

City & Town

MARCH 2014 VOL. 70, NO. 03

THE OFFICIAL PUBLICATION OF THE ARKANSAS MUNICIPAL LEAGUE



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FEATURES

6 State Aid Street Program paves the way

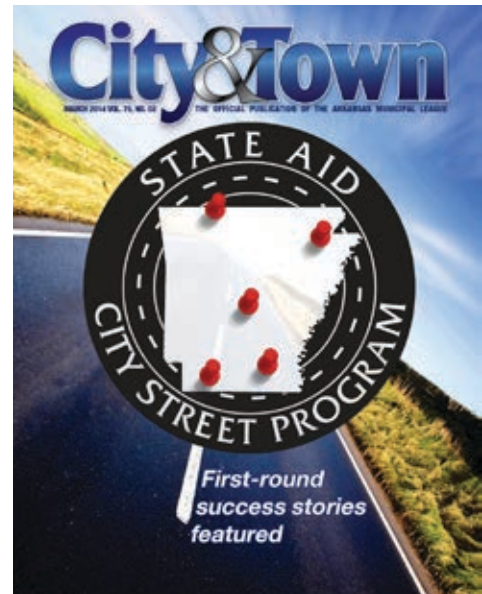
The first round of projects funded by the State Aid Street Fund are now complete, and cities as diverse as Bay, Diamond City, Little Rock, Magnolia, and Warren share their successes.

10 Bio-fuel refinery debuts in DeWitt

The state's first "Farm to Fuel" bio-diesel refinery has opened in DeWitt, and it promises to boost the area's economy while making the most of our natural resources.

20 Strong Towns program a model for growth

The nonprofit Strong Towns organization supports a sustainable, long-term model for community growth.



ON THE COVER—The State Aid Street Program has completed its first full year of funding, has projects underway for 2014, and the State Aid Street Committee is now accepting project proposals for 2015. Read inside beginning on page 6 about a few of the program's early successes. Read also about DeWitt's new bio-fuel refinery, the community-building Strong Towns organization, and more. And it's already time to make plans to attend the League's 80th Convention, June 18-20 in Little Rock. See page 18 for registration and hotel information.—atm

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City&Town

Publisher
Don Zimmerman

Communications Director
Whitnee V. Bullerwell

Advertising Assistant
Tricia Zello

Editor
Andrew T. Morgan

Graphic/Layout Designer
Mark R. Potter

Here's where to reach us:
501-374-3484 • FAX 501-374-0541
citytown@aml.org • www.arml.org

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Greetings,
Our 80th Convention is fast approaching! It will be June 18-20 at the Statehouse Convention Center in Little Rock. If you have pictures from past Conventions you would like to share please send them in. This is a milestone for our organization and we want to celebrate it.

Remember, we will be using our CVENT program to register. Please take advantage of this online registration program.

In preparation for the 80th Convention you will find in this issue a Resolutions Request, Years of Service Request, and Exhibitor Notice.

This issue features several cities that have received State Aid Street monies. This program can and will have significant impact on your community. The application process is easy to use and I encourage you to take advantage of it.

Our 2014 Directory of Arkansas Municipal Officials will be completed soon and available for order. We are beginning to see our League educational initiative ads running again for the spring season. Let us know how you are taking advantage of the materials available to you.

Upcoming meetings include:

- Procedural Rules/Conducting Council Meetings/Who Does What at City Hall (Certification Course)—9 a.m. Wednesday April 2 and Thursday, April 3, at League headquarters.

Advisory Council meetings:

- Incorporated Towns and Second Class Cities—noon Tuesday April 8, at League headquarters
- First Class Cities—noon Wednesday April 9, at League headquarters
- Large First Class Cities—noon Tuesday April 15, at League headquarters
- Public Safety—noon Wednesday April 16, at League headquarters
- Economic Development—noon Thursday April 17, at League headquarters

Many have asked for information from our recent certification classes. Info from the following sessions is available for download from the League website, www.arml.org: Municipal Government 101 (Winter Conference), Planning and Zoning, Finance and Budgeting, Human Resources and Personnel Matters, MHBFS Seminar.

I just read an interesting article by James Clear, titled "I Watched an Artist Create Stained Glass and Learned an Important Lesson about Life." It caught my attention partly because I have worked with stained glass—by no means am I any kind of artist, just a hobbyist—and related to the story. It talks about how to make a difficult cut in glass without breaking or chipping it. The process takes several steps, each of which has a specific place in the process.

All too often as we work on projects we want to see results immediately. If we don't, we get discouraged and sometimes the interest or drive for the project is gone. Our communities are a work in progress. We can't become discouraged or quit. Part of our job as elected officials is to be that visionary, that cheerleader, that encourager, to believe that the impossible project can be done for the betterment of our communities.

Another interesting fact about stained glass involves the lead that connects the pieces of glass. The H-shaped lead is soft and pliable. In its initial state, the lead is sometimes twisted and is not ready to be used. For the lead to be ready to use it has to be stretched. You would think stretching the soft metal would only break it, but just the opposite is true. It prepares it for use. As we face issues within our communities, those things that stretch us or cause us to grow as individuals ultimately help us do our jobs better. As we grow and improve so does our community. Thank you for allowing me to serve you.

Sincerely,

Jackie Crabtree
Mayor, Pea Ridge
President, Arkansas Municipal League



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Cities take advantage of State Aid Street funds

By Andrew Morgan, League staff

The first round of State Aid Street Program funding has come and gone, the next round is underway, and cities and towns from across the state have taken advantage of the money to overlay, surface, stripe, and improve miles of city streets. As of Feb. 14, 23 projects from 2013 have been completed, seven new projects are under construction, seven more opened for bids in February, and 16 are scheduled for April bid openings. Those projects mean over 107 miles of improved municipal streets in Arkansas and a much needed infrastructure investment so far of more than \$17 million. Let's take a look at five successes from the first round of funding.



Bay students have a wonderful new school facility, but construction traffic tore up the city street. The city was able to repave with State Aid Street Program funds.

Bay, in Northeast Arkansas's Craighead County, has recently welcomed the construction of a new school and a new multi-purpose building that replaces the old gymnasium. But two years of heavy truck traffic left the city's main corridor a mess. The State Aid Street funding "was heaven sent," Mayor Darrell Kirby said.

The city was able to overlay about a mile and a half of street, which Kirby estimated would've cost the city \$80,000 or more.

"That simply is not in the budget," he said.

The process was "very easy," Kirby said and he encouraged other cities and towns to apply. The work in

Bay was contracted in conjunction with another overlay project in nearby Lake City for a total of more than two miles of improvements.

Diamond City in Boone County sits at the tip of a peninsula, surrounded on three sides by Bull Shoals Lake. State Hwy. 7 provides access to Diamond City, and it has been part of the city's long term plan, Mayor Shari Marshall said, to improve the streets on either side of the highway, to create a loop to give greater access and improve emergency services in the city of 782. When the city found out that State Aid Street funds were going to be available, they were ready with a plan, she said.

"It was awesome, just awesome," Marshall said. "We were ready when they said there was money."

Initially, the city's plan was broad, and State Aid Street Engineer David Mayo and other Highway Department staff helped them narrow the focus of the initial project.

"They were extremely helpful," Marshall said.

Diamond City now has nearly two miles of resurfaced and overlaid streets, which the city otherwise could not have budgeted.

"It takes 20 years to pay for that kind of stuff," Marshall said.

Warren was able to overlay nearly two miles of West Pine Street on the city's northwest side. It's a major artery that locals know as The Old Camden Road.

"It would've taken a whole year's paving budget to pave that one street," Martin said.

Applying was easy, he added.

"I wrote a little one-sentence request and asked for help. And we got it."

When the State Aid Street Committee finalized the rules for projects in January, it added a cap of \$250,000 for requests. Even though Warren got its first project completed before the cap was in place, Mayor Bryan Martin thinks the cap was the right thing to do. It should make the program more accessible to cities and towns of all sizes, he said.

"It's a great program," Martin said. "It's going to help so many small towns."

In addition to making the funds more accessible for smaller cities, he said, the cap will also help make the money go further in general.

"That money's going to go a long way," Martin said.

In Magnolia in Columbia County, the city was able to make the State Aid money go further by adding some of their own. The city was able to put some of its money



Magnolia was able to put some of its own money together with State Aid funds to pave seven miles of city streets.

with the State Aid funds to get more than seven miles of paving done while the contracted paver was in town, Mayor Parnell Vann said.

“It’s been years since Magnolia has been able to pave seven-plus miles at one time,” Vann said. And all it took was one call and one email, Vann said.

The city plans to apply again the next time they are eligible, he said. The city would love to take advantage of the fund, add their money to it, and pave seven miles of streets every two years if they can, Vann said.

“It’s just a home run for us all the way around.”

Little Rock used its first-round State Aid Street Program funding to improve its burgeoning South Main Street corridor, a steadily growing area lovingly referred to as the SoMa district. In recent years, the strip and its surrounding neighborhoods have seen a resurgence,



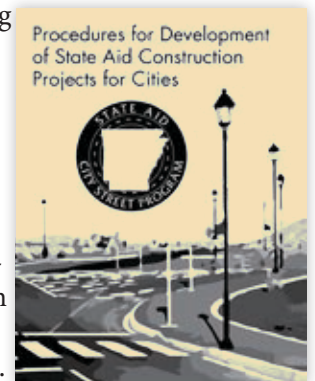
Little Rock was able to use State Aid money to transform part of its Main Street corridor into a more pedestrian and bicycle-friendly area.

with hip shops and eateries, community gardens, and more. While the corridor’s offerings improved, the street itself—four lanes and few places to cross—remained unfriendly to pedestrian and bicycle traffic.

Several groups and businesses in the area, such as Studio Main and Create Little Rock, worked together to address the issue. In 2012 they hosted a Pop Up Main Street event, where they created a working model of their reimagined Main Street, with bicycle lanes, a tree-lined median, sidewalk cafes, and more. Local restaurants, shops, and food trucks got in on the event as well, and the city saw that there was real potential there to alter the traffic on Main, and it fit in perfectly with the city’s efforts to revitalize downtown, and what it refers to as its “Creative Corridor.”

With State Aid Street funding, the city was able to transform about a mile of Main Street into a traffic-calming two-lane street with a center turning lane that also features two striped bicycle lanes, one on each side of the street. It’s safer for pedestrians, cyclists, and it encourages people to hang out, to spend time enjoying Bernice Garden, Community Bakery, The Root Café, and the other unique businesses up and down Main.

The State Aid Street Committee, chaired by Paragould Mayor Mike Gaskill, met in January and approved about \$21 million in funds for 97 projects for 2014, some of which are already underway. The next round of available funding will be for 2015 projects, and the committee is now accepting proposals. The rules for the program are available in the new publication *Procedures for Development of State Aid Construction Projects for Cities*. For a copy of the free booklet, call the League at 501-374-3484, or order a copy from the publications page on the League website, www.arml.org.



14th Delta Awards honor tourism achievement

The 14th annual Delta Awards recognizing tourism achievement in Eastern Arkansas were presented during festivities Friday, Jan. 31, at Southland Park Gaming and Racing in West Memphis. The event was sponsored by Arkansas Delta Byways, the nonprofit association recognized by the Arkansas Department of Parks and Tourism as the official tourism promotion association for 15 counties in Eastern Arkansas. Counties include Arkansas, Chicot, Clay, Craighead, Crittenden, Cross, Desha, Drew, Greene, Lee, Mississippi, Monroe, Phillips, Poinsett and St. Francis. The event also received support from the Memphis Chamber of Commerce, the West Memphis Advertising and Promotion Commission and Main Street West Memphis.

Arkansas Delta Byways is located on the Arkansas State University campus in Jonesboro and receives administrative support through Arkansas State University's Arkansas Heritage Sites Office. For more information, contact Arkansas Delta Byways, 870-972-2803.

Finalists for the awards were as follows, with the winner designated by an asterisk:

Outstanding Member Award

Linda Hinton, Tyroneza

Media Support Award

Cross County ERA, Wynne

RARN Radio, Multi-County

* Sonny Payne, King Biscuit Time Radio, Helena Hospitality Award

* Arkansas Welcome Centers, Helena, Lake Village and West Memphis

Fairfield Inn and Suites, Jonesboro Hoots BBQ, McGehee

Entrepreneur Award

Ain't That Funky, Dumas

Dr. John Bibb, Paragould

* Dr. Cindy Grisham, Multi-County

Tourism Support Award

* ASU Center for Digital Initiatives, Multi-County
Arkansas Post Museum State Park, "Fright Night," Gillett

Historic Tushek Building, Lake Village

Festival/Event of the Year

Owlfest, McGehee

* Battle of Helena 150, Helena

Rockabilly Boogiefest, Jonesboro

Boot Strap Award

Downtown Farmers' Market and Art Event, Forrest City

* City of Dyess, Dyess

Lepanto Museum USA, Lepanto

Promotional Award

ASU Museum, "A World of Its Own," Jonesboro
Piggott Chamber of Commerce, Piggott

* The Great Race, Paragould and Monticello

Cultural Heritage Award

Hemingway-Pfeiffer Museum and Educational Center, "A View from the Hill," Piggott Warfield Music Concert Series, Helena

* WWII Japanese American Internment Museum, McGehee

Tourism Person of the Year

Cathy Cunningham, Helena



Winners of the 14th Delta Awards included, from left, Jack Myers, Thomas Jacques, Alyson Gill, Carol O'Connor, Linda Hinton, Joe Dan Yee, Calanda Young, Pam Garofas, Ron Kelley, Gina Jarrett, Larry Sims, Lynn Chadwick for Cathy Cunningham, Jeff Owyong, Jack May, and Marcel Hanzlik.

