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**OFFICE OF THE CHANCELLOR**

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October 2, 2013

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.

During the past two months of due diligence, we have engaged with multiple constituencies to receive feedback. We're very pleased to report very enthusiastic response. Attached are resolutions to support the name change that have been adopted by:

- Jonesboro Regional Chamber of Commerce Board of Directors
- Arkansas State University Student Government Association
- Arkansas State University Faculty Senate
- Arkansas State University Alumni Association

In addition, we visited with a variety of businesses on Stadium Boulevard. Based on the feedback we received, we're confident there will be no undue expense burden.

All constituents of the city and the campus were given ample opportunity to express their views and contribute to the decision-making process, and now we would request that the City Council consider the proposal at its regular November meeting.

Transforming 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. This would send a compelling message to visitors that Jonesboro is a city that values its close ties with its university.

Thank you again for your consideration.

Sincerely,

Tim Hudson, Ph.D.  
Chancellor