



City of Jonesboro

Municipal Center
300 S. Church Street
Jonesboro, AR 72401

Meeting Minutes City Council

Tuesday, October 2, 2018

5:30 PM

Municipal Center

SPECIAL CALLED NOMINATING & RULES COMMITTEE MEETING AT 4:45 P.M.

PUBLIC WORKS COMMITTEE MEETING AT 5:00 P.M.

1. CALL TO ORDER BY MAYOR PERRIN AT 5:30 P.M.

2. PLEDGE OF ALLEGIANCE AND INVOCATION

3. ROLL CALL BY CITY CLERK DONNA JACKSON

Present 12 - Ann Williams; Charles Frierson; Chris Moore; John Street; Mitch Johnson; Gene Vance; Chris Gibson; Charles Coleman; Bobby Long; Joe Hafner; David McClain and LJ Bryant

4. SPECIAL PRESENTATIONS

[COM-18:065](#) PROCLAMATION PRESENTED BY MAYOR PERRIN TO PENNY LOGGINS DECLARING FRIDAY, OCTOBER 5TH AS GO PINK DAY FOR BREAST CANCER AWARENESS

Read

[COM-18:066](#) A-STATE/DOWNTOWN CORRIDOR COMMITTEE PRESENTATION FROM CHAIRMAN MIKE DOWNING

Attachments: [Corridor Committee Presentation 10022018.pdf](#)
[Corridor Committee Recommendations.pdf](#)

Mike Downing with Jonesboro Unlimited said you all should have a copy of the presentation and also it is on the screen. I will run through this and please stop me if you have any questions. First of all, I would like to recognize the committee. Downtown Jonesboro Association Executive Director Lindsey Wingo, Councilmember Chris Moore, and Planning Director Derrel Smith are here. I appreciate their service as well as the others that you see. The purpose the mayor described were to facilitate the attraction and retention of ASU students and faculty and young talent in Jonesboro; formulate a strategy for redevelopment and the removal of blighted conditions; spur economic growth and new tax revenue; and determine the potential of the Wolverine property on Aggie Road.

I wanted to tell you a few things that I think are important in this discussion. This is part of the presentation that I did a few months ago, but it is critically important.

Education levels will determine which cities thrive in the future. We need those educated workers to be engaged in the informal exchange of ideas. It is absolutely critical. The next slide talks about the labor demand. It is by McKinsey & Company. There are 23 million projected high skill workers that will be in a deficit in 2020 and beyond. You can see the others. We recognize that the economy is going towards more skilled jobs or technical jobs, more professional services. We need to do more to attract those type of workers and to retain those kind of workers here.

Studies show that young talent looks at things differently than we did when we were growing up. 75% says a "cool city" is more important than finding a good job. Also, downtowns are critically important to that. The American Planning Association said that "Downtowns are the symbolic centers of cities and are unifying forces for their communities." When we were in Springfield a few months ago, the mayor there told Mayor Perrin one of the things he thought was very important is that a downtown is unique. You can drive down the retail strips and highways and it looks like any other community, but the downtown is what makes your community unique. Vibrant downtowns as you can see, include diverse restaurants and bars, live music, arts, retail, festivals. They are walkable and bikeable. They are informal places to hang out and meet others.

The corridor between ASU and downtown is somewhat unique. The university was created years ago in an area that was undeveloped. Nobody gave any thought to the proximity of the university to downtown as it is in a lot of other communities. As you can see, it is not exactly a walkable situation for most people. That raises the other part of the issue of the Wolverine Property. It is five acres in an area that used to be industrial. It is pretty much not industrial anymore. It is surrounded by mixed use and a mishmash of industrial, commercial, and residential. It has poor street access. It is not that big and highway access is somewhat problematic.

Here are some of the things that the committee did in the process of looking at this. First was to review the fifteen plans and reports that in some way indicated involvement of the corridor since 1980. The first one was this plan from the CBD back in 1980. As you can see, it has some things that are still being discussed especially in the downtown area that are kind of interesting. We looked at all fifteen with the most recent being the Bike and Ped Plan from 2018. The difference here is that there is a big difference in south of the railroad tracks versus north of the railroad tracks within the corridor. South you have the growth of medical offices, residential, and also the proposed bike plan would go south of the railroad tracks which gives it a significant advantage over north of the tracks. The corridor has some issues and we looked at a lot of the land use and things that were going on. The other part of it was the area designations by other city agencies. The most recent land use plan in 2017 indicated that most of this area is called a redevelopment cluster recognizing that a lot of the area is in blighted conditions and requires some redevelopment.

The other one is looking at the number and type of properties including ownership, zoning, infrastructure, etc.; past redevelopment efforts; and potential redevelopment uses. The most recent significant proposal to redevelop this corridor was in 2014 by the Wallace Bajjali Group. It was rejected by the city for a lot of different reasons. It had a multiuse function which I think was pretty unrealistic given the circumstances and the city was right to reject it for those reasons. But, it was a very comprehensive redevelopment report. The most significant redevelopment within this area is obviously the hospital complex and the Matthews Medical Mile. It is a very significant redevelopment and it keeps creeping northward which is a good sign. There is a lot of new, very significant development that will have an impact on the southern part, south

of the railroad tracks.