Saturday 2:35 pm

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“Farm to Fuel” bio-diesel refinery opens in DeWitt

By Sherman Banks

DeWitt is the home to the first “Farm to Fuel” project in the state. An Arkansas Energy Foundation (AAEF) initiative, the mini-bio refinery, operated by Johnny Davis, will utilize a technology developed by Spring-broad Diesel to produce small batches of bio-fuel with an annual capacity of 80,000 gallons per year. AAEF indicated that as demand increases, DeWitt will obtain a larger refinery designed by Dr. Srikant Gir and developed at the Marion Berry Renewable Energy Research Center at Mid-South Community College. It will have a production capacity of 200,000 to one million gallons per year.



The refinery, which began operation last October, promises to bring jobs and energy independence for the Arkansas Delta. The fuel will utilize feedstock from Camelina and waste vegetable oil. Once processed for acceptable standards for bio-diesel, it will be sold locally to power municipal trucks and equipment, school buses, farm vehicles, and other private vehicles. Any excess fuel will be sold to fuel blenders in Arkansas and Memphis. And, because of low transportation costs and ready availability, the locally produced bio-diesel will be competitively priced in Delta communities with petroleum products while creating jobs and business opportunities locally.

After researchers at Arkansas State University (ASU) and Phillips Community College of the University of Arkansas (PCCUS) tested Camelina, they joined with alt.Consulting, a nonprofit that delivers small business services in the region, to recruit growers across the region for the new, alternative crop. According to



researchers at ASU and PCCUA, Camelina fits into the planting and harvesting seasons of traditional Delta crops so it does not compete with existing food production. It’s planted in October or November, and after a short growing season of only 85-100 days, Camelina is harvested in early May, allowing farmers to plant soybeans at the optimum time.

“The city of DeWitt is excited to be the first community in the Delta to utilize this technology, and we look forward to the day when we have enough feed stock to enable the introduction of micro-bio-refinery and we get to pass the mini-bio-refinery on to the next town,” Mayor Ralph Relyea said. “Farm to Fuel is a smart investment for our city and an innovative way to make the most of the natural resources that the Delta provides its people.”

According to data analysts at alt.Consulting, the projected economic impact of the DeWitt refinery will be strong. It should generate over \$2 million per year in new economic activity once the micro-refinery is operating at capacity and producing one million gallons of fuel per year. This impact is expected to be realized within two years of implementation.

Relyea said that it is estimated that this project will bring 4-6 new jobs. That doesn’t seem like a lot, he said, but those jobs are important in a city of this size.

“I would rather see 10 new businesses with 10 employees each than one plant with 100 employees,” Relyea said. “If we lose one, we still have 90 jobs in place.”



Contact Sherman Banks at 501-374-8493, e-mail sbanks@aristotle.net, or write to P.O. Box 165920, Little Rock, AR 72216.

Maximize Your Benefit

JOIN THE MUNICIPAL HEALTH BENEFIT FUND

Approximately 90 percent of the municipalities across Arkansas that offer employees and officials medical benefits have joined the Municipal Health Benefit Fund.

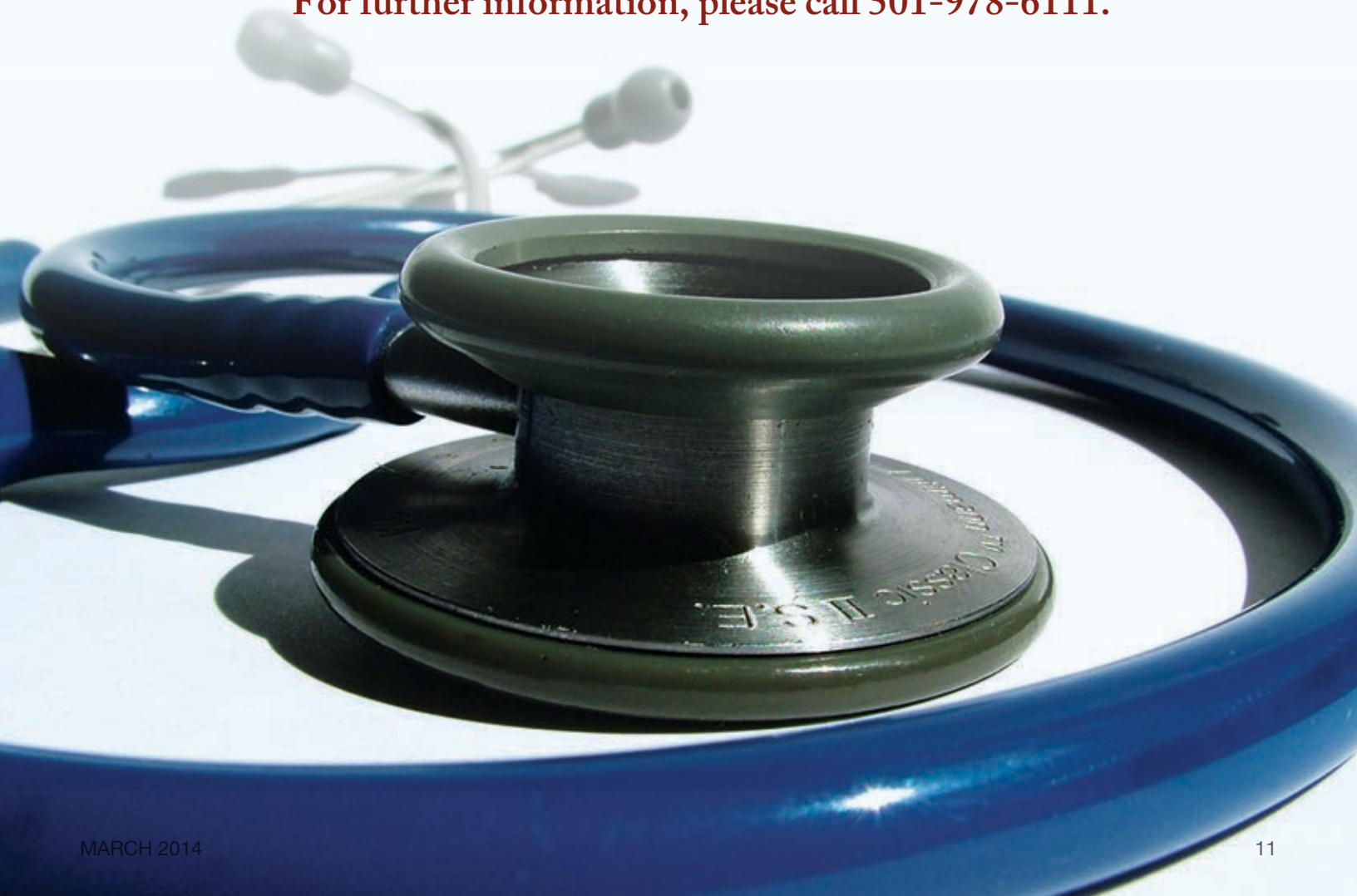
In 2014 the Fund offers Essential Benefits as required by the Affordable Care Act, plus:

- ◆ Optional Routine Dental and Vision Benefits
- ◆ Optional Life & AD&D Coverage
- ◆ No Lifetime Dollar Maximums
- ◆ Preventative Care
- ◆ Coverage for Adult Dependents age 19 to 26 years
- ◆ Special Bariatric Surgery & Chemical Dependency Programs



The Municipal Health Benefit Fund provides quality health protection for your officials and employees at a reasonable rate.

For further information, please call 501-978-6111.



Delta Regional Authority honors Montrose Mayor Larry Coulter

Montrose Mayor Larry Coulter, 62, died Feb. 16. He had served his city since 1999, first as recorder/treasurer and, since 2005, as its mayor. He was a champion of his city and of the Delta region, and Delta Regional Authority Co-Chairman Chris Massingill composed the following tribute, which he shared on the DRA's listserv and with members of the Delta Leadership Network.

By Chris Massingill

It was a bittersweet occasion last night at the visitation of Dr. Larry Coulter—a friend, a colleague, and a fellow believer in the Delta. It is with great sadness that we at the Delta Regional Authority reflect on the recent passing of one of our most devoted local leaders, the Honorable Larry Coulter, Mayor of Montrose.

I have the utmost respect for Mayor Coulter, recognizing him as a true Delta leader never willing to give up on his neighbors and friends, consistently leveraging the potential that he saw in the Delta and its people, and always believing our folks could do more. A dedicated civil servant, Mayor Coulter served the community of Montrose for more than a decade as recorder/treasurer, and finally through two terms as mayor from 2005 until his death.

During his service to the city, Mayor Coulter worked tirelessly to make a positive difference in the lives of the citizens of Montrose. He leaves the city with two million dollars in advancements through his hard work to gain grants and economic aid—achievements that include a walking fitness trail, a weather siren, multiple improvements to the Montrose Fire and Police Departments such as a new fire truck, a city policeman, and drug dog, along with the founding of the Montrose Library, Montrose Cable and Internet Company, and the Montrose Regional Commerce Project.

Mayor Coulter was also a co-founder of the Montrose Heritage Festival, a celebration of the city's past, present, and future. A new senior center, city



sidewalk and road improvements, and a city wireless network for community use were also initiated under Coulter's leadership and will be completed in the coming years.

Born and raised in Desha County, Mayor Coulter graduated from McGehee High School, attended Henderson State University in Arkadelphia, and graduated from Rhema Bible School in Tulsa. He held Master's and Doctorate Degrees in Theology, and was pastor of several

churches in the Arkansas Delta as well as a leader in multiple missions and community projects prior to his city leadership roles.

Reverend Coulter was a beloved member of the Delta Leadership Institute class of 2010-11 and an active member of the Delta Leadership Network. As an ardent advocate for his community and the Delta region, he truly embraced the idea that our best resources lie in our hands, with the betterment of our own citizens. Reverend Coulter's love and pride for the people of Montrose was made evident through his dedication to making his city a place where its citizens had every possible opportunity to succeed.

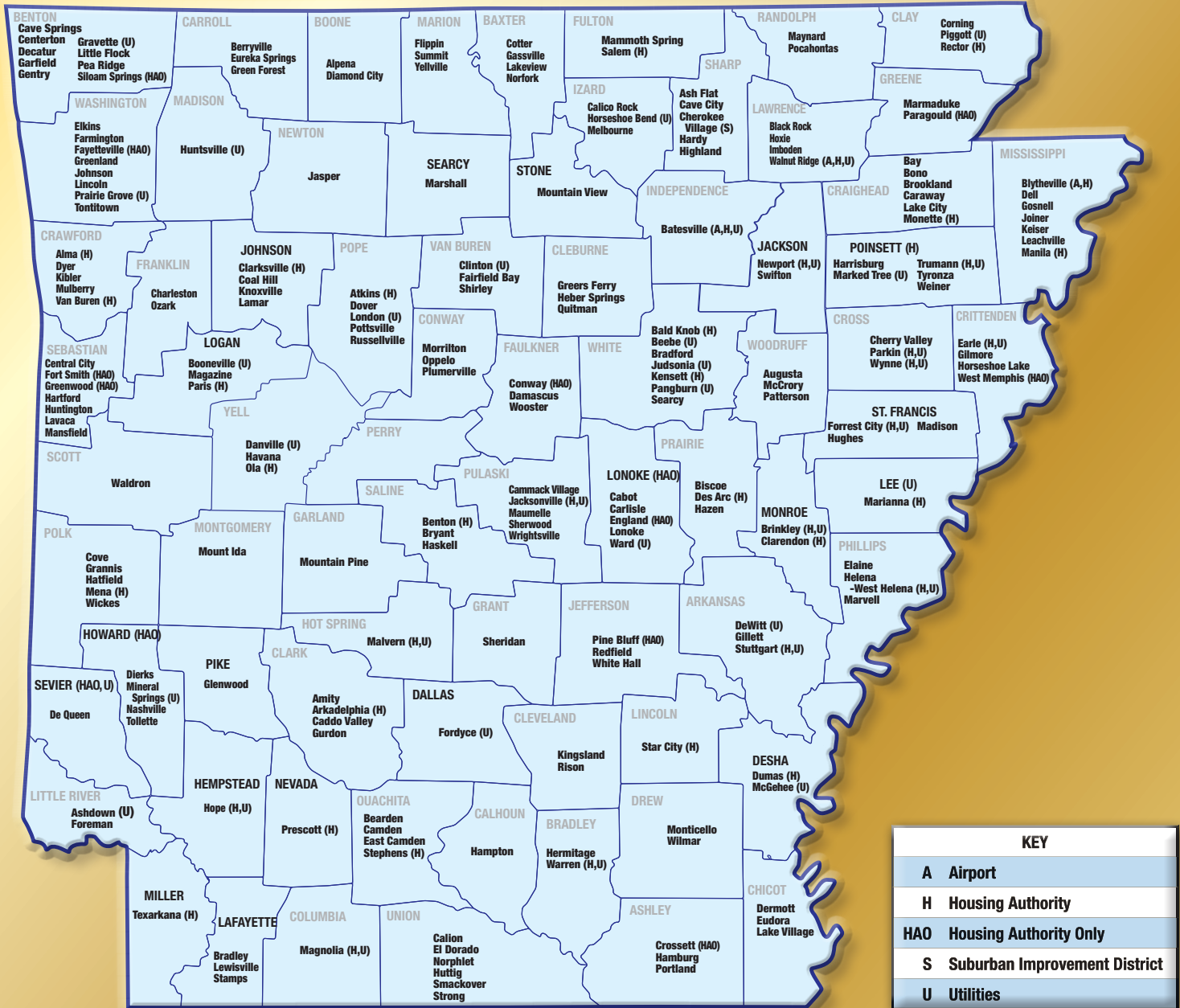
The Delta region is only as strong as the local leaders who serve as tireless advocates for their communities, constantly working to improve the lives of their fellow citizens. Mayor Coulter's life and his service to the city of Montrose will continue to serve as an example of the ways that one person can impact an entire region. He is an inspiration to us all.

