STATE PARKS, RECREATION AND TRAVEL COMMISSION
Russellville
November 20, 2025, 8:30 AM

Commissioners Present
Blair Allen, Chair
Austin Albers, Vice-Chair
Mitchell Allen
Rebecca Baker
Bob Connell
Clint Gaston
Eric Jackson
Molly Houseworth
Marshall Ney
Jim Shamburger
Gary Vernon
Randy Wolfinbarger
Jordan Wright

Commissioners Absent
Kalene Griffith

Staff Present
Shea Lewis, Secretary, ADPHT
Suzanne Grobmyer, Chief of Staff, ADPHT
Zack McGill, Strategic Initiatives Coordinator, ADPHT
Kelli McKenna, Administrative Analyst, ADPHT
Jami Fisher, Chief Financial Officer, ADPHT
Dalaney Thomas, Tourism Director, Arkansas Tourism
Kori Bull, Brand Manager, Tourism
Katie Fite, Chief of Communications, ADPHT
Jeff King, Deputy Director, Arkansas State Parks
Mike Wilson, Assistant Director, Arkansas State Parks
Chris Myers, Planning and Development Manager, Arkansas State Parks

CJRW
Darin Gray
Jordan Rose
Katherine Vasilos
Wade McCune

Welcome and Call to Order
Chair Blair Allen called the meeting to order at 8:33 am. Zack McGill called roll.
Seth Boone was introduced and recognized for hosting.

Approval of Agenda
Chairman Allen asked for a motion to approve the agenda.

Jim Shamburger made the motion to approve the agenda, and the motion carried.

Approval of October 2025 Minutes
Chairman Blair Allen asked for a motion to approve the October 2025 minutes.

Jim Shamburger made the motion to approve the minutes, and the motion carried.

Secretary's Report
Shea Lewis, ADPHT Secretary, provided the following updates:

Highlights included the Simmons Bank Championship (Arkansas featured five days on Golf Channel), Parks Interpreter Conference (DeGray Lake), AR250 Historic Marker unveiling in Bauxite, Capitol for a Day (Morrilton), and Arkansas hosting the 2027 Association of Southeastern State Parks Directors Conference. The Generation Conservation Summit hosted 900+ students from 60+ schools. Updates were provided on Queen Wilhelmina Trail reopening, Delta Heritage Trail (86 miles), Petit Jean Mather Lodge renovations (reopening 2026), and downtown Little Rock revitalization including the Clinton Center expansion.

FINANCIAL REPORT – October 31, 2025
Chief Fiscal Officer Jami Fisher presented the FY 2025 Year-to-Date Financial Report for the one (4) month period ending October 31, 2025. October revenue totaled $17.4M (up 24% YoY for the month). Conservation sales tax revenue was $4.2M (up 6%). Operating expenditures were $12.7M (up 6.25%), with total expenses to date at $50.6M (20% of budget). Motion by Clint Gaston to approve financials. Motion carried.

Clint Gaston made the motion to approve the financials, and the motion carried.

STATE PARKS DIVISION

Director's Report
Jeff King, Deputy Director, provided operational and revenue updates.

Leases, Agreements, Policy Directives
Mount Nebo – Hansell Property Acquisition – Final Approval per A.C.A. 22-4-106 *
Jeff King requested final approval for the Hansell property acquisition at Mount Nebo State Park.

Bob Connell made a motion to approve, and the motion carried.

War Memorial Stadium – City of Little Rock – Lease Agreement (DRAFT) *
Jeff King requested approval for a draft of the Lease agreement with the City of Little Rock.

Eric Jackson made a motion to approve, and the motion carried.

Petit Jean – Museum of Automobiles – Lease Agreement *
Jeff King requested approval for a lease renewal for the Museum of Automobiles.

Bob Connell made a motion to approve, and the motion carried.

Systemwide – Policy Statement 2000 – Rates for Calendar Year 2026 *
Jeff King requested approval for the Rates for Calendar Year 2026.

Jim Shamburger made a motion to approve, and the motion carried.

Systemwide – Arkansas Broadcaster's Association Agreement *
Jeff King requested approval for the Arkansas Broadcaster's Association agreement renewal.

Randy Wolfinbarger made a motion to approve, and the motion carried.
Note – Bob Connell sustained from voting

Planning & Development
Systemwide – FY27 Capital Improvement Program (CIP) Project List - Final *
Chris Myers asked for approval of the FY27 CIP Project List.

Jim Shamburger made a motion to approve, and the motion carried.

Petit Jean – Trails Plan – Final *
Chris Myers asked for approval of the Petit Jean Trails Plan.

Bob Connell made a motion to approve, and the motion carried.

Major Project Updates – Mena Trails
Chris Myers provided an update on the Mena Trails Project.

Certificate of Appreciation
Operations – Certificate of Appreciation – Tony Rankin *
Jeff King asked for approval for a certificate of appreciation for Tony Rankin.

Jim Shamburger made a motion to approve, and the motion carried.

TOURISM DIVISION

Tourism Director's Update
Dalaney Thomas, Director, reported national media recognition, NICA Regionals (1,300+ participants), international cycling initiatives, and record social engagement.

Discussion points:
-Conde Naste Traveler
-Hot Springs
-Marketing Momentum
-Simmons Bank Championship – AR featured on the Golf Channel for 5 days
-NICA Regionals – 1,300+ participants and families, 26 local and national brands
-International Cycling
-Video Production at Petit Jean

Marketing Update, CJRW (Katherine Vasilos)

- Activations Report
- Winter Campaign Preview

Updates:
9M+ YouTube Shorts views, 14 media placements, Big Sugar coverage, 2,000+ USA Cycling giveaway entries. Winter campaign launches on December 1 with 15% lodging promotion.

MISCELLANEOUS/CLOSING

CY26 Meeting Dates *

Blair Allen asked for approval for Calendar Year 2026 meeting dates.

Gary Vernon made a motion to approve, and the motion carried.

CY26 Vice Chair *

Blair Allen asked for approval to have Clint Gaston as the next Vice Chair.

Bob Connell made a motion to approve, and the motion carried.

There were no public comments.

With no further business, the meeting was adjourned by Chairman Allen at 10:52 a.m.

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