We also looked at best practices, some universities, and other downtown corridors, the two I am most familiar with are from Missouri which is Columbia at Mizzou and Springfield. There are three universities within three blocks of downtown Columbia and that has a very significant impact on the activity of downtown. In Springfield, I will talk about a project in a couple of minutes. But, there is very significant development going on in innovation, downtown redevelopment, residential development, and other things as a result of cooperation between the university and the city. The other two we looked at were Conway and Fayetteville. There was quite a bit of redevelopment along this area of Conway which had to do with a couple of universities, not that proximate to downtown by the way, but it did have a significant bearing on how they designed the downtown redevelopment. A lot of you know Dickson Street in Fayetteville is a very commercialized area that supports the University of Arkansas and also connects to downtown. So, we looked at those to see if there were some trends and issues. Here are some of the observations: most of the university corridors are within walking distance. It makes it very convenient to the students, faculty, and others. Also, DWI is an issue because students and young professionals don't want to get a DWI if they are going to a bar and have a couple of drinks on their way home. So, that is why the walking distance is very important. There are a variety of amenities. We have heard from many that we have got to offer things that stay open late. They want a very diverse kind of atmosphere with arts, arts is very important, live music, residential selections, and offices. The problems here are the two mile corridor. It is not necessarily perceived as safe to walk or bike. It is not a particularly attractive area. And, there are very few, if any, amenities to support the development. Now, the bike plan will be a significant benefit if that gets off the ground. But, as it stands right now, that is the key problem.

We have three or four from the student government here. Thank you all for coming tonight. Lindsey Wingo, Ted Herget, and I met with them a few days ago. We asked for their observations about the issues between A-State and downtown and what they think that students would see as very positive. They gave us a couple of pages. I have summarized it here. We appreciate their support and willingness to help us in this project. These are some of the things that they said: nightlife; live music venue, other such things; the bike path to downtown and other areas is very important; (In fact, we are hearing that most communities of our size and nature, that is almost an automatic, is the bike path situation.); shuttles to downtown; more local restaurant options; (I heard over and over, very unique kinds of restaurants that are locally owned and things that kids would like.); green space and outdoor recreation; arts and museums. We appreciate the student government feedback for that.

We also looked at redevelopment processes best practices. For you all that haven't looked at this very much, for all blighted areas, the challenges of redevelopment have to do with lower property values and disinvestment, the perception of crime, negative appearance, the uncertainty (Developers do not want to go into an area where they don't know the total amount of costs, what things they could run into, whether there is contamination or things like that.), property acquisition issues is obviously a very significant problem, lower disposable income within the area, and lower traffic counts. In Jonesboro, the unique problems, at least that I could determine, and first and foremost, and I have told this to the Mayor since I think the first day I was here, Arkansas is very unique because unlike most states, you don't have redevelopment incentives and that is a major drawback providing the encouragement to redevelop blighted areas. You have here also a lot of property, 80 square miles in the city. There is a lot of inexpensive developable properties available making the redevelopment

areas much more disadvantaged. You don't have impact fees like a lot of communities do. So, impact fees for new development have played into looking at possibly redeveloping areas. And, then eminent domain. For most states, eminent domain is a very common way to facilitate redevelopment for properties that can't be obtained otherwise. So, what are the benefits? New private investment in which you get increased property values, increased tax revenue, improved appearance, spillover to nearby communities, reduced crime, and employment for nearby residents. So, there are significant benefits to redevelopment that we should look at.

Here are our recommendations. The committee, after deliberation, settled on these. First and foremost, the bike plan should be endorsed. The first priority projects should be between A-State and the downtown, and in order to kick start that, we believe that it would be great for the students, the faculty, and the young professionals. Recommendation number two is the city should proactively facilitate redevelopment. You see some of the recommendations here. Identify 3-5 top redevelopment areas. Have a redevelopment committee or authority. This could be the land bank if you all and the land bank chose to do that. Some communities do it that way. Some have separate redevelopment committees or authorities. You see some of the other recommendations to create, modify, or streamline procedures. In other words, to proactively facilitate redevelopment projects in blighted areas. Now, if you all do want to set up a redevelopment agency, these are some of the features that you can implement. I won't read those all, but these are some things you could consider by setting up a redevelopment agency.

Recommendation number three is the partners should identify and facilitate catalytic projects for high priority redevelopment areas. You may say, what is a catalytic project? A catalytic project is a game changer. It is something that is big and can change an area. Here are a couple of examples. When we were in Greenville, SC a couple of months ago, the two that were the kick start of their downtown was the Peace Center for the Performing Arts and the NOMA Square that is north of Main Square with a Hyatt Regency Hotel and a Plaza. Those two, according to their history, were the kick start projects, the catalytic projects that resulted in the significant redevelopment of Greenville's downtown which was dead 20 years ago. In Springfield, I mentioned a few minutes ago, just a few days ago, I think it was just late last week, the city council approved very significant tax increment financing incentives along with some other things for this project. This is going to change the nature of Springfield downtown, which over the last 20 years, has had very significant redevelopment with some other projects. This is really kick starting their business innovation process, greatly expanding the Jordan Valley Business Innovation Center that they have along with a \$25 million new office building and a \$12 million parking garage in the middle of downtown. This will create much more residential impact, much more office impact, and things in Springfield. This is not that far away from Missouri State University who is the sponsor of the Business Innovation facilities. So, this is something that we should really take advantage of if we can. The third one that I thought was interesting, another game changing project, is the Innovation District of Chattanooga, another innovation area where technology is received and embraced along with the University of Tennessee at Chattanooga with the city and a game changer for that area. Recommendation number four is to develop a downtown redevelopment plan including a comprehensive market research report, priority projects and improvements, and an implementation and financing plan that is realistic and feasible.