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For further information, call (501) 978-6137.



Download the Municipal Health Benefit Fund booklet at: tinyurl.com/MHBF-Booklet



Other Municipal Entities Covered by MHBF

Argenta Community Development Corp. North Little Rock
 Barton-Lexa Water Association Phillips County
 Central Arkansas Planning & Development District..... Lonoke
 Eighth Judicial Drug Task Force De Queen
 Fifth Judicial District Prosecuting Attorney Russellville
 Fifth Judicial District Russellville
 Grand Prairie/Bayou Two Water.....Lonoke and Prairie Counties
 Holiday Island Suburban Improvement District.....Carroll County
 Ladd Water Users Association Pine Bluff
 Lakeview Midway Public Water Lakeview

Lee County Water Association Marianna
 Local Police & Fire Retirement System..... Little Rock
 Mena Regional Health System Mena
 Montgomery County Nursing Home..... Mount Ida
 NE AR Region Solid Waste Management District..... Paragould
 North Little Rock - Library..... North Little Rock
 North Little Rock - Sewer/Waste Water..... North Little Rock
 Northeast Public Water..... Mountain Home
 Northwest AR Conservation Authority.....Rogers
 Northwest AR Economic Development District..... Harrison

Ozark Mountain Regional Public Water Diamond City
 Ozark Regional TransitOzark
 SE AR Economic Development District.....Pine Bluff
 Sevier County Water Association..... De Queen
 Third Judicial District Drug Task Force.....Jackson County
 Thirteenth Judicial District Drug Task Force.....Camden
 Upper SW Regional Solid Waste Management District . .Nashville
 Western AR Planning & Development District.....Fort Smith
 White River Regional Housing.....Melbourne
 Yorktown Water Association Star City

Smackover moves into new Municipal Complex

Smackover held an open house on Nov. 10, 2013, for their new Municipal Complex, located at 807 Broadway in downtown Smackover. A steady stream of locals, guests, and friends attended the afternoon event. This new building is a “dream come true” for city officials, employees, and Smackover citizens. To make this dream become a reality, former and current officials set aside revenue from Capital Improvement Sales Taxes several years to go toward the new facility. In addition, the present administration arranged short-term financing to balance the building debt, to be paid in five years, from existing sales tax



revenue. The new 5,338-square-foot Municipal Complex, adjacent to the park, is the home of the offices of the mayor, recorder/treasurer, public works director, and police chief. The Complex also houses the city council chambers, the Smackover Police Department, Smackover Municipal Water Works, and a State of Arkansas Revenue Office.

Announcing...

The 2014-2015 Voluntary Certified Continuing Education Program

The League’s Voluntary Certified Continuing Education Program continues in 2014 with a series of workshops covering topics helpful to municipal leaders.

The first 4 years of workshops were a great success and drew capacity crowds to cover issues such as municipal finance and budgeting, personnel matters and municipal operations.

Who? For Arkansas mayors, city managers, city directors and aldermen, city recorders, recorder/treasurers, city clerks, clerk/treasurers.

What? The certification plan is voluntary, approved by the Executive Committee, and consists of 21 credit hours of topics.

Why? To increase the knowledge of local officials on how cities and towns function and equip them with the leadership skills needed to meet the challenges of the 21st Century.

When? The next workshop is focused on City Government 101: Who Does What at City Hall. The workshop will be held April 2, 2014, from 9 a.m. to 3 p.m.

Where? Arkansas Municipal League headquarters, 301 W. Second Street, North Little Rock.

Schedule and topics to be covered:

- City Government 101: Who Does What at City Hall on April 2, 2014 (5 continuing education hours.)
- Municipal Finance and Budgeting in September 2014 (5 core curriculum hours.)
- Human Resources and Personnel Matters in October 2014 (5 core curriculum hours.)

*For those city officials who have completed the 21 hours of core curriculum, you must annually obtain 6 hours of continuing education to maintain your certification status. The required 6 hours must be gained by attending the hours of continuing education offered at the Annual Convention and the Winter Conference.

For more information on the Certification Program, contact Ken Wasson at 501-374-3484 Ext. 211, or email kwasson@arml.org.

New Reduced Rates!



Municipal Property Program

Your Municipal Property Program offers broad coverage for your municipal property. The limits of coverage are \$500 million per occurrence per member for damages from fire, windstorm and other incidents in excess of \$5,000.

Coverage is \$50 million for losses exceeding \$100,000 on earthquakes and flooding.

The Municipal Property Program's current rates are listed below.



FIRE CLASS I	—	.0011	x covered value	= Premium
FIRE CLASS II	—	.0012	x covered value	= Premium
FIRE CLASS III	—	.0013	x covered value	= Premium
FIRE CLASS IV	—	.0014	x covered value	= Premium
FIRE CLASS V	—	.0015	x covered value	= Premium
FIRE CLASS VI	—	.0016	x covered value	= Premium
FIRE CLASS VII	—	.0017	x covered value	= Premium
FIRE CLASS VIII	—	.0018	x covered value	= Premium
FIRE CLASS IX	—	.0019	x covered value	= Premium
FIRE CLASS X	—	.002	x covered value	= Premium
Unincorporated	—	.003	x covered value	= Premium

For more information, call Linda Montgomery at League headquarters, 501-978-6123 or 501-374-3484, Ext. 233.



It's Convention time again.

June 18-20—Little Rock, Ark.

See next page for more information.

Register online at www.arml.org.

Contact Whitnee Bullerwell

at 501-978-6105.

Cost for the exhibit space is \$500.

TENTATIVE PROGRAM IN BRIEF

WEDNESDAY
JUNE 18

2:00 P.M.-7:00 P.M.
5:30 P.M.
7:00 P.M.

REGISTRATION AND EXHIBIT HALL OPEN
RESOLUTIONS COMMITTEE MEETING
OPENING NIGHT BANQUET

THURSDAY
JUNE 19

7:30 a.m.-4:00 p.m.
7:30 a.m.-4:30 p.m.
7:30 a.m.-8:45 a.m.
9:00 a.m.-12:30 p.m.
12:30 p.m.-1:30 p.m.
1:30 p.m.-5:30 p.m.
5:30 p.m.-9:00 p.m.

REGISTRATION OPEN
EXHIBITS OPEN
HOST CITY BREAKFAST
GENERAL SESSIONS
LUNCHEON
CONCURRENT WORKSHOPS
EVENING ACTIVITIES TBA

FRIDAY
JUNE 20

7:30 a.m.-1:00 p.m.
7:30 a.m.-8:45 a.m.
9:00 a.m.-10:00 a.m.
10:15 a.m.-11:30 a.m.
Noon -1:30 p.m.

REGISTRATION OPEN
BREAKFAST
GENERAL SESSIONS TBA
ANNUAL BUSINESS MEETINGS
AWARDS AND NEW OFFICERS' LUNCHEON

RESOLUTIONS

Suggested Convention Resolutions for consideration at the 80th Annual Convention should be mailed to:

80th Convention Resolutions
Arkansas Municipal League
P.O. Box 38
North Little Rock, AR 72115-0038

The deadline for Resolution submission is Friday, May 16.

Resolutions may be drafted by an official of any member city or town and can relate to any matter of municipal concern. See your **2013-2014 Policies and Goals** for resolutions adopted at the 79th Convention.

WANTED: Elected City officials with 25 years of service

Were you elected and begin serving your city or town in 1989? The League would like to know!

The League will give special recognition to **elected city and town officials** who are in their 25th year of municipal service at the 80th League Convention, June 18-20, in Hot Springs.

Names must be submitted to the League by May 20.

Call Ken Wasson at 501-374-3484, ext. 211; Sheila Boyd, ext. 218; or write to P.O. Box 38, North Little Rock, AR 72115-0038.

NOTICE TO EXHIBITORS

At the 80th Convention, a special Exhibit Hall is available for businesses, companies and manufacturers to display their products and services that are available to Arkansas municipalities.

To guarantee your firm's exhibit area, contact the League immediately to reserve space for your display. Your name will be added to the list of exhibitors, and we will reserve a space for your exhibit when you arrive.

The cost this year is \$500 for a regular exhibit space or \$1,050 for a large exhibit space. We cannot guarantee space for companies that do not register before June 6.

Call Whitnee Bullerwell at 501-978-6105, or write to Arkansas Municipal League, P.O. Box 38, North Little Rock, AR 72115-0038.



80th Annual Convention

Marriott Hotel/Statehouse Convention Center
June 18-20, 2014

Registration and payment must be received in League office by Friday, June 6, 2014, to qualify for advance registration.

REGISTRATION

Advance registration for municipal officials	\$150
Registration fee after June 6, 2014 , and on-site registration for municipal officials	\$175
Spouse/guest registration	\$75
Child registration	\$75
Other registrants	\$200

- Registration will be processed **ONLY** with accompanying payment in full. Make checks payable to the Arkansas Municipal League.
- Registration includes meals, activities and a copy of **Handbook for Arkansas Municipal Officials, 2013-2014 edition**.
- No daily registration is available.
- Registration must come through the League office. No telephone registrations will be accepted.
- **No refunds after June 6, 2014.**
- Cancellation letters must be postmarked by **June 6, 2014**.
- **Mariott guests:** In order to avoid a cancellation penalty of one night's room and tax, reservations must be cancelled at least seven (7) days prior to arrival.

HOTEL RESERVATION

Hotel Room Rates

Marriott Hotel (headquarters hotel) <i>formerly the Peabody Hotel</i>		
Single/Double	\$124	Check-in 3 p.m.
Capital Hotel		
Single/Double	\$169	Check-in 3 p.m.
Doubletree Hotel		
Single/Double	\$136	Check-in 3 p.m.
Wyndham Hotel		
Single/Double	\$99	Check-in 3 p.m.

- Cut-off date for hotel reservations is **June 6, 2014**.
- Rooms in Little Rock are subject to an 13 percent tax.
- Rooms will be held until 6 p.m. and then released unless guaranteed by credit card.
- Contact the hotel directly to make changes or cancellations in hotel accommodations.
- Hotel confirmation number will come directly from the hotel.
- Please check on cancellation policy for your hotel.

TWO WAYS TO REGISTER

1 Register online at www.arml.org and pay by credit card.

OR

2

Complete the steps and **mail with payment** to:
ARKANSAS MUNICIPAL LEAGUE
Attn: 80th Annual Convention
P.O. Box 38
North Little Rock, AR 72115-0038

Step 1: Delegate Information

I am a newly elected official.

Name:

Title: City of:

Address: Email (required):

City: State: Zip: Telephone:

Spouse/Guest will attend: Yes No Name:

Children will attend: Yes No Name(s):

Step 2: Payment Information

• **WHAT IS YOUR TOTAL?** (see opposite page for fees)

<input type="checkbox"/> Advance Registration	<input type="checkbox"/> Regular Registration	<input type="checkbox"/> Spouse/Guest	<input type="checkbox"/> Child	<input type="checkbox"/> Other Registrants	Total
\$150	\$175	\$75	\$75	\$200	\$ _____

• **HOW ARE YOU PAYING?**

Check

Mail payment and form to:
Arkansas Municipal League
80th Annual Convention
P.O. Box 38
North Little Rock, AR 72115

Credit Card Complete information below and send to address above.

Credit Card: Visa MasterCard

Card Number: _____ Exp. Date: ____/____/20____

Card Holder Name (as it appears on card):

Billing address (as it appears on statement):

City: State: Zip: Telephone:

E-mail address (required for credit card payment)

Step 3: Hotel Reservations

To obtain hotel reservations, registered delegates must directly contact participating hotels listed below. Please mention that you are with the Arkansas Municipal League to get the negotiated hotel rate.

Marriott Hotel Reservations _____ 877-759-6290

Capital Hotel Reservations _____ 877-637-0037 or 501-374-7474

Doubletree Hotel Reservations _____ 800-222-8733 or 501-372-4371

Wyndham Hotel Reservations _____ 866-657-4458 or 501-371-9000

Step 4: Hotel Payment

Payment Options: Credit Card or Direct Bill (Note: only two payment options.) To obtain direct billing as a payment option, registered delegates must directly contact hotel accounting offices listed below:

Marriott Hotel Accounting _____ 501-399-8020

Capital Hotel Accounting _____ 501-370-7062

Doubletree Hotel Accounting _____ 501-372-4371

Wyndham Hotel Accounting _____ 501-371-9000

Strong Towns concept fights stagnation

By Jennifer Carter

Strong Towns is a non-profit, non-partisan organization whose mission is “to support a model for growth that allows America’s towns to become financially strong and resilient.” Cofounder Chuck Marohn and other Strong Towns staff travel the nation to promote a complete understanding of the costs associated with community growth. In their view, the current approach to growth emphasizes investments in new infrastructure and has caused economic stagnation and decline and left America’s towns dependent on public subsidies. The Strong Towns approach focuses on obtaining a higher return on existing infrastructure and the tax base and resources to cover long-term financial commitments.

