

CITY COUNCIL OF FAIRFIELD BAY
Agenda January 10,2022

- Prayer
- Pledge of Allegiance
- Call to Order
- Roll Call
- Approval of Minutes- December 13 2021
- Treasurer's report & Approval
- Department Reports:
 - Police
 - Dispatch
 - Fire
 - Animal Shelter
 - Planning and Zoning
 - Board of Zoning Adjustments
 - Code Enforcement and Parks
 - Advertising and Promotions
 - Senior Center
 - Conference Center
 - Grants in progress
 - Mayor's Report
- New and continuing Business
- Resolution- to allow the City to contract with Heritage Engineering, PLLC for Conference Center Repairs
- Resolution- for the Sale of the Fire Department Brush Truck-2001
- Resolution- to allow the City by RFQ to hire a general contractor for the Conference Center Repairs
- Ordinance to amend the Alcohol Ordinance to allow for home deliver- First Read

NEW AND CONTINUING BUSINESS- Jan 2022

- Sign Ordinance- Third Read Title Only
- Comments from public- limited to 3 minutes.
- Adjourn

Treasurer's Report

December, 2021

- City Sales Tax – DEC. 2021
 - \$ 41,905.07
 - General-27,836.71
 - Fire-13,986.36
 - Street-100.00
- City Sales Tax- DEC.2020
 - \$41,557.42
 - General-27,604.95
 - Fire-13,852.47
 - Street-100.00

Treasurer's Report DECEMBER 2021

Van Buren County Sales Tax

\$28,199.27- Dec. 2021

\$24,578.92- Dec. 2020

Cleburne County Sales Tax

\$2,561.86 -Dec. 2021

\$2,587.16- Dec .2020

Reconciliation for DEC 2021

Account Balances	Beginning Bank balance	Change in balance	Account Balance 12/31/2021
General	125,091.30	-28,836.31	153,927.61
General – Money MKT	146,132.44	-14.89	146,147.33
Subtotal General			300,074.94
Emergency Relief	446.53	0.00	446.53
Rescue	15,506.25	-0.40	15,506.65
Rescue –Money MKT	41,062.00	-4.18	41,066.18
Subtotal Rescue			56,572.83

Reconciliations for DEC 2021

Account Balances	Beginning Bank balance	Change in Balance	Account Balance 12/31/2021
Street	106,762.40	-15,281.37	122,043.77
Street – Money MKT	52,668.17	-5.37	52,673.54
Subtotal Street			174,717.31
Fire Department	37,058.82	19,442.60	17,617.22
Fire – Money MKT	24.57	0.00	24.57
Fire- Act 833	6,486.68	-6,664.52	13,151.20
Fire Sales and Use tax	74,725.98	-13,970.38	88,696.36
Subtotal Fire			119,489.35
A & P Commission	31,639.22	12,897.73	18,741.49

Reconciliations for DEC 2021

Account Balances	Beginning Bank Balance	Change in Balance	Account Balance 12/31/2021
Franchise Fee Revenue	135,741.52	-22,916.23	158,657.75
AEDC	1.00	0.00	1.00
Bond Fund Checking	1.00	0.00	1.00
American Rescue Plan	211,505.91	-15,151.67	196,354.24

End of year comparisons 2020/2021

Account	2020	2021
General	158,984.17	300,074.94
Emer. Relief	879.03	446.53
Rescue	67,020.69	56,572.83
Street	120,719.51	174,717.31
Fire Dept.	105,965.77	119,489.35
A&P	4,189.15	18,741.49
Franchise Bond	44,452.90	158,657.75

End of year comparisons 2020/2021

- DRA Grant- 157,497.04- Closed out 2021
- AEDC 0/ 1.00
- Bond Checking 1.00/ 1.00
- American Rescue Plan 0/ 196,354.249

Police Dept. January 2022

The Officers and other wonderful volunteers gave out the Christmas food plates. An incredibly experience for everyone who participated. A giant “Thank you!” to everyone who helped and donated to this very worthy event.

We have been somewhat short handed recently, with injuries and Covid taking a toll on our staff. The Sheriff’s Office helped us on one shift and have backed us up on bad calls.

January 2022

- We are currently working on updating our help/information sheets that we hand out. These sheets contain contact information on a variety of topics and are very helpful.
- We are also working on figuring out a way to get help to individuals and families that are struggling with an overwhelming time or event. At one time, we had the ‘Faith-based Initiative’ program that was fantastic. We are looking at ways to bring that back, make it sustainable, and keep it functioning. Help like that is priceless for people and families in need.