Recommendation number five and the last is because we don't have state and local incentives, we do have the pending federal opportunities zone incentive that is coming down the pipe. We should all get together to promote this along with trying to attract

investors to projects within our opportunity zones. If you are not familiar, these are the two opportunity zones in this area. There is a third by the industrial park. But, these are two that directly impact the corridor as you can see on the map. So, we should be proactive about trying to not only explain the benefits of the opportunity zone, but secondarily, identifying projects and proactively seeking investors for these projects. With that, I will take questions.

Councilmember Joe Hafner said thanks for chairing the committee and putting all of this information together. My question deals with the level of collaboration between the city and the Chamber, specifically ASU and others. In your opinion, redevelopment is also economic development, right? Mr. Downing said absolutely. Councilmember Hafner said if one of the mission's of the Chamber is economic development, I just feel like in order for us to take some of these next steps, we have to get to where we are sitting down monthly at least, ASU, the Chamber, the city, and other partners and really have collaboration because I don't feel like we have any where near the collaboration that we need to in order to get some of this stuff done. Sometimes, I feel like we are on a need to know basis in the city. If they need something from us, they let us know as far as economic incentives for the industrial park or whatever. I was a little disappointed when the Chamber did their presentation this year as part of the conditions of the \$400,000 we give them for economic development. That was the first time the Chamber has ever presented to the council. I mean, that is not a partnership in my opinion. If this redevelopment committee or commission or whatever you want to call it is so important, which I think it is, I mean there is a part of me that is going I know we have limited resources as a city, if we are not going to have the collaboration between everybody, do we need to look at allocating part of that \$400,000 to a redevelopment commission. I mean I don't know what kind of bang we are getting for our buck right now to be blunt with you.

Mr. Downing said I agree with you in the collaboration part of it. A couple of things that you may not know, but the mayor has a deal worked out that I am going to help him with some redevelopment projects. There are two that I am working on right now that we have been in contact with and there will be some others. So, I am acting, I guess, as the mayor's assistant on some redevelopment projects already. Councilmember Hafner said that is good. It sounds like we are taking some of the right steps, but I don't feel like it should have taken this long to get there.

Mayor Perrin said as Mr. Downing told you and I had a meeting with Mark Young and told him that we have a great investment in economic development and in exchange for that, we would like to work with them a little closer than we have in the past. So, I asked if Mr. Downing could meet with me and work with me on some of the certain projects, the bigger projects that we have going and he concurred with that. I will be sending out a letter and I have already talked with Chairman Chris Barber who is the Chair of Jonesboro Unlimited. I have asked that he and the Chancellor and some others to have lunch with me here at the city to discuss what we are talking about here and going forward. I wanted this study done first so I could go back to this study and say ok, now what we have seen in South Carolina and what we have seen in every place that we have visited, obviously, there is a very close, unique collaboration effort in each one of these organizations. I think you are going to see that in the future.

Councilmember Hafner said I hope so because we are growing, but I think we can grow a lot smarter. I think Mr. Downing mentioned 15 plans that the committee looked at. What percentage of those plans ever got implemented? We have got to have a good plan and see stuff through if we want to take the steps in the right direction. I think the only way to do that is to have the collaboration. People get tired of me saying

it, but a town of 14,000 in Ottawa, KS raised \$4 million for economic development. I mean, let that sink in. What did a town of 70,000 raise? Not anywhere near that. Mayor Perrin said collaboration is definitely the pivot point I think on this and I think we will get on that.

Councilmember David McClain said Mr. Downing, you mentioned you guys talked to students at the end. Going forward, what is the plan to make sure they are engaged and involved in the process? I don't know if you guys are working on a project right now. What is the plan to keep them plugged in? Mr. Downing said first of all, I am glad that they are here.

Jon Mark Horton, 247 CR 436, said I have been here at the last two meetings. It has been interesting. I am new in the President's role at A-State. It has been an experience. I like the efforts that you all are taking, especially with the Chamber. I do agree with your statement in collaboration efforts. It seems to be a lack of collaboration with everybody kind of in Jonesboro to make this town grow. Our Parliamentarian Stacy Mott is starting a City Council Coalition for our students at Arkansas State University to make sure that we are engaged and plugging in with everybody in the city because a big part of this city is Arkansas State. Last year, when I was Vice-President, there were a lot of complaints with just the university in general and how we can upgrade our university. But, this year, all of those complaints, kind of shifted to Jonesboro and the City of Jonesboro and not necessarily Arkansas State. When we look at Jonesboro, that is our big recruiting, our retention rate we have. We have to figure out how to keep students here on weekends, how to engage them, and basically, make them more friendly outside of their classroom environment. That is what we want to look for in this town is just somewhere where we can go hang out and do things. When it came to the landscaping ordinance that you all brought up last week, I thought that Councilmember David McClain made a lot of good points with it. Arguing about how we need more green spaces. We need more beautification projects going on around this town and just not building after building and chain after chain of restaurants that are being built here because we do want to see local, unique restaurants that Jonesboro can be proud of and have that started tradition with Arkansas State University and that we can kind of dive into as well. I hope you all will work with us and are willing to accept us too as well so we can also be a partnership with you as well.