The Strong Towns website, www.strongtowns.org, outlines 10 place-making principles that can be used to guide community development. The first is an independence from government subsidies for the maintenance of basic infrastructure systems. When asked why this is important, Marohn emphasized, “The dependence is what we are concerned with.” He explained that since the end of World War II, the American pattern of suburban development has resulted in a heavy reliance on transfer payments between governments, along with growing transportation spending and public and private sector debt. Increasingly, local governments face budget cuts and maintenance costs they cannot pay for without state and/or federal assistance. Marohn argues that towns need to move away from their dependence and grow their own tax base to ensure their basic survival.

Several Strong Towns principles address how to achieve financial stability and independence. For example, a Strong Town is “economically vibrant and diverse.” Marohn discussed examples of towns with a single large employer or business niche. These towns have a fragile local economy and often set up the next generation for failure as the company or niche market dwindles. A Strong Town, in contrast, has a wide variety of businesses and invests in incremental growth. “Think about an investment portfolio,” Marohn noted. “You’d

be called crazy if you put all of your investments in one company; you’d want to have a broad and diverse package. This is how Strong Towns invest in development.” Marohn also highlighted the principle of age diversity. He stressed having neighborhoods that provide safe and independent living for people in different points of their life and career.

“You do not want a population that is entirely transient,” he added. “You want job opportunities that go beyond entry level positions and to create bonds that are multi-generational.”

The physical layout of a town is another important aspect of the Strong Towns approach. According to Marohn, towns need a layout that accommodates a diverse makeup of businesses, households and people with different needs, such as the elderly and those in fixed-income housing. He emphasized the direct relationship between physical space and the financial, cultural and other types of goals communities have. “We can look at the ecology of cities over the past thousands of years,” he said. “Just in the last two generations, we have taken the complexity out of cities built around people and oriented ourselves around the automobile. We have lost the resiliency that comes from natural evolution and need to reorient to places sized to people.” The Strong Towns approach prioritizes a physical layout that enhances the public realm, bringing people, nature, and



Marohn

profit together. Elements include a mix of commercial and residential development, a system of interconnected parks and civic structures that “create memorable landscapes and provide for spontaneous gatherings,” and a full range of transportation options to accommodate residents and visitors.

Although Strong Towns have an inward focus on community development, their knowledge base is outwardly focused. Marohn says a Strong Town “is connected to the region and, no less importantly, to the world.”

“It is critical to stay connected and learn from the successes and failures of those around you,” he said. “You need to know what is going on in and beyond the region and how it will impact you locally.”

A related Strong Town principle is having leaders who emphasize openness and “forward-thinking engagement with citizens and private-sector partners.”

Strong Town principles will help ease the tax burden for current and future taxpayers, Marohn said. He reiterated the current lack of productivity in development, with an excess of built infrastructure and decreasing government capacity to pay for it. “The tax burden will become so onerous,” he cautioned. “We will either have to keep maintaining our systems or allow them to decay and decline. Yet, if we focus on developing Strong Towns, we can ease this burden and start rebuilding and improving people’s lives.”

The Applied Sustainability Center of the University of Arkansas’s Sam M. Walton College of Business and the University of Central Arkansas’s Center for Community and Economic Development will host a Strong Town workshop on April 3 in Fayetteville. Admission is \$25. For registration information visit www.asc.uark.edu.

Jennifer Carter is the Communication Intern with the Applied Sustainability Center, University of Arkansas.



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Revised Annual Statements

The suggested FORM A is for use by cities of the first class, second class, and incorporated towns to comply with 14-59-116.

Form A

City or Town of _____
(Cities of the first class, second class, and incorporated towns)
Financial Statement January 1, 2013-Dec. 31, 2013

GENERAL FUND

Balance January 1, 2013 \$ _____
Cash Receipts
State Revenues \$ _____
Property Taxes \$ _____
Sales Taxes \$ _____
Fines, Forfeitures, and Costs \$ _____
Franchise Fees \$ _____
Transfers In \$ _____
Other \$ _____
Total Receipts \$ _____
Total General Fund Available \$ _____

Expenditures
*Administrative Department:
Personal Services \$ _____
Supplies \$ _____
Other services and charges \$ _____
Capital Outlay \$ _____
Debt Service \$ _____
Transfers Out \$ _____
Total Expenditures \$ _____
Balance General Fund Dec. 31, 2013 \$ _____

STREET FUND

Balance January 1, 2013 \$ _____
Cash Receipts
State Revenues \$ _____
Property Taxes \$ _____
Sales Taxes \$ _____
Franchise Fees \$ _____
Transfers In \$ _____
Other \$ _____
Total Street Receipts \$ _____
Total Street Fund Available \$ _____

Expenditures
Personal Services \$ _____
Supplies \$ _____
Other services and charges \$ _____
Capital Outlay \$ _____
Debt service \$ _____
Transfers out \$ _____
Total Expenditures \$ _____
Balance Street Fund Dec. 31, 2013 \$ _____

The classification of expenditures shall be by department, i.e., administrative, police department, fire department, parks department, etc.

INDEBTEDNESS

Type of Debt	Amount	Date Last Payment Due
Property Tax Bonds	\$ _____	_____
Short term financing obligations	\$ _____	_____
Sales & Use Tax Bonds	\$ _____	_____
Revenue Bonds	\$ _____	_____
Lease Purchase Agreements	\$ _____	_____

Date Free of Debt _____

Total \$ _____

All financial records for the City of _____ are public records and are open for public inspection during regular business hours of ___ A.M. to ___ P.M., Monday through Friday, at City Hall in _____, Arkansas.

If the record is in active use or in storage and, therefore, not available at the time a citizen asks to examine it, the custodian shall certify this fact in writing to the applicant and set a date and hour within three (3) days at which time the record will be available for inspection and copying.

Municipalities must publish annual financial statement

The time is rapidly arriving for the annual reporting of each city and town's financial statement. Refer to the *Handbook for Arkansas Municipal Officials*, 2013-14 ed., section 14-59-116 and section 14-237-113. Although these statements were required semiannually in the past, Acts 620 § 11 and 621 § 10 of 2011 amended the law to provide for annual publication instead.

Ark. Code Ann. § 14-59-116 now provides that the governing body of each municipality shall publish annually in a newspaper published in the municipality a FINANCIAL STATEMENT OF THE MUNICIPALITY by April 1 covering the previous calendar year (January through the end of December).

The financial statements should include the receipts and expenditures for the year. In addition, they should contain "a statement of the indebtedness and financial condition of the municipality."

Section 14-237-113 provides similar publication requirements for the operating authority of the WATER and SEWER DEPARTMENTS. Water and sewer departments administered by one or two commissions must comply with the law. If the water and sewer departments are administered by the city council, then it is the responsibility of the city council to comply with the statute.

What if no newspaper is published in the city or town? In that case, the statements may be posted in two public places in the municipality. Note that this is a change from the previous law, which only allowed incorporated towns to post and required that the postings appear in five public places.

Suggested Forms A and B appear on these facing pages. For additional information, call the League at 501-374-3484.

The suggested **FORM B** is for use by Water and Sewer Departments to comply with 14-237-113.

Form B		
City or Town of _____		
Financial Statement January 1, 2013-Dec. 31, 2013		
WATER AND SEWER DEPARTMENTS		
Balance January 1, 2013	\$ _____	
Cash Receipts		
Water Payments	\$ _____	
Sewer Payments	\$ _____	
Sanitation Funds	\$ _____	
Other	\$ _____	
Total Receipts	\$ _____	
Total Funds Available	\$ _____	
Expenditures		
Personal Services	\$ _____	
Supplies	\$ _____	
Other services and charges	\$ _____	
Capital Outlay	\$ _____	
Debt Service	\$ _____	
Transfers Out	\$ _____	
Total Expenditures	\$ _____	
Balance Water and Sewer Fund Dec. 31, 2013	\$ _____	
INDEBTEDNESS		
Type of Debt	Amount	Date Last Payment Due
Short term financing obligations	\$ _____	_____
Water Revenue Bonds	\$ _____	
Sewer Revenue Bonds	\$ _____	
		Date Free of Debt
Total	\$ _____	_____
All financial records of the Water and Sewer Department of (City or Town) of _____ are public records and are open for public inspection during regular business hours of ___ A.M. to ___ P.M., Monday through Friday, at the Water Department in _____, Arkansas. If the record is in active use or in storage and, therefore, not available at the time a citizen asks to examine it, the custodian shall certify this fact in writing to the applicant and set a date and hour within three (3) days at which time the record will be available for inspection and copying.		

DASH named best overall diet plan

Recently, *U.S. News and World Report* released its ranking of the best diets for 2014. A panel of health experts including nutritionists and physicians specializing in diabetes, heart disease, and weight loss compiled this list. In this ranking, the DASH eating plan topped the list, beating out better-known diets, such as the Mediterranean, Jenny Craig, and Mayo Clinic. How could a diet with an acronym that stands for “Dietary Approaches to Stop Hypertension” have received the highest overall ranking?

While the DASH diet was originally designed to help lower high blood pressure, its nutritional components have stood the test of time in the ever-changing world of nutrition. The basic principles of the DASH plan are that it:

- Emphasizes eating a variety of foods available in most grocery stores;
- Is low in saturated fat, cholesterol, and total fat;
- Focuses on fruits, vegetables, and fat-free or low-fat dairy products;
- Is rich in whole grains, fish, poultry, beans, seeds, and nuts;
- Contains fewer sweets, added sugars and sugary beverages, and red meats than the typical American diet; and
- Is lower in sodium (salt) than the typical American diet.

By following the DASH diet, many people with hypertension have been able to lower their blood pressure readings by several points. In addition to helping with blood pressure control, the DASH diet is consistent with the current dietary recommendations for osteoporosis, heart disease, diabetes, and cancer prevention.

The DASH plan includes daily servings from the following food groups:

- Grains—bread, cereal, rice, and pasta. Whole grains are encouraged since they have more nutrients and fiber than refined grains. Examples include brown rice, whole-wheat pasta, and whole-grain bread.
- Fruits—apples, apricots, bananas, dates, grapes, oranges, melons, peaches, pineapples, raisins, strawberries. Canned fruits or fruit juices are thought to be OK as long as no sugar has been added. It should be noted that certain fruits, such as avocado and coconut, are higher in fat (and calories) than most others.

- Vegetables—broccoli, carrots, green beans, green peas, kale, lima beans, potatoes, spinach, squash, sweet potatoes, tomatoes. Like fruits, vegetables are important sources of potassium, magnesium, and fiber. Fresh, frozen or canned are all acceptable choices although the sodium content of canned foods should be taken into consideration.
- Dairy—milk, yogurt, cheese. These are major sources of calcium, vitamin D and protein. In general, low-fat or fat-free should be chosen. Many fat-free cheeses, however, can be high in sodium, which should be avoided.
- Lean meat—poultry and fish. Lean cuts of meat with the fat trimmed away are recommended. Skin should be removed from chicken. Eating fish that are high in omega-3 fatty acids (e.g. salmon, herring and tuna) is encouraged. Broiling, roasting, or poaching rather than frying is encouraged.
- Nuts, seeds, and legumes—Almonds, peanuts, walnuts, sunflower seeds, peanut butter, kidney beans, lentils, soybeans, split peas. These are rich sources of magnesium, protein, and fiber. Meals centered on beans, lentils, or soybean products are encouraged as a substitute to meat-based meals. Since nuts are fairly high in fat, they should be eaten in moderation.
- Fats and oils—The DASH diet limits fats to 27 percent or less of daily calories including fat in foods and added fats or oils. Mono- and polyunsaturated fats are recommended over saturated fats. Common sources of these healthier fats are vegetable oils (canola, corn, olive, and safflower), low-fat mayonnaise, and light salad dressing. Saturated fats from meat, butter, cheese, whole milk, lard, and “tropical oils” (palm and coconut) are limited to less than 6 percent of total calories. Trans fat, a major cause of elevated blood cholesterol should be avoided.
- Sweets—Unlike many diets, the DASH plan allows for eating sweets. The key is moderation and portion control. Artificial sweeteners (NutraSweet, Equal, Splenda) are recommended sparingly.

Serving sizes of each of these vary depending on the specific group. One serving of meat is considered to be one ounce. A serving of sweets could be one tablespoon of jam, one-half cup of sorbet, or one cup of lemonade. The number of servings from each group depends on the

daily caloric requirement, which is based on age, gender, and activity level. As an example, a young woman who is moderately active would be allowed to eat up to 2,200 calories per day. This could include up to eight servings of grains, five servings of fruits; five servings of vegetables; three servings of dairy; three servings of fat and oils; six servings (approximately six ounces) of meat; five servings (per week) of nuts, seeds, and legumes; and five servings (per week) of sweets.

While not developed as a weight-loss diet, the DASH food plan can be effective as part of a weight-loss strategy by slightly reducing the number of base calories and the addition of regular exercise. You can learn more about the DASH Eating Plan from the National Institute of Health. Additionally, a DASH meal guide is available at: www.nhlbi.nih.gov.

This article appeared originally in the eDocAmerica newsletter and is reprinted with permission.



Support a family on \$20 a week?

Volunteer firefighters who are injured in their firefighter duties receive only \$20 a week for a compensable injury.

