STATE PARKS, RECREATION AND TRAVEL COMMISSION
Virtual
August 21, 2025, 8:30 AM

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

Commissioners Absent
Shash Goyal
Jordan Wright
Randy Wolfinbarger

Staff Present
Shea Lewis, Secretary, ADPHT
Suzanne Grobmyer, Chief of Staff, ADPHT
Kori Bull, Project Coordinator, Tourism
Zack McGill, Strategic Initiatives Coordinator, ADPHT
Jami Fisher, Chief Financial Officer, ADPHT
Becky Flynn, Deputy Director, Office of Outdoor Recreation
Dalaney Thomas, Tourism Director, Arkansas Tourism
Katie Fite, Chief of Communications, ADPHT
Leah DiPietro, Deputy Chief of Communications, ADPHT
Jeff King, Deputy Director, Arkansas State Parks
Chris Myers, Planning and Development Manager, Arkansas State Parks
Darin Mitchell, Information & Innovation Manager, Arkansas State Parks
Jeannine Bruner, Revenue & Sales Manager, Arkansas State Parks
Ed Thomas, Law Enforcement Section Chief, Arkansas State Parks
Sharon Allen, Administrative Assistant, Arkansas State Parks

CJRW
Darin Gray
Jill Joslin
Katherine Vasilos
Lauren Euseppi
Mary Reed Hedges
Jordan Rose
Wade McCune

Guests
Josh Stewart, Governor's Office Liaison

Welcome and Call to Order
Chair Blair Allen asked Secretary Shea Lewis to lead the call. Shea Lewis called the meeting to order at 8:33 am. Kori Bull called roll.

Approval of Agenda
Secretary Lewis asked for a motion to approve the agenda.

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

Approval of July 2025 Minutes
Lewis asked for a motion to approve July 2025 minutes.

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

Secretary's Report
Shea Lewis, Secretary, provided updates on:

- Arkansas State Parks safety
- Mena Trails Project updates
- Website Redesign meetings2 days of mtgs at CJRW to discuss redesign of Website
- Tour of Southland Hotel and Casino
- Continuation of the "Love where you live" campaign
- America 250 Convening in Washington D.C.
- Meeting with the Little Rock International Airport CFO
- Capital for the Day in Dumas and Sheridan
- Final steps of office move from MAC to DAH

Secretary Lewis also introduced Zack McGill as the new Strategic Initiatives Coordinator.

Office of Outdoor Recreation Report
Becky Flynn, Deputy Director, provided brief updates on the following:

- An overview of the recent Economic Impact Study which was released in July.
- OORs continued collaborative efforts to build a toolkit to show quarterly, regional job growth.
- GORP and Community & Industry Outreach.
- Outdoor Grants Program
- Workforce Development Project gap analysis project with the Clinton School
- Opportunity Zones projects,
- Guide ARK,
- Arkansas Outdoor Economy Summit and SHOT Show

FINANCIAL REPORT – July 31, 2025
Chief Fiscal Officer Jami Fisher presented the Year-to-Date Financial Report for the first month of Fiscal Year 2026.

Kalene Griffith made the motion to approve the financials, and the motion carried.

STATE PARKS DIVISION

Director's Report

Jeff King, Deputy Director, provided an update on park safety. King also provided insights on July financials, Delta Heritage Trail and Mena Trails Project updates, and the upcoming Razorbacks v. Red Wolves game at WMS. Finally, Commissioners were advised that a Special SPRTC would be needed to approve the contractor selection for Mena after the upcoming interviews and to expect a poll to be sent so they could vote on a date and time for the Special meeting.

Leases, Agreements, Policy Directives

Annual report – Dynamic Pricing Strategy (pursuant to A.C.A. § 22-4-305) *

Jeff King requested approval for the updated Dynamic Pricing Strategy for Arkansas State Parks for FY25.

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

Petit Jean – Frontier Climbing Company, LLC – Concession Lease Agreement*

Jeff King requested approval of a new lease agreement with Frontier Climbing Company, LLC at Petit Jean State Park.

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

Note: Rebecca Baker abstained from voting on this agenda item.

Petit Jean – Conway County Fire Department – Lease Agreement*

Jeff King requested approval for a new 25-year lease agreement with Conway County Fire Department for construction of a new fire station at a new location at Petit Jean State Park. If approved by this Commission, the lease will be moved forward for approval by the Arkansas Legislative Council (ALC).

Kalene Griffith made a motion to approve, and the motion carried.

Note: Rebecca Baker abstained from voting on this agenda item.

Plum Bayou Mounds Archeological – Department of Agriculture – Use Permit Agreement*

Jeff King requested approval for a use permit agreement with the Department of Agriculture for a new well at Plum Bayou Mounds State Park.

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

Mount Nebo – Property Removal Request – Storage Building*

Jeff King requested approval for the removal of an old storage building at Mount Nebo State Park.

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

Certificate of Appreciation

Millwood State Park - Certificate of Appreciation - Mark Myers*

Jeff King asked for approval for a Certificate of Appreciation for Mark Myers, Superintendent at Millwood State Park, for over 40 years of outstanding service with Arkansas State Parks.

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

New Business

Hobbs - Visitor Center Naming Proposal**

Jeff King asked for approval for a naming proposal for the visitor center at Hobbs State Park-Conservation Area in honor of former Governor and United States Senator, David Pryor who played a vital role in the creation of Hobbs State Park-Conservation Area while serving as Governor of Arkansas. A commission nomination and a second is needed today.

Eric Jackson made a motion to nominate the name proposal; Kalene Griffith seconded.

Next steps: Division staff will go through a vetting process per department policy. The proposal will be considered at a public hearing and a recommendation will be brought back to the Commission, Secretary's office, the Governor's office for review.

TOURISM DIVISION

Tourism Director's Update

International Marketing and FIFA World Cup Follow Up

Earned Media Report

Arkansas Travel Guide

Activations and Tradeshows Update

MISCELLANEOUS/CLOSING

There were no public comments.

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

With no further business, the meeting was adjourned by Chairman Allen at 10:39 a.m.

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