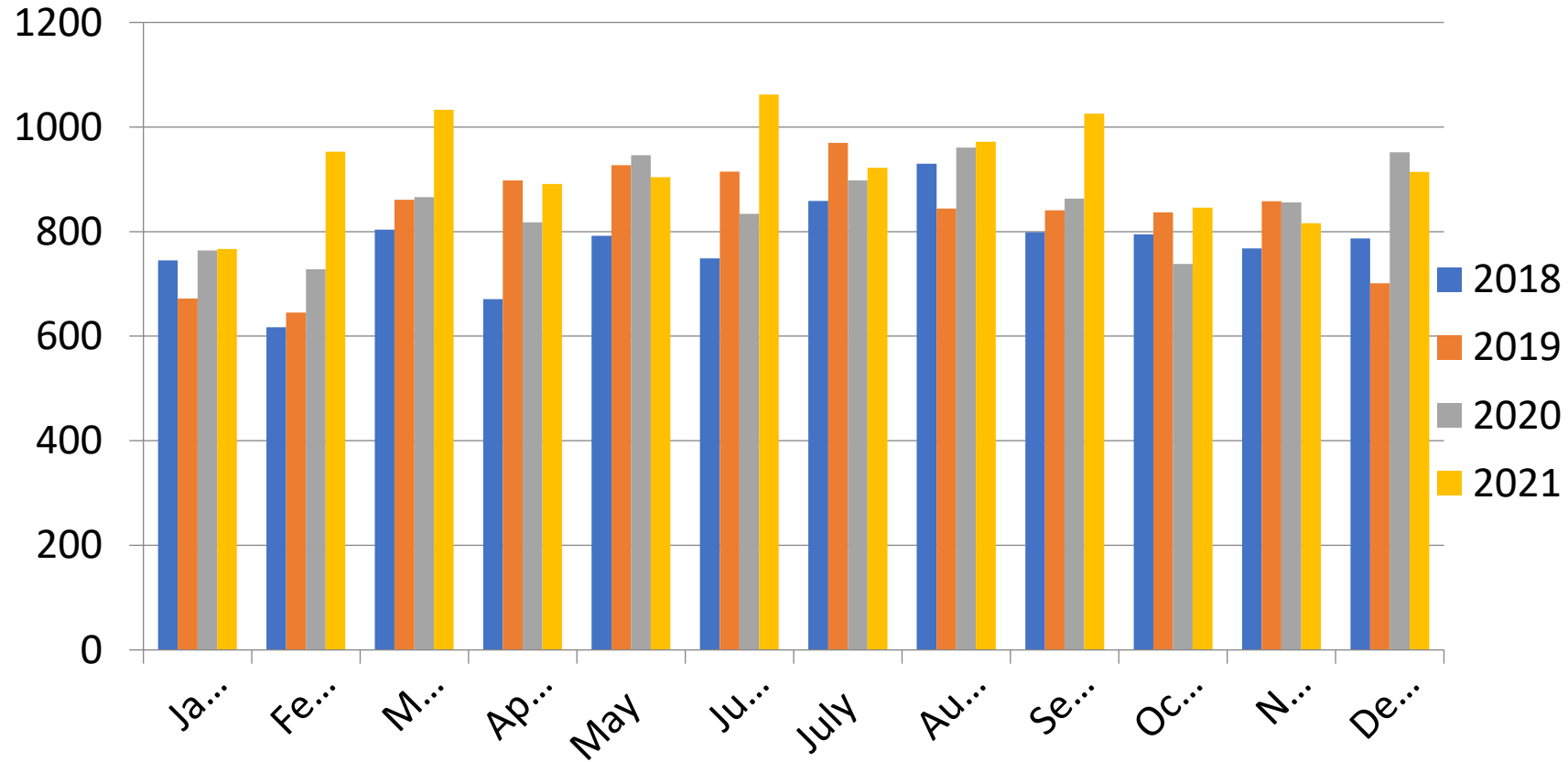
FFB Police Dept. Stats for December 2021

Number of Calls	Dec	Nov	Oct	Sept	Aug	Jul
ATV/UTV Contacts	2	5	0	4	11	7
Citations 1 st number is total. numbers in () are criminal or municipal	20(17)	14(8)	4(2)	8(4)	15(8)	10(4)
Traffic Stops	17	24	15	18	21	36
Disturbance	14	7	7	9	13	7
Alarm Calls	12	3	7	4	12	8
Accidents	2	1	2	1	3	1
Public Service Calls	166	137	129	139	116	162
Theft of Property Cases	3	3	0	1	4	2
Agency Assist	2	5	4	3	2	2
Miles Driven	4315	3881	3688	3874	3878	4670