Solution: The Arkansas Municipal League's Volunteer Firefighters Supplemental Income Program protects the earnings of volunteer firefighters who are injured in their duties.

What they get: Weekly temporary total disability benefits payable up to a MAXIMUM of \$575 allowed under Arkansas Workers' Compensation Law; weekly benefits go for 52 weeks; \$10,000 death benefit.

How? Cost is only \$20 a firefighter a year. All volunteer and part-paid firefighters in the department must be covered. The minimum premium for each city or town is \$240.

Call: 501-978-6127
Ken Martin can be reached at ext. 232,
or Andrea Sayre at ext. 237.
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Before going forward, let's see where we've been

By Jim von Tungeln

Planning, by definition, involves methods of action that are developed in advance. That is to say, it looks to the future. Sometimes, though, in looking to the future, it helps to stop and take a look at where we have been. A number of benefits beckon.

First, looking at our past may help us avoid pitfalls in the future. Experience may be a good teacher, but it is an even better one when we include the experiences of others.

Second, looking at our past can help us understand the original intent of a course of action. A study of history may, in addition to helping avoid mistakes, guide us toward the most efficient and least restrictive methods of addressing issues. So, let us look at, for example, how zoning came to be the chief tool of regulating land use in America. It wasn't an easy process.

At the end of the 19th Century, American cities were not universally appreciated. After all, Thomas Jefferson had told James Madison, "I think our governments will remain virtuous for many centuries; as long as they are

chiefly agricultural; and this will be as long as there shall be vacant lands in any part of America. When they get piled upon one another in large cities, as in Europe, they will become corrupt as in Europe." That is hardly a ringing endorsement.

There were cities in the country that made significant progress in planning and beautification in its early years. Such efforts, however, didn't really take hold until 1893. That year, Chicago hosted the Columbian Exposition, a world's fair that forever changed the way we look at cities.

The fair featured impressive structures that contained exhibits designed to portray the latest in science, art, and technology. Not everyone agreed with the architectural emphasis on Greek and Roman archetypes, but visitors were impressed. They left the fair believing that the urban setting could be both beautiful and healthy, even when applied to their own cities.

The result was what urban historians call "The City Beautiful Movement," and its effects still dominate much of our thinking about planning. As a further result, cities



The 1893 Chicago World's Fair presented impressive buildings such as the Electricity Building, which showcased dazzling examples of this new source of power.

PHOTO IN THE PUBLIC DOMAIN.

have become the center of American life to the point that, even in a previously rural state such as ours, over 90 percent of us live either in a city or within a short distance of one.

With this growth and development, cities were drawn into planning and the development of tools with which to carry out plans. One of the most important was the control of a city's development through zoning. As Amanda Erikson, senior associate editor of *Atlantic Magazine* reported in a June 19, 2012, article, prior to zoning, land use disputes depended upon nuisance laws for resolution. In major cities, this approach failed to solve modern problems.

She writes: "... in 20th century New York, the [nuisance] process had already become cumbersome. In Manhattan, new building techniques were pushing building heights higher, costing neighborhoods sunlight and air. And factories and warehouses were encroaching on fashionable shopping districts, much to the chagrin of said fashionable shoppers."

Early zoning codes concentrated on controlling the height and form of structures. The U.S. Supreme Court ruled that this was acceptable. Then in 1916, New York passed the country's first comprehensive zoning code. The control of land-use eased into the world of zoning.

That's when the trouble started. Regulate land use? The business world decided that, in folksy terms, planners had "quit preaching and started meddling."

By 1926, 400 cities in America, representing 27 million people, had passed zoning codes. One of these, the little town of Euclid, Ohio, had passed a zoning ordinance that affected land owned by the Ambler Realty Company. As summarized in *American City Planning Since 1890* by Mel Scott, "Boulevard frontage that the company had hoped to market as commercial property and land that it had expected to sell for industrial development had been placed in residential zones, with resulting loss in value, the company contended."

Sound familiar? Maybe William Faulkner was right when he said, "The past is never dead. It's not even past."

Anyway, history is fun. Let's see what happened next. A federal district court granted an injunction against the enforcement of the Euclid's zoning ordinance, holding that zoning ordinances were necessarily

unconstitutional because they "took" property without compensation, i.e. it was a misuse of the eminent domain power.

The case went to the U.S. Supreme Court where the court heard arguments and was pondering a verdict. Reports indicate the verdict would have been a four-to-three decision upholding the district court and outlawing zoning ordinances in the United States, perhaps forever.

Enter Alfred Bettman, an Ohio attorney and advocate of city planning. He convinced (somehow) Chief Justice Taft, a fellow Cincinnati, to reopen the case. Further, he appeared as a friend of the court on behalf of the National Conference of City Planning, the Ohio State Conference on City Planning, and other organizations.

Bettman argued that the Euclid ordinance was "frankly and expressly an exercise of the police power and not of the power of eminent domain." The community, he argued, was not taking or destroying any property or property rights for public use but was invoking a general power over private property rights necessary for the orderly existence of all governments.

His arguments "flipped" one of the judges and, as a result, your city may now use zoning as a method of protecting the public health, safety, welfare, and morals of your community. At the time, one can imagine, there were audible sighs of relief from the 400 affected mayors around the country.

Who says that planning is not exciting?

What is the lesson to be learned from this look at history? For elected officials, planning commissioners, planning professionals and staff, it teaches us that planning should be addressed as a method of protecting our community and guiding it toward a healthy future. Zoning and other regulatory measures are simply tools with which to carry out or protect the provisions of the plans. When we depart from this mission, we enter dangerous territory.



Jim von Tungeln is staff planning consultant and available for consultation as a service of the Arkansas Municipal League. He is a member of the American Institute of Certified Planners. Contact him at 501-944-3649. His website is www.planyourcity.com.

ACCRTA scholarships available

The executive board of the Arkansas City Clerks, Recorders and Treasurers Association (ACCRTA) awards scholarships for tuition to attend the Municipal Clerks' Training Institute, the Academy for Advanced Education and the International Institute of Municipal Clerks' annual conference, all of which will enable Arkansas clerks to further educational training.

A scholarship honoring the memory of Bill S. Bonner will be awarded to a first-year attendee in the certification program at the Municipal Clerks' Institute in September 2014. This scholarship covers the registration fee.

Scholarships include: four local \$400 scholarships to attend the Municipal Clerks' Institute, Sept. 14-18, 2014, in Fayetteville; one \$400 scholarship for the Academy for Advanced Education, Sept. 17-18, 2014, in Fayetteville; and one \$400 scholarship to attend the International Institute of

Municipal Clerks (IIMC) annual conference, May 18-22, 2014, in Milwaukee, Wisconsin.

These scholarships are in addition to the 11 regional scholarships awarded by the IIMC.

Fill out the scholarship application below and return it to:

Donna Stewart, City Clerk
City of Camden
PO Box 278
Camden, AR. 71711

For more information, contact:
 Scholarship Chairman Donna Stewart at **(870) 836-6436**
 or email **payroll.camden@cablelynx.com**.

2014 APPLICATION FOR SCHOLARSHIP ASSISTANCE

I, _____, am a member of the Arkansas City Clerks, Recorders and Treasurers Association and the International Institute of Municipal Clerks, and do hereby apply for assistance from ACCRTA. (Applicant must be a City Clerk, Deputy City Clerk, Recorder, Treasurer or related title at the time of application.)

Name _____ Title _____
 Street Address or P.O. Box _____
 City, State, Zip _____
 Telephone _____ Date assumed present position _____
 Other related experience: Title _____ Municipality _____ Years _____

Education: H.S. ___ Graduate College (years) ___ Degree _____
 Check one: This application is for a ___First___ Second ___ Third year Institute
 What are the approximate costs of the institute you plan to attend? _____
 Travel/Transportation _____ Registration Fee/Tuition _____
 Lodging and Meal _____ Total Amount _____
 How much does your municipality budget your department yearly for education? _____
 What is your reason(s) for applying for this scholarship? _____

I understand that if a scholarship is awarded to me, it must be used between Jan. 1, 2014, and Dec. 31, 2014, and that I must attend all sessions.

Please attach written evidence that your Chief Executive or legislative body supports your attendance at the institute and that in the event that a scholarship is awarded, you will be given the time to attend the institute.

I do hereby attest that the information submitted with this application is true and correct to my best knowledge.

Signature: _____ Date: _____

CHECK THE SCHOLARSHIP FOR WHICH YOU ARE APPLYING:

<input type="checkbox"/> Municipal Clerks' Institute, Fayetteville	September 14-18, 2014	Deadline: May 31, 2014
<input type="checkbox"/> Academy for Advanced Education, Fayetteville	September 17-18, 2014	Deadline: May 31, 2014
<input type="checkbox"/> IIMC Conference, Milwaukee, Wisconsin	May 18-22, 2014	Deadline: April 15, 2014

Disclaimer: ACCRTA will not be responsible for applications that do not reach the chairman by the deadline. Please feel free to call after a few days to be sure your application was received

ACCRTA seeks nominations for Clerk of the Year

The Municipal Clerk of the Year Award recognizes a member of the Arkansas City Clerks, Recorders, Treasurers Association (ACCRTA) who has made significant contributions to the objectives of the municipal clerks profession and to the improvement of municipal government in Arkansas and the clerks own community.

Qualities are length of service, good relationship with other clerks, interest in education, attendance at national and regional conferences, community volunteer, advancing and supporting the municipal clerks association.

Any municipal official or ACCRTA member may nominate a candidate for Municipal Clerk of the Year for 2014. The finalist will be honored at the 80th Annual Arkansas Municipal League Convention, June 18-20, 2014 in Little Rock. **The deadline for nominations is April 15, 2014.**

Requirements for nominees:

- Has been an active ACCRTA member for at least five years
- Holds a city clerk, recorder/treasurer or deputy position
- Is a Certified Municipal Clerk or Certified Arkansas Municipal Clerk
- Provides service to other municipal clerks in the state as the opportunity exists
- Exhibits leadership

Complete the nomination information below and send to:

**Linda Simpson, ACCRTA Vice President
City Clerk Treasurer-City of Lake City
PO Box 660
Lake City AR 72437
(870) 237-4431
lakecitysimpson@yahoo.com**

Municipal Clerk of the Year 2014 Please Submit the Following Information

NOMINEE'S FULL NAME AND TITLE _____

ADDRESS, CITY, ZIP _____

BUSINESS PHONE _____

NAME OF THE CITY THE MUNICIPAL CLERK REPRESENTS _____

YEARS SERVED AS CLERK, RECORDER, TREASURER OR DEPUTY CLERK AND YEAR APPOINTED OR ELECTED _____

ARKANSAS CITY CLERKS, RECORDERS, TREASURERS ASSOCIATION (ACCRTA) MEMBER YEARS SERVED AND DATE OF MEMBERSHIP _____

ACCRTA OFFICES HELD _____

ACCRTA MEETINGS ATTENDED _____

ACCRTA, IIMC, OR ARKANSAS MUNICIPAL LEAGUE COMMITTEE SERVICE, COMMITTEES SERVED ON AND NUMBER OF YEARS SERVED _____

INTERNATIONAL INSTITUTE MUNICIPAL CLERK (IIMC) PARTICIPATION AT ANNUAL AND REGIONAL MEETINGS _____

IIMC WORKSHOPS (DISTRICT MEETINGS) ATTENDED _____

MUNICIPAL CLERKS INSTITUTE ATTENDANCE (NUMBER OF YEARS AND CLASSES ATTENDED) _____

CERTIFICATION RECEIVED:

IIMC CERTIFIED MUNICIPAL CLERK, IIMC MASTER MUNICIPAL CLERK OR CERTIFIED ARKANSAS MUNICIPAL CLERK

DATE OF CERTIFICATION _____

ARKANSAS MUNICIPAL LEAGUE CONFERENCES ATTENDED _____

EDUCATION PROGRAM PARTICIPATION (INSTRUCTOR, PANEL MEMBER, MODERATOR) _____

COMMUNITY INVOLVEMENT _____

LEADERSHIP ACTIVITIES _____

OTHER ACTIVITIES _____

NAME OF INDIVIDUAL SUBMITTING NOMINATION _____

ADDRESS _____

PHONE NUMBER _____

SIGNATURE _____

DATE _____

NOMINATOR: PLEASE BRIEFLY SUMMARIZE THE REASONS WHY YOU BELIEVE YOUR NOMINEE SHOULD BE SELECTED AS THE 2014 MUNICIPAL CLERK OF THE YEAR. _____

What you should know before hiring an arborist

By Alison Litchy

Arborists are professionals focused mainly on planting and maintaining trees. Arborists are knowledgeable in the needs of the trees and are trained to implement those practices. The International Society of Arboriculture has a certified arborist program that supports arborists and continues their education. The certification test is developed by leading experts on tree care. They also have to keep their certification by continuing their education and following a code of ethics. You can verify a certification and learn more at the society's website, www.isa-arbor.com. Picking the right person to care for trees in our urban environment should not be taken lightly.

Our trees sometimes go underappreciated. It is important to know what trees do to better understand a tree's value. There are the obvious benefits of shade, cleaner air, providing us with oxygen, and aesthetics. Trees do so much more than that. They reduce the heat island effect, conserve energy, save water, clean water, reduce erosion, reduce violence, allow one to heal faster, and provide us with food and resources. With all the

benefits trees provide, their care should not be left in the wrong hands.

