be a good community partner and a good neighbor. Please let me know what we can do to facilitate further discussion and input.

Sincerely,

Tim Hudson, Ph.D.
Chancellor
Arkansas State University

TH:slj