Councilmember Hafner said we want you all to stay here after you graduate too. Mr. Horton said that is a goal for me too, so I hope that it is a goal for everybody. That is a big reason we are forming this coalition because we do take that seriously in that we want people to stay in town, but to make them stay in town, you also have to give them something to stay for. Mayor Perrin said it is give and take. Mr. Downing said that is just what we want, right? I mean we want these guys to stay here after graduation and so we have got to figure out what it takes for the community to attract and retain our best talent. Mayor Perrin said that is one of the questions I will be asking the Chancellor when we have lunch. We will be meeting, but it is not just us. It will be those who make sure the communication goes two ways in that obviously, he, I know from experience, he certainly has the students in mind, very first and foremost. He calls it the customer and they are the customers. They have to give some type of customer service to the students. So, we will ask him that when I meet with him and have lunch. Mike, I appreciate you doing this. Again, as he works on these projects, that information will be given to you all just as soon as I can get that information. We do have several projects going now. It does take time and takes someone with his educational background. With the roundhouse, we will be meeting with the railroad this month. The roundhouse down here we will be looking at. There are several things that

are going on that takes a lot of time and a lot of effort, but you have got to be trained and you have got to know how to talk their talk when you sit down in front of them, especially when you are asking them to give it to you. We appreciate this very much Mike, thank you. Mr. Downing said thank you.

Read

5. CONSENT AGENDA

Approval of the Consent Agenda

A motion was made by Councilperson Chris Gibson, seconded by Councilperson Chris Moore, to Approve the Consent Agenda. The motioned PASSED

Aye: 12 - Ann Williams; Charles Frierson; Chris Moore; John Street; Mitch Johnson; Gene Vance; Chris Gibson; Charles Coleman; Bobby Long; Joe Hafner; David McClain and LJ Bryant

[MIN-18:095](#)

MINUTES FOR THE CITY COUNCIL MEETING ON SEPTEMBER 18, 2018

Attachments: [Minutes](#)

This item was APPROVED on the consent agenda.

[RES-18:148](#)

A RESOLUTION TO CONTRACT WITH UNILEVER FOR SPONSORSHIP OF ONE ATHLETIC FIELD SIGN AT THE JOE MACK CAMPBELL SPORTS COMPLEX

Attachments: [unilever jmcp contract](#)

This item was APPROVED on the consent agenda.

Enactment No: R-EN-135-2018

[RES-18:149](#)

A RESOLUTION TO CONTRACT WITH FRITO LAY FOR SPONSORSHIP OF ONE ATHLETIC FIELD SIGN AT THE JOE MACK CAMPBELL SPORTS COMPLEX

Attachments: [frito lay jmcp contrat](#)

This item was APPROVED on the consent agenda.

Enactment No: R-EN-136-2018

[RES-18:150](#)

A RESOLUTION TO CONTRACT WITH FRITO LAY FOR SPONSORSHIP OF ONE BASEBALL FIELD SIGN AT THE JOE MACK CAMPBELL SPORTS COMPLEX

Attachments: [frito lay jmcp contract 2](#)

This item was APPROVED on the consent agenda.

Enactment No: R-EN-137-2018

[RES-18:151](#)

A RESOLUTION TO CONTRACT WITH OLDHAM LAW FIRM FOR SPONSORSHIP OF ONE ATHLETIC FIELD SIGN AT THE JOE MACK CAMPBELL SPORTS COMPLEX

Attachments: [oldham law firm](#)

This item was **APPROVED** on the consent agenda.

Enactment No: R-EN-138-2018

[RES-18:152](#)

A RESOLUTION TO CONTRACT WITH PLAY IT AGAIN SPORTS FOR SPONSORSHIP OF ONE BASEBALL FIELD SIGN AND ONE ATHLETIC FIELD SIGN AT THE JOE MACK CAMPBELL SPORTS COMPLEX

Attachments: [play it again sports jmcp contract](#)

This item was **APPROVED** on the consent agenda.

Enactment No: R-EN-139-2018

[RES-18:153](#)

A RESOLUTION OF THE CITY OF JONESBORO, ARKANSAS APPROVING A RADIO TOWER SPACE LEASE AND INDEMNIFICATION AGREEMENT WITH MEDIC ONE AMBULANCE SERVICE, LLC

Attachments: [medic one tower space rental agreement](#)
[Strawfloor Radio Site 1618_RES-18-153.jpg](#)

This item was **APPROVED** on the consent agenda.

Enactment No: R-EN-140-2018

[RES-18:154](#)

A RESOLUTION OF THE CITY OF JONESBORO, ARKANSAS AUTHORIZING THE MAYOR TO ENTER INTO A LEASE AGREEMENT WITH GOSHEN MEMBERSHIP SERVICES, INC TO UTILIZE OFFICE SPACE IN THE MUNICIPAL CENTER

Attachments: [Goshen Membership Services Lease Agreement](#)

This item was **APPROVED** on the consent agenda.

Enactment No: R-EN-141-2018

[RES-18:155](#)

A RESOLUTION AUTHORIZING THE CITY OF JONESBORO TO ENTER INTO AGREEMENT WITH THE ARKANSAS STATE POLICE AND ACCEPT THE 2019 STEP SUBGRANT AWARD

Attachments: [2019 Highway Safety Subgrant Agreement](#)
[2019 Highway Safety Subgrant Terms](#)

This item was **APPROVED** on the consent agenda.

Enactment No: R-EN-142-2018

6. NEW BUSINESS

RESOLUTIONS RECOMMENDED TO COUNCIL

[RES-18:156](#)

A RESOLUTION FOR THE CITY OF JONESBORO TO ENTER INTO AN

AGREEMENT WITH HABITAT FOR HUMANITY OF GREATER JONESBORO FOR THE CDBG PUBLIC SERVICES PROGRAM

Attachments: [Habitat Agreement](#)

A motion was made by Councilperson Chris Gibson, seconded by Councilperson Chris Moore, that this matter be Passed . The motion PASSED with the following vote.