Norm Berner, a Little Rock Parks employee, had an experience in Little Rock where a tree had fallen on his car while he was inside. To make the situation worse, the tree had brought the power lines down with it. The car was charged and he was trapped. It was later determined that the tree had been topped in the past and this had created rot and turned it into a hazard.

"The lack of proper pruning on their part definitely constituted an emergency on my part!" Norm said. This could have been prevented with proper pruning.

When is it necessary to hire an arborist? Shade trees, even if vigorous and healthy, may need pruning to prevent issues in the future. Situations and symptoms you should look for that an arborist may be able to help you with are: leaf yellowing, undersized leaves, dark spots, withering limbs dying back, future construction around the tree, increased insect population, cracks in the trunk, mushrooms growing on the base of a tree, compacted soils and more. They can provide corrective pruning and

After it was topped, this tree rotted from the top down and became an extreme hazard. It fell and trapped a Little Rock Parks Department employee in his car. He escaped injury, but it was a reminder of the potential dangers of improper tree care.



remove limbs that are in conflict with an object such as a building.

An arborist will also be able to help with storm-damaged trees. In the event of an ice storm or other natural disaster, your tree may need some corrective pruning. After such events, avoid “fly by night” tree service companies. These are people who see the opportunity for work, borrow a chainsaw, and conveniently become a tree worker overnight—no training, no experience, no insurance. When consulting a tree service company ask to see their insurance before you hire. Ask questions about their qualifications and what a proper cut is. If they mention anything about topping or tipping, just say no and walk away. Also ask for references and look at a site they have worked at in the past. This should be a good indicator of their quality of work. When getting several bids, lowest is not always the best. Consider credentials and skill. It is faster to go in and do indiscriminate cuts throughout the tree (topping) than it is to do the proper cuts. Companies can charge you less for doing improper pruning. Incorrect pruning can lead to the death of your tree and become a hazard to those around it. Get the bid and all insurance/permits in writing. Therefore, if something does happen you have what you need to be prepared.

Well cared for trees are not only aesthetically beautiful but add value to property. Poorly maintained trees can lead to a liability. One of the best things to know when hiring an arborist or any outside work is to become educated on the subject. Learn the basics. Learn the three cut method and make sure they know it too. There is a lot of information available on proper tree care. Use the local county forester, city arborist, AFC Urban Representative, or garden center to answer questions or provide you with the information needed to ensure your trees are properly cared for and providing benefits to your community.



Alison Litchy is urban forestry partnership coordinator with the Arkansas Forestry Commission. Call Alison at 501-984-5867 or email alison.litchy@arkansas.gov.

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The rise of social media in economic development

By Devin B. Howland

In its 2013 annual report titled “2013 Fortune 500 Are Bullish on Social Media,” the University of Massachusetts-Dartmouth targeted social media use by top Fortune 500 companies. Their findings: 77 percent maintained active Twitter accounts and 70 percent maintained Facebook accounts. Why do the largest companies in America utilize social media? The answer is simple. It’s where their clients are.

According to the Denver-based company Atlas Advertising, many economic developers and community leaders across the country have also realized the effectiveness of social media to drastically increase communications with industry prospects and enhance business retention and expansion programs.

What is social media?

Ron Jones, CEO of Symetri Internet Marketing, described social media as “...essentially...a category of online media where people are talking, participating, sharing, networking, and bookmarking online.” Social media personalizes your marketing efforts. As such, economic developers and community leaders use social media to reveal the character of their community and reach a larger number of individuals and organizations.

Why should economic developers and local leaders be utilizing social media?

Social media enables the user to market their community to the world and increase traffic to desired websites, thereby creating an opportunity for conversations with potential job creators. Atlas Advertising explained that when incorporated into an overall communications strategy, social media can enhance the number of conversations you have with those prospective companies, thus increasing your chance of generating more jobs and investment. Through the use of social media, users may expose opportunities for growth, recruitment, and engagement in their community.

“The Big Three”—LinkedIn, Twitter, and Facebook

LinkedIn is designed for professionals, and is the platform from which many believe economic developers can most benefit. Aside from connecting individuals, a subsidiary purpose is to provide a place for professionals to market themselves. Facebook and Twitter are used

heavily by 18-49 year-olds, who use the sites to market themselves, their causes, and a multitude of products and services. Economic developers and local leaders can employ Facebook and Twitter in the same manner to showcase your community and increase the number of jobs and capital investments in your community over time.

Metrics matter

Atlas Advertising, in working with their clients, realized there were no effective standard metrics (a method of measuring something, or the results obtained from this) pertaining to performance of digital marketing. As a result they created standard methods by which communities can measure the success of their social media marketing strategies. They surveyed over 200 organizations from 40 states and four countries to learn how others measure success. The results of those surveys identified three major data points that permit measurement of effective economic development organizations:

1. Conversations reported (discussions in the past 12 months with prospects, entrepreneurs, existing, or companies who are expanding or relocating)
2. New jobs announced
3. Capital investment publicized

How can I get started?

Getting started with social media is simple. Visit www.gcfllearnfree.org/socialmedia for a great educational foundation on social media. Additionally, below are a few examples of economic development organizations and communities utilizing social media:

- Columbus, Ohio’s Columbus 2020 (@CBUSRegion)—www.twitter.com/CBUSRegion
- Georgia Department of Economic Development—www.facebook.com/gdec
- Austin Texas Chamber of Commerce—linkdin/1oNn7dD
- Webster City, Iowa—www.facebook.com/BuildWebsterCity

What will it cost?

Social media tools are free! It requires a small amount of time to become familiar with the platforms; however, you should see results over time for your effort. What’s even better than the price tag is the potential social media offers.

Some organizations choose to outsource management of their social media strategies and activities but understand it is not uncommon for agencies to charge thousands of dollars each month for managing a Twitter account. Outsourcing management of a Facebook account may cost even more. Cities are already constrained by limited budgets and resources, which is an excellent reason for local practitioners to develop social media skills themselves. Economic development organizations and cities alike can keep their social media activity in-house and, when financially feasible, hire a dedicated staff member to handle social media affairs.

So, as you consider whether social media is a tool for your organization, remember:

- Social media is becoming a major form of marketing, communication, and networking.
- Regardless of your target audience, there is a social media platform to meet your needs.

- Economic developers and community leaders can easily add social media to their marketing strategy.
- Metrics are very important in determining the success of a new strategy.
- Social media tools are free.

The Center for Economic Development Education at UALR's Institute for Economic Advancement (IEA) can provide you with advice and guidance, as well as training pertaining to social media. For more information about this article or regarding the topics such as this, call us at 501-569-8519.



Devin Howland is a Research Assistant with the Center for Economic Development Education, Institute for Economic Advancement, UALR. Email Devin at dbhowland@ualr.edu.

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Summaries of attorney general opinions

Recent opinions that affect municipal government in Arkansas

From the Office of Attorney General Dustin McDaniel

Annexation ordinance describes services to be provided

Opinion: 2013-119

Requestor Douglas, Charlotte Vining, State Representative

Does the term “services,” as used in ACA secs. 14-40-501 and -503, mean the same as “services,” as defined in 14-40-2002? If not, what does the term “services” mean, particularly with respect to the services a city is required to render to an annexed area under 14-40-503? Q2) Is the city required to provide services to an annexed area under 14-50-503 within a certain amount of time? If so, what is the time frame in which the services must be rendered? If not, is the city required to provide services within a reasonable amount of time as determined by the type of services being provided? Q3) What remedies may landowners of annexed land pursue if services are not provided as required under 14-40-503? **RESPONSE:** Q1) No. The “services” to be provided pursuant to ACA §§ 14-40-501 and -503 are simply those described in the annexation ordinance. Q2) ACA § 14-40-503(a) appears to contemplate that upon the adoption of

an annexing ordinance, the city will immediately take reasonable steps to provide the services recited in the ordinance. Q3) Although the statute does not specify remedies, an aggrieved landowner might presumably seek a writ of mandamus, declaratory and injunctive relief directing that the services be provided, and/or a money judgment for an illegal exaction in the form of any taxes paid for services not provided. Assuming the 30-day period to challenge an annexation has run, I question that a landowner could sue seeking to void the annexation itself. A court might entertain such a suit, however, if it concluded that the limitations period applies only to suits seeking to void an annexation for failure to meet any of the statutorily mandated preconditions. Ultimately, however, only private counsel acquainted with all the pertinent facts could render advice regarding what remedies are available if an annexing city fails to provide the services described in the annexing ordinance.

For full Attorney General opinions online, go to www.arkansasag.gov/opinions.

Obituaries

LARRY COULTER, 62, Montrose mayor and former city clerk and recorder/treasurer, died Feb. 16.

BOB DAVIS, 56, former Fayetteville alderman, died Feb. 19.

IRWIN D. HYROWSKI, 58, a Pocahontas city employee for nine years, died Feb. 3.

RANDY POGUE, 49, Oak Grove community Fire Chief, died Feb. 19.

JIM RUSSELL, 64, a Williford alderman for 28 years who also worked for the fire department for 28 years, eight as chief, died Feb. 3.

Having a hard time connecting?



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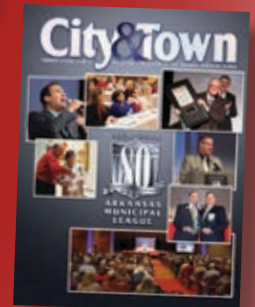
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Municipal Notes

UA Program helps cities make sustainable choices

Eight cities in Arkansas have been chosen to participate in a sustainability scorecard program run by the Applied Sustainability Center at the Walton College of Business, *The Arkansas Traveler* reported Feb. 26. Bryant, Eureka Springs, Hot Springs, Mountain Home, Rogers, Russellville, Monticello, and Fayetteville were chosen to participate in the program.

The program started through the Arkansas Community Foundation proposal request for sustainable energy programs. Though eight grants were awarded to organizations in Louisiana, Texas, Oklahoma, and Arkansas, ASC wanted to work with elected officials to raise awareness about the importance of local economies in particular, said Michele Halsell, managing director of the ASC. Halsell said it was important to show elected officials how building energy-efficient cities can help residents save money, as well as help the economy avoid rising energy prices later on. One of the center's main goals was to reach several areas across the state, Halsell said.

This program is only available to cities in Arkansas, and has saved more than \$350,000 in energy costs and received \$466,000 from utility companies to help pay for energy retrofits, Halsell said. The program is funded for the rest of 2014, but the committee is looking for new funding that will allow the program to continue into 2015 and after.

Fire departments receive FEMA preparedness grants

Fire departments in Arkansas, Louisiana, New Mexico, Oklahoma, and Texas have been awarded more than \$7.5 million in preparedness grants from the Federal Emergency Management Agency (FEMA), the agency has announced. In Arkansas, the Gravel Ridge, Arkansas Fire Department received \$208,350.

The federal grants are part of the Staffing for Adequate Fire and Emergency Response (SAFER) Grants program. SAFER awards provide funding directly to fire departments and volunteer firefighter interest organizations to help them increase the number of trained, front line firefighters available in their communities.

"These grants are crucial for communities, especially for the fire departments," said FEMA Region 6 Administrator Tony Robinson. "The funding helps ensure that there are enough first responders to protect lives and property."

For more information on the SAFER Grant program, visit www.fema.gov/staffing-adequate-fire-emergency-response-grants.

Trails Day set for state

The Arkansas Trails Council will hold Arkansas Trails Day on Saturday, May 31 to celebrate the great trails across the state, the organization has announced. Municipalities, local organizations, and agencies are encouraged to hold trail events as part of the festivities. A Central Arkansas event will be held at Burns Park in North Little Rock.

Further information will be shared on the Arkansas Trails Council website, www.arkansastrailscouncil.com, as plans become more formalized. For more information, contact Arkansas Trails Coordinator Mike Sprague at michael.sprague@arkansas.gov.

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North Little Rock, AR 72115-0038

Hope for allergy sufferers

By Matthew Bell, M.D.

Once the signs of spring start making their appearance, so does all of the talk about seasonal allergies and how best to treat them. More than half of the country's population tests positive for one or more allergens, and the different types of allergies can vary from food to seasonal to pet, and can affect many people year round.

Causes of allergies

Many different substances can trigger an allergic reaction. Most allergens are actually harmless. It's how your own immune system reacts to them that cause your specific allergic reactions. Your body can mistake pollen, a dog, poison ivy, or whatever your trigger may be as a serious threat and attacks it. Allergic symptoms are simply your body's way of fighting back.

Your allergic reactions are unique to you. It's critical to be aware of your allergy triggers and reactions. If you are unsure, doctors can perform allergy testing to find the source of your allergy problems. Physicians may ask you to keep an allergy symptom diary for food allergies, and as you remove or add certain foods to your diet, it can help pinpoint your allergens.

Types of allergies

Food allergies affect more than 12 million Americans. Children also are more prone to suffer from food allergies. While food allergies are relatively common, just eight foods are responsible for 90 percent of food allergies in North America. These foods include cow's milk, eggs, peanuts, fish, shellfish, tree nuts (such as cashews or walnuts), wheat, and soy. A food allergy can affect the skin, gastrointestinal tract or the respiratory or cardiovascular systems. Reactions vary from mild with watery eyes or a rash to severe with difficulty breathing or swelling of the lips, tongue, or throat.

Seasonal allergies can flare up when the trees start to bloom and the pollen is airborne. Unlike food, going outside and being exposed to allergy triggers can't be avoided. For those who suffer from the sneezing, congestion, and runny nose that they cause, there are steps to take to reduce symptoms.

