

Central Business Improvement District

Meeting Minutes

March 3, 2011 10:00 a.m.

602 Garrison Avenue, 8th Floor Board Room

Attendance: Chairman; Richard Griffin, Jeff Pryor, Phil White, Bennie Westphal, Bill Hanna, Sam Sicard and staff: Jayne Hughes. Absent: Rodney Ghan.

Others in Attendance: David Kerr, David Harris, Wanda Freeman, Julie Moncrief.

Call to Order:

Mr. Griffin called the meeting to order at 10:03 am.

Approval of Minutes:

The minutes from December 2010 were presented. A motion to approve the minutes was made by Hanna with a 2nd from Westphal. The overview from the February 2011 Retreat were presented. A motion by White with a second by Hanna was made. Motion passed by a 6 for – 0 against vote.

Treasurer's Report:

The Treasurer's report for December 2010 and January 2011 were presented by Sicard. Motion to approve the treasurer's report was made by Hanna, second by Westphal, Motion passed by a 6 for – 0 against vote.

A resolution in support of inviting the Arkansas Historic Preservation group from Little Rock to host their 2012 annual meeting was presented. A motion by Sicard was seconded by Westphal. Motion passed by 6 for 0 opposed.

Renaming Clayton Expressway:

The update on the process of renaming Clayton Expressway to Riverfront Drive was presented by Hughes. At the last meeting of the CBID during the retreat this topic was discussed at length and that was reported on in the SWTR newspaper. That instigated some comments by the public and added additional names for the CBID to consider. In addition after further investigation by Hughes the steps to rename a local street were identified. Citizen input on other possible names for Clayton Expressway were, Ray Baker Parkway and also Marshal Museum Drive. Because the image of the road is what the CBID Commission is working to change, we want the street to celebrate the natural resource that is currently there and will be there for many years to come not featuring any one person or business. We will be marketing the River and the property located along this River. The fact that the U.S. Marshal Museum will be located there is great but not a street name that other businesses would want to be located on. A motion to support the renaming of Clayton Expressway to Riverfront Drive was made by Hanna with a second by Sicard. Motion passed by a 6 for 0 opposed. Hughes also brought up the need for support of the Bass Reeves Legacy Monument. She congratulated the Commissioners for playing such a significant role in raising the funds to take the project from needing 80,000 to 19, 000 from their goal of having the Statue built and installed at Pendergraft Park. At this point she turned the discussion to Sicard. He asked that the Commission put in a 5000.00 pledge. White suggested that it should be more than that. After much discussion White made the motion to pledge 10,000.00 to the Bass Reeves legacy Initiative and that this be the last 10,000.00 that the organization receive once they secured the rest of the funding which is approximately 9000.00. Hanna gave the second. Motion passed by 6 for 0 opposed.

Commissioners Forum:

The Commissioners discussed the goals that they set at the retreat. Although the Marshals Museum is still in the works, the second highest priority was to attract a corporate headquarters to the Riverfront. When Hughes and several others met with the Chamber it became obvious that the Chamber was already working on a similar concept so Mr. Harvel had already mentioned this project to Williams Crawford. Now we are waiting for Fred to recover from his knee surgery and then meet again. Mr. Harvel has offered to take Hughes to Little Rock and introduce her to several of the key players in the Downtown Little Rock revival. A marketing package will be created that can be used for the commissioners or other key players to use to market the area and attract a corporate headquarters. This will include a rendering of a multi level office space of about 50,000 square feet. This will be our starting point. Galen Hunter has agreed to work on this aspect of the project.

Hughes also mentioned the work that has been accomplished for the Bass Reeves Monument which was a short term goal of from the retreat. This is being accomplished. Then also she turned it over to Griffin to discuss the splash pad at Compass Park. Griffin reported that he has met with Galen and also Mike Alsup and they will be working on some drawings to show the area and some water features to enhance the area for children to play in. They did discuss a few options for the way to move pedestrians across North A Street. Constructing a pedestrian bridge, possibly some form of a

sidewalk or even closing this portion of the street were mentioned as options. This will continue to be in the works as a current project to hopefully complete this year.

Griffin brought up the need for an income stream to the CBID Commission. He reminded the commissioners that if they had a revenue source small improvement projects like this splash pad would be feasible to complete quickly. Building the corporate headquarters similar to how they did the state office building could be the new income stream for the next 30 years.

Sicard did bring up the project for the improvements at the 2nd Street parking lot stating that he did not want the commission to forget the importance of this project and what it could mean to the Farmers Market and other small events that want to use this location.

The meeting adjourned at 11:08 am.

Respectfully Submitted,

Jayne Hughes