Aye: 12 - Ann Williams;Charles Frierson;Chris Moore;John Street;Mitch Johnson;Gene Vance;Chris Gibson;Charles Coleman;Bobby Long;Joe Hafner;David McClain and LJ Bryant

Enactment No: R-EN-143-2018

[RES-18:157](#)

A RESOLUTION FOR THE CITY OF JONESBORO TO ENTER INTO AN AGREEMENT WITH EL CENTRO HISPANO FOR THE CDBG PUBLIC SERVICES PROGRAM

Attachments: [HCSI Agreement](#)

A motion was made by Councilperson Chris Gibson, seconded by Councilperson Mitch Johnson, that this matter be Passed . The motion PASSED with the following vote.

Aye: 12 - Ann Williams;Charles Frierson;Chris Moore;John Street;Mitch Johnson;Gene Vance;Chris Gibson;Charles Coleman;Bobby Long;Joe Hafner;David McClain and LJ Bryant

Enactment No: R-EN-144-2018

[RES-18:158](#)

A RESOLUTION FOR THE CITY OF JONESBORO TO ENTER INTO AN AGREEMENT WITH WEST END NEIGHBORHOOD ASSOCIATION FOR THE CDBG PUBLIC SERVICES PROGRAM

Attachments: [WENA Agreement](#)

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

Aye: 12 - Ann Williams;Charles Frierson;Chris Moore;John Street;Mitch Johnson;Gene Vance;Chris Gibson;Charles Coleman;Bobby Long;Joe Hafner;David McClain and LJ Bryant

Enactment No: R-EN-145-2018

[RES-18:159](#)

A RESOLUTION TO ENTER INTO A MEMORANDUM OF UNDERSTANDING AGREEMENT WITH MID-SOUTH HEALTH SYSTEMS TO COLLABORATE IN THE REHABILITATION ACTIVITIES FOR TRANSITIONAL GROUP HOME PROJECT ACCORDING TO THE 2018 CDBG ANNUAL ACTION PLAN

Attachments: [MOU for MidSouth.pdf](#)

Councilmember Joe Hafner said I don't think the amount was listed in this one. It is \$25,209. Mayor Perrin said it is \$25,209 and I have asked them to put the amount in the header so you will know without having to pull it back up.

A motion was made by Councilperson Chris Moore, seconded by Councilperson John Street, that this matter be Passed . The motion PASSED

with the following vote.

Aye: 12 - Ann Williams; Charles Frierson; Chris Moore; John Street; Mitch Johnson; Gene Vance; Chris Gibson; Charles Coleman; Bobby Long; Joe Hafner; David McClain and LJ Bryant

Enactment No: R-EN-146-2018

ORDINANCES ON FIRST READING

[ORD-18:064](#)

AN ORDINANCE AMENDING CHAPTER 117, KNOWN AS THE ZONING ORDINANCE OF JONESBORO, ARKANSAS, PROVIDING FOR CHANGES IN ZONING BOUNDARIES FROM R-1 SINGLE FAMILY RESIDENTIAL TO RS-8 SINGLE FAMILY RESIDENTIAL DISTRICT FOR PROPERTY LOCATED AT 100 KATHLEEN STREET AS REQUESTED BY MARK MORRIS HOMES

Attachments: [Staff Summary - 100 Kathleen.pdf](#)
[Rezoning Plat.pdf](#)
[100 KATHLEEN REZONING ORDINANCE.pdf](#)
[Application.pdf](#)
[Aerial View of Area.pdf](#)
[Layout for Development.pdf](#)
[FAA Approval Letter.pdf](#)
[Letter From School.pdf](#)
[Picture of Rezoning Signs.pdf](#)
[Quit Claim Deed.pdf](#)
[Warranty Deed.pdf](#)
[USPS Receipts.pdf](#)

Councilmember John Street motioned, seconded by Councilmember Bobby Long, to suspend the rules and offer ORD-18:064 by title only. All voted aye.

Councilmember John Street said he had a question. It said in here that he was asking for 165 lots. Is that correct? Planning Director Derrel Smith said that it was 106. Councilmember Street said it is pretty close, but I know the superintendent of Nettleton, he sent a letter saying he would agree with 85-100, but if it was more than 100, he had some objections to it. Mr. Smith said it is in the Brookland School District. Councilmember David McClain said that was my question because if it is in a different district, shouldn't we reach out to them maybe. Mayor Perrin said what we will do in all of these cases and most cases and I want to make sure that I am saying that correctly is that any type of something like this, we will always notify the superintendent of those schools by certified mail. It is what we have been doing. Is that right Derrel? I know we have in the past. We have sent those and we get a comment back from them.

Councilmember McClain said he had a couple of more questions. Just looking at the staff report, it met all of the checkmarks, but looking at the traffic in that area, I think it has increased. It is kind of a cut through street that people hit to go to the industrial park trying to avoid traffic on Red Wolf Blvd. Do you feel, and maybe City Engineer Craig Light can answer this too, that the traffic impact would not be detrimental. Mr. Smith asked Mr. Light if that was supposed to be a collector out there. Councilmember Joe Hafner said it is a proposed collector. Councilmember Street said it is 80 foot into the right of way. Mayor Perrin said correct. Mr. Smith said 100 lots

shouldn't affect the traffic pattern out there. It is bad now, but you are not going to see it get a lot worse out there just with this. Councilmember McClain said I know they just added some more apartments on Kathleen if you go up closer to Highland. There is a big development there. I think HB Development put those in. So, I didn't know if you all thought this would add to the number. Mr. Light said the Highway Department project on Commerce Road is going to change the traffic pattern in that area tremendously and that is just a quarter of a mile away from where this property is. I would anticipate that those projects probably would reach buildout at about the same time. So, I really don't think that this development is going to have a major impact on traffic in that area. Commerce Road is going to give all of the relief that it could ever give to it.