Dry, windy days are worse for allergy sufferers; it's best to go outside after a rain. Change clothes after you've been outside, and you may want to shower to remove the pollen from hair and skin, especially if you were mowing or working in the yard. While spring is the prime time for allergies, summer, fall, and winter also have their own allergy triggers.

Pet allergies can also cause major problems for animal lovers. Nearly 40 percent of households have a dog, and dog dander gets everywhere. Dog allergies are usually more nasal allergies. Some people might also have a skin reaction if a dog licks them. While dogs are more common pets, cat allergies are actually twice as common as dog allergies. If you have a cat allergy, you're actually allergic to the proteins in the cat's saliva, urine, and dander. Pet allergic reactions can develop in just a few minutes or may take hours.

There are many more types of allergens including poison ivy or oak, insect stings, dust, chemical, and drug allergies.

What you can do about allergies

While there is no cure for allergies, several medications can help ease and treat symptoms. These include prescription and over-the-counter antihistamines, decongestants, corticosteroids, and others. Allergy shots also are available.

UAMS recently opened an Allergy and Immunology Clinic that serves as a referral center for patients around the state from complex issues to more common allergy problems, especially as spring begins to blossom and more allergens take to the air.



Matthew Bell, M.D. is Assistant Professor, Division of Allergy and Immunology, College of Medicine, University of Arkansas for Medical Sciences.

NEWSLETTER

MARCH 2014

The Newsletter, provided by a'TEST consultants, is included in City & Town as a service of the Arkansas Municipal League Legal Defense Program.

Medical uses of marijuana

Many have called for the legalization of marijuana to treat conditions including pain and nausea caused by HIV/AIDS, cancer, and other conditions. To be considered a legitimate medicine by the FDA, a substance must have well-defined and measurable ingredients that are consistent from one unit (e.g. a pill or injection) to the next. As the marijuana plant contains hundreds of chemical compounds that may have different effects and that vary from plant to plant, and because the plant is typically ingested via smoking, its use as a medicine is difficult to evaluate.

THC-based drugs are used to treat pain and nausea and are already FDA approved and prescribed. Scientists continue to investigate the medicinal properties of other chemicals found in the cannabis plant for any effectiveness in treating pain, pediatric epilepsy, and other disorders.

Marijuana can raise a heart rate by 20-100 percent shortly after smoking and could last up to three hours. Heart attack risks are greater in marijuana users. Marijuana use during pregnancy may alter the developing endocannabinoid system in the brain of the fetus. Consequently, the child may have problems with attention, memory, and problem solving. Marijuana use contributes to impaired judgment and motor coordination—thus, a serious death or injury risk when driving.

Heroin epidemic hits states

When you think of the beautiful state of Vermont, one imagines snow, farmland, maple syrup, and fantastic landscapes. Something that would not come to mind is heroin. Vermont and other states are experiencing a huge increase of drug problems—especially with heroin.

In Vermont Governor Peter Shumlin's 2014 State of the State Address, he spoke about the staggering heroin problem that has burdened Vermont since 2000. The facts are staggering. Since 2000, Vermont has seen more than a 770 percent increase in treatment for all opiates. What started with an Oxycontin and prescription drug addiction problem, has now grown into a full-blown heroin crisis. In 2013, there were nearly double the numbers of deaths in Vermont from heroin overdose than in 2012. It has been reported that \$2 million of heroin and other opiates are being trafficked into Vermont. Because

of its close proximity to Boston, New York, Philadelphia, and other large cities where heroin is cheap, dealers can make lots of money from addicts in Vermont.

So, why are people using heroin more than the prescription opiates? The answer may shock you. Heroin is cheaper and easier to obtain. Aren't heroin addicts easy to identify by marks on their arms, glassy-eyes, stumbling, or when they are passed out on the street? Some may have these identifiers; however, one thing you can be sure of is they have learned to inject in areas of their body that you will not see (such as between toes and fingers, etc.). In Vermont during 2013, there were twice as many federal indictments against heroin dealers than in the prior two years, and over five times as many as had been obtained in 2010.

We have seen an increase in heroin use in our state as well, and it will continue to grow because of the availability of the drug and cheap prices. Drug testing panels are available to test for heroin. The test result will be listed under the Opiate category.

As our legislators and citizens ponder whether to legalize marijuana in Arkansas, business owners need to be aware that you may have employees using marijuana and heroin at work. How do you like that thought? No one needs to deal with the associated problems from any type of drug abuse at work. Maintaining a drug-free workplace is becoming much harder for companies everywhere. Treatment for heroin abuse is expensive, rough, and lengthy. There is no guarantee that the individual will remain clean, even after going through a program. The urge to use is very strong and, often, any stressor may cause the person to use again. Heroin is dangerous and can lead to death. It is a very powerful opiate.



a'TEST CONSULTANTS, Inc., provides drug and alcohol testing as a service of the Arkansas Municipal League Legal Defense Program. The program helps cities and towns comply with the U. S. Department of Transportation's required drug testing for all holders of commercial drivers' licenses.

STEM preps students for 21st Century jobs

By Steven Head, EI

Education focusing on STEM (Science Technology Engineering Math) is growing in our state. Through agencies such as the Arkansas Science and Technology Authority (ASTA), initiatives like Project Lead the Way (PLTW) are creating programs across the state to educate Arkansans with the necessary skills to compete in a 21st century workforce.

In 2009, Arkansas had nine existing PLTW programs. As of 2013, there are over 60 programs across the state and 102 programs are expected to exist by 2015. PLTW programs are aligned with national standards and are kept current from year to year as changes are made. The objective of PLTW is to teach on a project-based learning model with a high level of rigor to engage and challenge students in real-world design problems. This occurs from early elementary levels all the way up to collegiate courses.

Students learn in STEM education by experiencing the lesson instead of simply listening to lectures and filling out worksheets. They are a part of the lesson and thus are instrumental in finding a solution to the problem at hand. STEM education promotes critical thinking and

problem solving, particularly in groups, which is a real-world skill that they will carry with them throughout their careers.

At first, the STEM system is difficult to implement. It requires a different teaching style than traditional methods. Students also have to make an adjustment in the way they approach their schoolwork.

The Engineering Academy at Springdale High School is an impressive example of this new focus in education. Students must apply for acceptance in the academy and then sit through an interview process with teachers and administrators, an experience that will be beneficial in the future. Students' first years are a holistic introduction to various courses. By their junior year, the students choose a more specific path between technology and civil engineering/architectural courses. They have the option to switch the focus in their senior year, so that they can still be exposed to a variety of career paths. In their final year, students are tasked with a senior design project where they offer tangible solutions to problems in society.

Design projects that Springdale seniors are conducting this year include a glove that can translate sign language to a computer screen and a serving tray that is less physically demanding for wait staff to carry. The project spans from inception and design to manufacturing and testing. Some projects have even developed ways for the high school to save money on an annual basis. Seniors in the program have college education planned well in advance of graduation with acceptance to schools such as the University of Arkansas, Chicago University, and MIT. Academy graduates enroll in a variety of college majors and a large number receive scholarships. During their time at the Academy, students are also offered internships at many local firms.



Laboratory manager Steven Head, right, explains concrete testing processes to Fayetteville High School engineering program students during a tour of the construction materials testing laboratory at the Fayetteville office of McClelland Consulting Engineers, Inc.

NLC's Clarence Anthony addresses LR Downtown Partnership

The Academy and programs like it allow an insight into industry. Students are able to say “I can see myself doing this as a career.” Perhaps just as valuable, students are able to discover careers that they don’t prefer and thus won’t waste time in college by “trying out” majors. This system of learning also continues to challenge higher-performing students and doesn’t allow them to coast through subjects. It teaches them that, smart as they may be, they have to sustain their work level to be successful.

Other examples of high school programs include Fayetteville High School’s Introduction to Engineering and Architecture program, which is currently in its fourth year. Bentonville High School also has an Engineering program. They recently hosted an engineering fair at which many regional firms and schools set up informational booths. Over 300 students were in attendance.

Funding for PLTW and STEM programs vary by school and district. Some districts are very supportive of the programs, but many programs rely on grants. Federal funding through the Carl Perkins grants is also a common source of funding. Arkansas Career Education supported PLTW growth with over \$800,000 last year and around \$300,000 was secured through the governor’s STEM initiative.

STEM education programs are preparing the youth of Arkansas for a bright future. The programs are also ensuring that our students will remain competitive with graduates from other states when entering the job market. Many schools across Arkansas have taken the first step in this process, but further growth and more funding is needed to keep pace with the rest of the country. STEM programs are the future of educating students with the critical-thinking tools needed to advance our state communities, both urban and rural.



Steven Head, EI, is a geotechnical engineer and construction materials laboratory manager for McClelland Consulting Engineers, Inc. – Fayetteville. Contact Steven at 479-443-2377 or email shead@mcclelland-engrs.com.



National League of Cities Executive Director Clarence Anthony addressed the Downtown Little Rock Partnership, giving his thoughts on what it takes to build a vibrant downtown at the group’s annual meeting on March 5 at the Little Rock Convention Center. Anthony was mayor of the city of South Bay, Fla., for 24 years. He has led the NLC since 2013.

He’s excited, he said, about efforts cities across the country are making to reverse the exodus away from downtowns we’ve seen in the last 30-40 years. Five-year plans aren’t good enough, he said. We need 25-year plans and a diverse approach to growing our cities’ cores.

Keeping and recruiting businesses is wonderful, he said, but downtown should be “more than just shopping.” And downtown is more than just one street. People and citizen engagement make downtown strong, and that spreads beyond Main Street.

“To have a strong downtown, it’s also about having stronger neighborhoods,” he said.

Set a record and save a life

Consider hosting a WLSL event this June, because drowning prevention is everyone's responsibility.

By Aleatha Ezra

The World's Largest Swimming Lesson™ (WLSL), set for 10 a.m. June 20, is designed to reach out to moms and kids with the key message that lessons save lives at the kick-off of the first day of summer. Drowning remains the leading cause of accidental death of children ages 1-5 and the second leading cause of accidental death for children 1-14. These statistics provide the motivation for hundreds of host locations, the World Waterpark Association (WWA) and its partners to support the WLSL Event each year because it is everyone's responsibility in the aquatics industry to work toward eliminating drowning deaths.

Overcoming all challenges

Operators who are unsure about becoming a host location for the WLSL event often raise the following questions:

Schools won't be out by June 20, the date of this year's event. How am I going to get kids to my event?

Guinness World Records requires that you have a minimum of 25 participants to count toward the new world record, which isn't a large number. Host locations that are experiencing challenges created by schools going late into June might consider partnering with local daycares, home-school groups, summer camps, or the YMCA to find kids and adults who want to come out for this fun event. The event offers safer swim practices for kids of all ages and their parents, so make sure you invite all to participate together. Grandma can be in the pool with mom and the kids, and all count.

My guards are not trained to be instructors and I don't have enough other staff, so how can I be involved?

The WLSL event is a great opportunity to partner with local swim clubs, YMCA/YWCAs, park departments, etc., to combine resources to put on a great event. For example, you have a terrific 12-lane pool area that is perfect for this type of event and your partner can easily provide the required instructors. By pooling your resources, both organizations can benefit from being a WLSL participant. Plus, starting these partnerships not only pay off for the WLSL event, they open the doors to opportunities all season long.



The annual World's Largest Swimming Lesson event helps save lives by teaching children to swim, and your local pool can get involved in this year's lesson.

A second option: One of the event's supporting organizations, the United States Swim School Association, is ready and willing to work with you to find certified swim instructors. Email bbuda@wsl.org to get started on connecting with the USSA.

I don't know how to promote my event and I don't have a marketing person. How am I going to get any media coverage?

Once you have completed the registration process as a host location, you will receive access to a host of ready-made marketing materials, press releases, radio PSA scripts, safety tip sheets, and much more to help you promote your event in a quick, easy and attractive fashion.

And, don't forget that this event is timely, relevant, far-reaching, and newsworthy. The timing of the WLSL event coincides with the first official day of summer, so media outlets will be interested in stories about the beginning of the summer swimming season before and after the Memorial Day holiday. And the issue is a matter of life and death for children. Use this as a way to engage with your local media.

There is still time for you to register your facility and plan and market your event this season. The deadline to register as a host location is June 6. Visit WLSL.org to get started. Here, you'll find everything you need to become a WLSL Host Location.

Not only will you be helping people be water safe, you'll be gaining an enormous amount of positive publicity that positions your park as being a concerned community leader in water safety.



Aleatha Ezra is Director of Park Member Development, World Waterpark Association. Contact Aleatha at AEzra@waterparks.org.