Councilmember Hafner said he had a question. This is just more for my education than anything. In the staff report, usually the departments don't have any reported issues, but Code Enforcement said that the Quality of Life requests that the concept CPTED be implemented in the design of all buildings. What does that stand for? Mr. Smith said I will have to go back and look at the report. It is basically lighting and landscaping plans for the development. City Attorney Carol Duncan said it is for crime prevention. Councilmember Hafner stated crime prevention through environmental design. Mr. Smith said it is how you lay out your lighting and your landscaping. Councilmember Street said the staff report does say 165 lots in here. Mr. Smith said it was 106 is what he told us at the meeting.

Held at one reading

7. UNFINISHED BUSINESS

ORDINANCES ON THIRD READING

[ORD-18:008](#)

AN ORDINANCE TO TERMINATE AND DISSOLVE THE DOWNTOWN JONESBORO IMPROVEMENT DISTRICT NO. 1

Attachments: [ORD-77 2446](#)

Mayor Perrin said since that time, we have had a meeting with the Downtown Jonesboro Association and have come up with a lot of good ideas on that. I would like to ask if the council could because we will be meeting probably about every two weeks, if you could just postpone this indefinitely and then we will come back with something with a whole new different approach.

A motion was made by Councilperson Chris Moore, seconded by Councilperson Bobby Long, that this matter be Postponed Indefinitely . The motion PASSED with the following vote.

Aye: 12 - Ann Williams;Charles Frierson;Chris Moore;John Street;Mitch Johnson;Gene Vance;Chris Gibson;Charles Coleman;Bobby Long;Joe Hafner;David McClain and LJ Bryant

[ORD-18:052](#)

AN ORDINANCE REPEALING ORDINANCE 11:083 AND ADOPTING BY REFERENCE CHAPTER 66 SECTION 5 ENTITLED SPECIAL EVENT PERMIT, FOR THE REGULATION OF SPECIAL EVENTS AND STREET CLOSINGS IN THE CITY OF JONESBORO, ARKANSAS

Attachments: [Special Event Permit Ordinance.pdf](#)
 [Special Event Permit.pdf](#)

A motion was made by Councilperson LJ Bryant, seconded by Councilperson Charles Frierson, that this matter be Passed . The motion PASSED with the following vote.

Aye: 12 - Ann Williams;Charles Frierson;Chris Moore;John Street;Mitch Johnson;Gene Vance;Chris Gibson;Charles Coleman;Bobby Long;Joe Hafner;David McClain and LJ Bryant

Enactment No: O-EN-060-2018

[ORD-18:055](#)

AN ORDINANCE TO AMEND THE USE OF THE "PARKING METER BOND FUND" AS ESTABLISHED IN ORDINANCE 59:1736 AND TO ABOLISH THE "JONESBORO PARKING AUTHORITY" ESTABLISHED IN THIS SAME ORDINANCE

Attachments: [Parking Authority Minutes 8 15 2018](#)

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

Aye: 12 - Ann Williams;Charles Frierson;Chris Moore;John Street;Mitch Johnson;Gene Vance;Chris Gibson;Charles Coleman;Bobby Long;Joe Hafner;David McClain and LJ Bryant

Enactment No: O-EN-061-2018

[ORD-18:062](#)

AN ORDINANCE TO AMEND CHAPTER 117, KNOWN AS THE ZONING ORDINANCE PROVIDING FOR CHANGES IN ZONING BOUNDARIES FROM R-1, SINGLE FAMILY RESIDENTIAL TO C-3, GENERAL COMMERCIAL DISTRICT FOR PROPERTY LOCATED AT 5408 SOUTHWEST DRIVE AS REQUESTED BY JASON BRANCH ON BEHALF OF MARTIN AND VANESSA BRYANT

Attachments: [Staff Summary -- 5408 Southwest Drive.pdf](#)
[Application.pdf](#)
[Rezoning Ordinance.pdf](#)
[Rezoning Plat.pdf](#)
[Aerial View of Location.pdf](#)
[USPS Receipts.pdf](#)

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

Aye: 12 - Ann Williams;Charles Frierson;Chris Moore;John Street;Mitch Johnson;Gene Vance;Chris Gibson;Charles Coleman;Bobby Long;Joe Hafner;David McClain and LJ Bryant

Enactment No: O-EN-062-2018

8. MAYOR'S REPORTS

Mayor Harold Perrin reported on the following items:

You all have received the financial reports for August 2018. Some of the good news on that is that our sales tax was up even though we had some rebates on that. It is still only about 1.74% up. Our average has been somewhere between 2-3%, closer to 3% every year. We will keep watching that and hopefully it will continue to go up as the

year goes by.

On last month's building permits, this city issued \$10,494,000, almost \$10.5 million in building permits. Residential was 63% of that at \$6.6 million. Commercial permits were \$3.8 million or 37%.

We are in the process of budgets as you know. We have requested and received the first round of some of the cuts that we have asked our directors to look at for 2019. The budget will be ready the week of Thanksgiving like we have always done to give you all plenty of time to look at it and evaluate that. This year, I am going to ask Chief Financial Officer Bill Reznicek to give us a PowerPoint Presentation on that budget as well as some other forecasting out three years, five years to give you a better view of not only for 2019, but 2020, 2021, etc. He is getting ready to do that and working on that.

Also, we have an employee health fair this year. This is good for our employees. It will be held on October 12, 2018 from 10:00 a.m. to 2:00 p.m. at the St. Bernards Auditorium. This will be for clinics of all nature plus our flu shots and etc. will be there at the auditorium.

The Barbeque Fest this weekend went great. I can't thank enough for our police department, our parks department, our sanitation department, our street department. All of you have spent many, many hours I know getting this thing ready. The governor was here Saturday and handed out the awards for the Barbeque Fest, walked Main Street, and I got a chance to visit with him a little bit and show him some of the things that we are projecting for the City of Jonesboro. He was very impressed with our city and how clean it was in the downtown area, particularly, he liked the lights, the stringed lights downtown. That is a good deal. That is one of the first things you all had talked to me about and we got that accomplished.

As you all know, in the paper and I will be brief about this, our MPO and this is something real important and Councilmember John Street chairs that, and our Metropolitan Planning Organization won the national award. So, hats off to you Mr. Chairman and all of the other Mayors. We have two committees, one advisory and one policy committee. I think that stands pretty well for what we have done. I know the highway department was very pleased for us to get that. Councilmember Street said you know you also serve on that as well Mayor Perrin, but so does MPO Director Erica Tait. They do a great job up there too. It is a big deal for an MPO our size to get that award. I think it is the first time it has ever been awarded to one our size.

We had talked about fundraising with our dog park. It is going extremely well and, in fact, we probably have already reached our total amount on that. The work has already begun on that. We hope to have that dog park completed which will be located at Earl Bell at the top where the old swimming pool was. For the downtown area, that will probably be one of the first ones we do. We are talking about some of the things we want to enhance our downtown area. We should have that in hopefully by Thanksgiving.

Earl Bell renovations are going good. We just lack a few things that we are going to have to do on the automatic doors and some of the railing that we have worked on should be coming in soon and we will have that complete.

This last weekend at our Southside tournament with D.A.R.E. we had 22 teams that participated out there and it was absolutely full. I drove by there Saturday after visiting

with the governor. The parking lot that hopefully we can maybe pave next year which will give us over 400 parking spaces will be curbed, guttered, drainage, and etc. CWL has already put the LED lights in. They were already on the fourth row back so you can imagine how that looked out there at Southside ballpark. So, that was a real good deal.

As mentioned earlier in the report, our bike and pedestrian trail plan, I visited with Jason McDonald today. We anticipate having that completed. He will make the presentation to our council, but first we would like to have some public hearings on that. So, we will be scheduling those. As soon as the copy is done, I will get that to you all so you can start looking at it and reading it and getting in depth on the plan.

The grants department had their audit which is an independent audit outside of the legislative audit which is required by law. I can tell you that they had a clean audit and there were absolutely no findings in our audit. So, that was real good and hats off to the grants department.

We are looking at, and someone mentioned earlier, we have looked at the Forum along with the Rotary Park that is going to be built in front of the Forum. We are getting prices and looking at that of how we can fund that with grants and some other things. To go inside and to paint those and even put for the acoustics, the sound boards on the sides of the walls, Scottish lighting. One firm has already agreed to participate with that and put in all new concession stands. In the deal, we will be pulling out the building like the old box office where you used to buy your ticket, he will come out forward to that where you can serve when something is going on with the Rotary Park as well as when the Foundation of Arts is having a performance or whatever with a big marquee out there. We will be adding all new drapery and we will be redoing the floor for the Forum. This is your performing arts with music and etc. that will be there and so we hope these prices will come in real well. So far, as we have talked with the people in this town, they are certainly really wanting that and would be willing to pay for a lot of it. I am real pleased with that. Particularly, one company that said they would like to participate in that up to a pretty good size amount of money. I will keep you abreast of that as we get that and we get the renderings on that in doing that.

[COM-18:067](#)

FINANCIAL REPORTS FOR AUGUST 2018

Attachments: [Required Reserves August 2018.pdf](#)
[08-2018 Franchise Tax report.pdf](#)
[08-2018 Sales tax.pdf](#)
[08-2018 State Turnback Report.pdf](#)
[8-2018 Expenditure Report.pdf](#)
[8-2018 Revenue Report.pdf](#)
[2018 August Hotel Tax Comparison.pdf](#)
[2018 August Rev, Exp and Changes in FB.pdf](#)
[August 2018 Collateralization of Cash Report .pdf](#)

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9. CITY COUNCIL REPORTS

Councilmember John Street asked if this was National Night Out. Mayor Perrin said yes, it is National Night Out. Councilmember Street said you might try to make that

after the meeting if you have enough time.

Councilmember Mitch Johnson said I wasn't able to attend the last council meeting due to operating the district fair, but I just wanted to publically thank Councilmember David McClain for his comments on the ordinance that was brought up. The thing went full term and I hate that in the eleventh hour, it seemed to have gotten postponed and pulled, but I truly believe whatever and hope whatever comes back that it is something that is useful and can be beneficial to all of us and not just something that is butchered up and just wasted the whole ordinance that was presented.

Councilmember LJ Bryant said that Mike Downing does a pretty good job of making us look into the mirror. Some days are good and some days are not. Mr. Downing has done a good job of giving us statistics, good and bad, about what we need to deal with. I think the reality is and Councilmember Joe Hafner eluded to this earlier and we have the ASU kids here, if you lined up 20 ASU kids and got them to be honest and raise your hand if you are staying or not, and, then ask them why not. I think that would be pretty revealing for all of us to really learn. They Mayor's attitude about the Chancellor talking about the students being the customer. If the young folks in our community are our customer, we have got to make sure to build our community for you guys so you want to stay here. Thank you all for being here.

Councilmember Bobby Long said he wanted to echo the report that was given on the Barbeque Fest. It was quite an event. I think it had a good mix of kid friendly activities as well as adults. The weather was outstanding. It was an unbelievable draw and a great event. I look forward to it next year.