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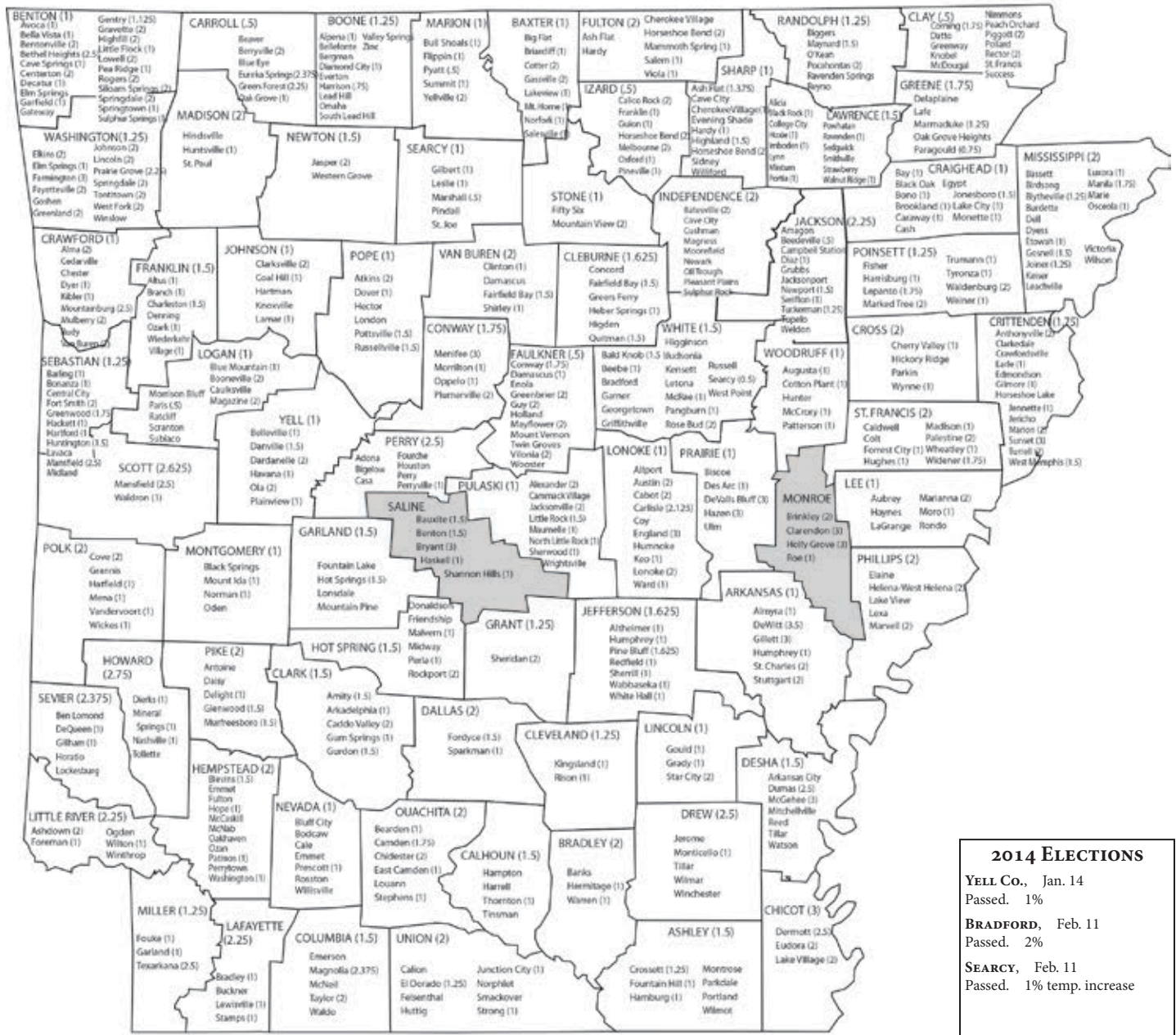
Actual Totals Per Capita						
	STREET		SEVERANCE TAX		GENERAL	
MONTH	2013	2014	2013	2014	2013	2014
January	\$3.2369	\$5.1428	\$0.3020	\$0.3163	\$3.1338	\$1.9533
February	\$3.4064	\$4.5811	\$0.3873	\$0.4833	\$1.0094	\$1.0052
March	\$3.0946		\$0.3953		\$1.0055	
April	\$3.2024		\$0.3438		\$1.0056	
May	\$3.5348		\$0.3138		\$1.0028	
June	\$3.6607		\$0.3573		\$1.0055	
July	\$3.5917		\$0.4276		\$2.8863	
August	\$4.0882		\$0.4603		\$1.3763	
September	\$5.0401		\$0.4348		\$1.0055	
October	\$5.0134		\$0.3953		\$1.0055	
November	\$4.3811		\$0.3652		\$1.0053	
December	\$4.4869		\$0.3649		\$1.0055	
Total Year	\$46.7372	\$9.7240	\$4.5476	\$0.7996	\$16.4470	\$2.9584

Actual Totals Per Month						
	STREET		SEVERANCE TAX		GENERAL	
MONTH	2013	2014	2013	2014	2013	2014
January	\$6,083,989.12	\$9,666,249.40	\$567,571.55	\$594,574.44	*\$5,890,046.27	*\$3,671,282.93
February	\$6,402,534.31	\$8,610,432.52	\$728,037.16	\$908,313.92	\$1,897,309.37	\$1,889,234.55
March	\$5,816,498.28		\$742,998.16		\$1,889,913.31	
April	\$6,019,069.40		\$646,153.53		\$1,890,083.64	
May	\$6,643,763.23		\$589,734.49		\$1,884,771.73	
June	\$6,880,560.47		\$671,509.25		\$1,889,910.83	
July	\$6,750,810.43		\$803,621.40		** \$5,424,973.20	
August	\$7,684,015.71		\$865,190.21		\$2,586,803.92	
September	\$9,473,119.80		\$817,319.05		\$1,889,909.64	
October	\$9,422,855.56		\$742,984.39		\$1,889,909.64	
November	\$8,234,597.41		\$686,466.96		\$1,889,429.45	
December	\$8,433,440.86		\$685,869.13		\$1,889,909.64	
Total Year	\$87,845,254.58	\$18,276,681.92	\$8,547,455.28	\$1,502,888.36	\$30,912,970.64	\$5,560,517.48

* Includes \$2 million appropriation from the Property Tax Relief Fund

** Includes \$3,516,799.83 supplemental in July 2013

Local Option Sales and Use Tax in Arkansas



2014 ELECTIONS
YELL Co., Jan. 14
 Passed. 1%
BRADFORD, Feb. 11
 Passed. 2%
SEARCY, Feb. 11
 Passed. 1% temp. increase

KEY: Counties not collecting sales tax

Source: Debbie Rogers, Office of State Treasurer See also: www.dfa.arkansas.gov

Sales and Use Tax Year-to-Date 2014 with 2013 Comparison (shaded gray)

Month	Municipal Tax		County Tax		Total Tax		Interest	
January	\$44,899,051	\$43,764,256	\$41,135,484	\$39,379,372	\$86,034,535	\$83,143,628	\$4,805	\$12,329
February	\$51,556,660	\$51,585,273	\$46,326,186	\$44,215,215	\$97,882,846	\$95,800,488	\$5,765	\$26,338
Total	\$96,455,711	\$95,349,529	\$87,461,670	\$83,594,587	\$183,917,381	\$178,944,116	\$10,570	\$38,667
Averages	\$48,227,856	\$47,674,765	\$43,730,835	\$41,797,294	\$91,958,691	\$89,472,058	\$5,285	\$19,334

MUNICIPAL MART

To place a classified ad in *City & Town*, please contact the League at 501-374-3484 or e-mail citytown@arml.org. Ads are FREE to members of the League and available at the low rate of \$.70 per word to non-members. For members, ads will run for two consecutive months from the date of receipt unless we are notified to continue or discontinue. For non-members, ads will run for one month only unless otherwise notified.

CITY ADMINISTRATOR—Mankato, Kansas (pop. 859; \$2.5 million budget; 9 FTE's), is seeking a community-oriented City Administrator to facilitate its continued growth. For more information, visit <http://www.mankatokks.com/home.html>. Bachelor's degree and at least two years of local government experience required. Financial accountability, along with budgeting and good communication skills required. Competitive benefits. Salary \$48K-\$57K DOQ. Send cover letter, resume, and 3 professional references to LEAPS-Mankato@lkm.org or LEAPS-Mankato, 300 SW 8th, Topeka, KS, 66603. EOE. Open until filled. Application review begins April 14.

CITY MANAGER—Goodland, Kan., is a progressive community seeking a City Manager to maintain its high quality of life. For more information, visit www.cityofgoodland.org. Bachelor's degree and at least four years of management experience required. Sound decision-making, economic development experience, and good communication skills required. Great benefits. Salary \$70K+ DOQ. Send cover letter, resume, and 3 professional references to LEAPS-Goodland@lkm.org or LEAPS-Goodland, 300 SW 8th, Topeka, KS, 66603. EOE. Open until filled. Application review begins March 17.

CITY MANAGER—Kingsland, Ga., is seeking an experienced and qualified candidate for the position of City Manager. The City has 171 full-time employees and has an annual operating budget of \$21 million. Kingsland is located on the South Georgia Coast within close proximity to Cumberland Island National Seashore, Brunswick and the Golden Isles, and Jacksonville, Fla. Kingsland has a resident population of approximately 16,000 and hosts tens of thousands of travelers and tourists daily. The position requires a Bachelor's Degree in Public or Business Administration or related fields (Master's Degree preferred), with at least 10 years of progressively responsible experience in public administration, finance, budgeting, and the operation of municipal or county government. Qualified candidates must possess strong background in budget preparation/control, economic development, laws and regulations related to municipal government, grant writing, organizational analysis, team building, problem solving, and leadership. Excellent communication and interpersonal skills and a high degree of integrity are required. For more information, visit www.kingslandgeorgia.com. Open until filled. Submit resume to Human Resources, P.O. Box 250, Kingsland, Georgia 31548. EOE.

FIREFIGHTER/EMT—Siloam Springs is accepting applications for the position of Firefighter/EMT. Persons with applications on file will be eligible to take the department's entrance written and physical agility tests at 8 a.m. on March 15 at Fire station 1. Candidates who score 70 percent or higher on the written test and successfully complete the physical abilities test will be scheduled for an interview for positions on the 2014 hiring list. Applicants must possess a valid DL and be NREMT-B certified. The city offers a generous benefit package including, but not limited to medical, dental, vision, LTD, 457 Deferred Compensation, L.O.P.F.I., vacation and sick leave. The city requires a completed application be submitted for all positions. Applications are available at City Hall, 400 N. Broadway, Siloam Springs, AR; or can be accessed on our website, www.siloamsprings.com. For further information please email FireDepartment@siloamsprings.com. EOE.

PARKS & REC DIRECTOR—Lake Village is taking applications for the Parks & Recreation Director. This position reports directly to the mayor. Job description and application available at City Hall, 210 Main Street, 8 a.m.-4:30 p.m. M-F, or email kthomas@cityoflakevillage.com. Deadline to submit applications and resumes is March 21 at the close of business. Email applications and resumes may be submitted to Mayor JoAnne H. Bush at jbush@cityoflakevillage.com; mail to P.O. Box 725, Lake Village, AR 71653; fax 870-265-5817, or in person at City Hall. EOE.

PATROL OFFICER—Lake Village Police Department is accepting applications for the position of patrol officer. Applications and job descriptions may be picked up at the Police Department, 210 Main St. between 8 a.m. and 5 p.m. Resumes can be submitted to the Lake Village Police Department, Attn: Chief Percy Wilburn. P.O. Box 725, Lake Village, AR 71653. For more info call Chief Wilburn at 870-265-5055. Application deadline is 4:30 p.m. March 15. EOE.

POLICE OFFICER—Russellville is seeking certified and non-certified applicants for entry-level police officer. Application deadline is 4 p.m., March 28. Applicants must be at least 21 years old, US Citizen, HS Graduate or GED, and possess valid DL. Applications can be picked up at the Russellville Police Department, 115 West H Street between March 3 and March 28 from 8 a.m. to 5 p.m. M-F. Out of town applicants may contact the Police Department at 479-968-3232 to request an application by mail. EOE.

STREET DEPT. MANAGER—Hot Springs seeks applicants for the position of Street Department Manager. This position performs managerial duties relative to construction, repair and maintenance of the city street and storm drainage systems, right-of-way maintenance and land property maintenance, including urban forestry; must possess HS diploma, plus night, trade extension, or voc. school courses in specialized training, equal to two years of college, plus 10 years related experience and/or training, and 5 years related management experience, or equivalent combination of education and experience; must possess valid DL and a clean driving record. Submit application and resume to City of Hot Springs HR, 133 Convention Blvd., Hot Springs, Arkansas 71901; or online at www.cityhs.net by March 28, 2014. EEO.

WASTEWATER OPERATOR—Menifee is accepting applications or proposals for a Wastewater Operations and Maintenance Operator. Qualifications: HS Diploma or GED; Class I Operator's License with ability to obtain Class II License within one year. Applicants must possess valid state driver's license. Wastewater Treatment Facility duties: submit discharge monitoring reports; coordinate with commercial laboratory for all required testing; maintain daily operating reports; maintain facility grounds and facility operation. Sewer Collection System Duties: maintain daily pump station operating reports, provide inspection of all residential/commercial sewer service connections, maintain collection system operation; approx. 20 hrs. per wk. Send proposal/resume to: Town of Menifee, P.O. Box 38, Menifee, AR 72107; Attn: Mayor Lee Smith; 501-354-0898. Open until filled.

FOR SALE—St. Charles Vol. Fire Dept. has for sale two Goodman Central Air Conditioning Units. 460V, 3-Phase. Cooling Capacity 5-Tons. Used but in good condition. \$500 ea. Contact Chief Andrew Fraize at 870-282-3425 or email stcvfd@yahoo.com.

Arkansas Municipal League

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Standing from left:
Mark McBryde (Executive Vice
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Kevin Faught, Jack Truemper,
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Seated from left:
Lindsey Ollar, Jason Holsclaw,
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