Councilmember David McClain said thank you Councilmember Johnson for your comments. The only thing that I would like to report on and it more than likely will be in the paper tomorrow is the landscaping ordinance. The landscaping ordinance committee met again today. I feel like we are getting to a point where there is some negotiation and there is some agreement on it. I feel like we are getting to a point where it is not going to be gutted or anything along those lines. We are trying to make sure we are coming to an agreement and do what is best for the city. Even though they make the recommendations, even though it will come back to us like it left, it will be the same thing. If the recommendations are what is best, we will maybe make the amendment, but we will see. I truly think that we are moving in the right direction. Mayor Perrin said great, good news. I am glad to hear that. Chief Financial Officer Bill Reznicek came up and spoke to me about that this afternoon.

Councilmember Chris Gibson said that this is just a quick reminder. The Public Services Committee meeting for September was rescheduled for October 16th at 4:30 p.m. Also, I have had a few calls regarding JETS transportation on election night and extending those hours. So, that is something that we may need to look at during that meeting. Mayor Perrin said that was a good idea.

Councilmember Chris Moore said I was going to clear that up for Councilmember Johnson. Councilmember McClain's ordinance will come back in it's exact same form that it left. If it is butchered or if it is altered, it will only be done by an amendment on this floor. Regardless of what agreement they come to in that committee, it will be up to this council to adopt any changes. Councilmember Johnson said I hope this council will stand behind it. Councilmember Moore said that was my point with Councilmember McClain last week also. Also, I was curious, after we have a large event like the ball tournaments or the Barbeque Fest, do we do any type of impact survey? Do we call the hotels or the restaurants to judge what the impact was so that we can somehow

quantify which events produce the most revenue or the most people? Mayor Perrin said I have not called and I don't know if Mr. Reznicek has, but I don't think so. I know on the ball tournaments and stuff, we do get calls from the hotels and things of that nature. Now, as far as the Barbeque Fest is concerned, it would be hard to gauge. We could go back and talk to those, but a lot of people will drive in and not spend the night. There will be some. This year, and we probably want to keep it this way, we had different performers on each night. What I was hearing in the audience and kind of walking around was that they liked that because it was two different styles of music. We will be glad to see if we can do that. Councilmember Moore said it just seems to me that anytime we have a large event in the city either downtown or at one of the parks, it would be a relatively simple operation to do a follow up on Monday. Maybe, call the five or six largest hotels and restaurants and just gauge the participation. Obviously, if ball tournaments are selling out all of the hotels and the restaurants because it brings people into the city, that may be something we want to spend our resources on. Councilmember Joe Hafner said one of the things that the A&P Commission recently starting spending money on was a reporting by the hotel industry where all of the hotels report and they send us the utilization reports for each hotel so you can see. Maybe we can look back and see what the occupancy rate was for this weekend. Councilmember Moore said obviously we have a finite amount of resources and we want to steer those into the ones that seem to be the most productive. This city lives and dies on grants and sales tax. So, in order to have sales tax and hotel tax, we have to have events that are going to encourage people to stay here and spend money here at those events. Some events seemingly on the surface do that, but some not necessarily. Some of the car shows and stuff are day events that don't necessarily translate into hotel stays or revenue at the restaurants.

Mayor Perrin said that Councilmember Chris Moore made an excellent presentation last night to the Historical Society. Councilmember Charles Frierson had pictures of the Craighead Forest Lake when it started. We talked about Mr. Mattix and his involvement in that. It is amazing the slide presentation he gave last night. I cannot believe the attendance of how many people were there. Councilmember Moore said I had several people call me and they want an update of little more modern times starting somewhere in the 1970's or 1980's up to the current time.

Councilmember Moore asked City Attorney Carol Duncan how many more days on the Ice House do we have left, just a ballpark figure? Ms. Duncan said I was trying to think how long ago that was. Councilmember Moore said 38 I believe. Has anything changed? Ms. Duncan said nothing has changed as far as I am aware of. We are still in the process, I believe, of gathering the bids and being prepared to go forward once we hit the mark. Councilmember Moore said I noticed they are advertising an auction for that property. Ms. Duncan said they are. Councilmember Moore said it is upcoming this weekend or sometime. Ms. Duncan said that they had advised us in advance. We encouraged them a long time ago, actually, to get anything inside that was salvageable out and take care of that part. So, hopefully, they are doing a little bit of both. I will be curious to see what happens. Councilmember Moore said it is my understanding that it is a real estate auction. Ms. Duncan said that is what I heard. Maybe they will get the contents and the real estate. Councilmember Moore said maybe someone will step up and buy that operation complete. Ms. Duncan said that would be nice.

Councilmember Dr. Charles Coleman said I would like to thank Mark Nichols for working with me on an issue we've been having on Short, Word, and Fisher. Back in the day, they changed where there is a one-way with two signs on both ends which I thought was crazy. Mark is helping us get that taken care of where we can go both ways and hopefully, taking that sign down.

10. PUBLIC COMMENTS

11. ADJOURNMENT

A motion was made by Councilperson Mitch Johnson, seconded by Councilperson LJ Bryant, that this meeting be Adjourned . The motion PASSED with the following vote.

Aye: 12 - Ann Williams;Charles Frierson;Chris Moore;John Street;Mitch Johnson;Gene Vance;Chris Gibson;Charles Coleman;Bobby Long;Joe Hafner;David McClain and LJ Bryant

_____ Date: _____

Harold Perrin, Mayor

Attest:

_____ Date: _____

Donna Jackson, City Clerk