Dispatch Status

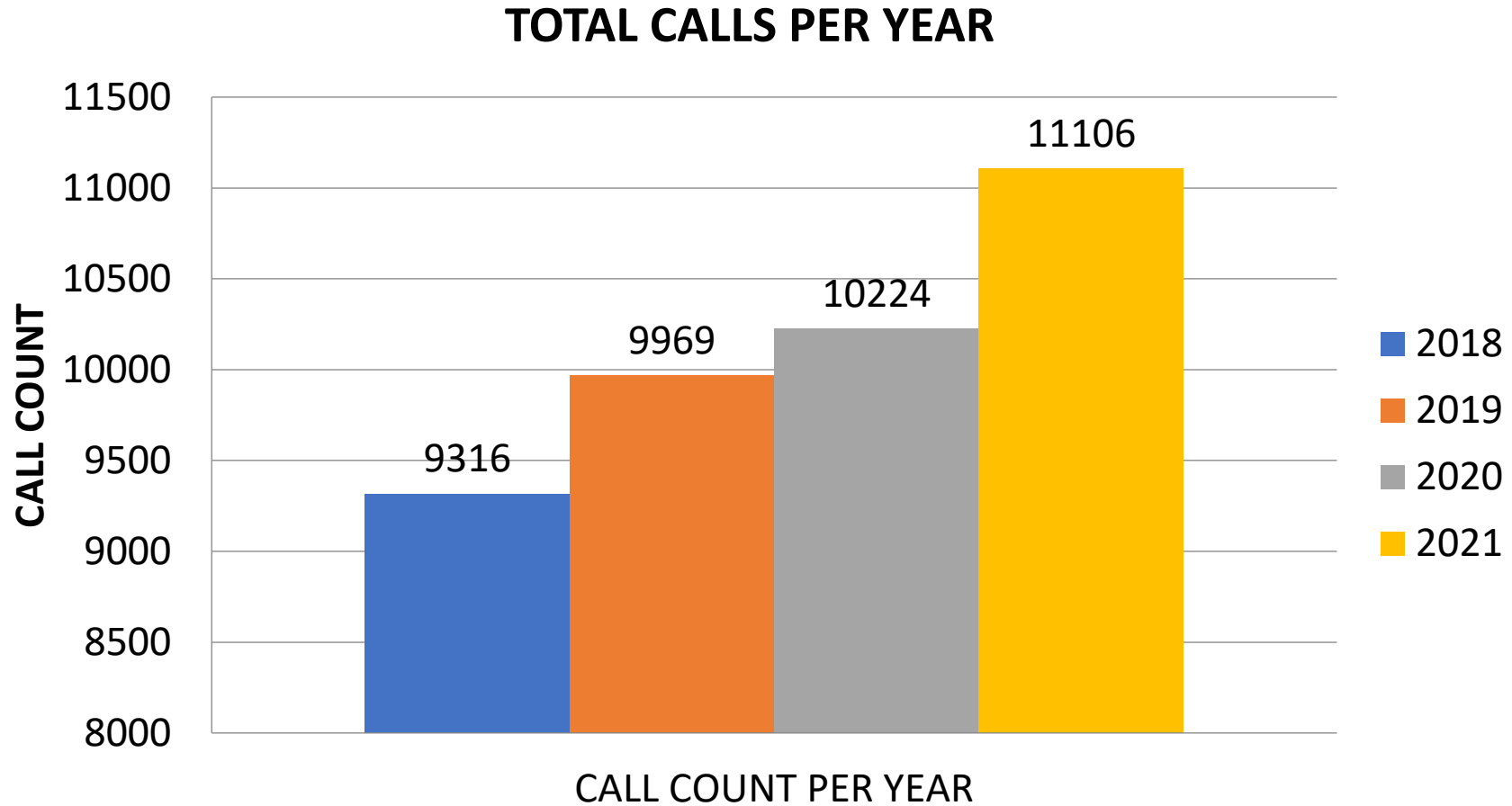
- **Accomplishments**
 - **Total calls for December were 914 with 745 actual emergency calls and 169 non emergency (hang up, abandoned, info, etc.). These totals do not include the 1,627 calls taken from our house lines in December.**
 - **Our continuing education classes for November and December are “Living in a Fault Zone” and “Civil Unrest, How Do You Deal With It In The ECC”.**
 - **Medic One had 59 calls (5 were cancelled and 3 had incomplete data) for 51 runs in Fairfield Bay that were counted for their tone to on scene average of 15.96 minutes.**
 - **Our Fairfield Bay First Responders were toned 57 times (1 assist to Shirley and one with incomplete data) for a total of 55 calls used to determine their tone to on scene time which was an outstanding 7.12 minutes.**
 - **We replaced our Smart 911 server which was provided by the state.
Reminder: Please fill out a smart 911 profile at www.smart911.com**
- **Plans**
 - **Che and LouElla to take ACIC II**
 - **Preparing for our PSAP certification in February**

Dispatch Call Count Data



Total of **All calls** that are logged in the 911 system for this year: **11,106**

INCREASED CALL VOLUMN BY YEAR



CALL COUNT BY CALL TYPE

Fairfield Bay Fire Department

Monthly report for DECEMBER 2021

Calls for Service = 70 (415 for 2021)

- 45 Medical/First Responder
- 12 Lift Assists
- 3 Landing Zone/Helicopter Safety
- 1 Hazardous Material Spill
- 1 Fire Alarm Malfunction
- 1 Accidental Fire Alarm Activation
- 2 Assists to Police (Traffic Control)
- 2 FFB brush fires
- 1 Assist to Morganton FD (Structure Fire)
- 1 Assist to Burnt Ridge FD (Structure Fire)
- 1 Assist to Shirley FD (Vehicle Accident with Extrication)

Accomplishments

Participated in the Christmas Parades.

Purchased and took delivery on used $\frac{3}{4}$ ton Pickup truck for use a brush truck

Placed the new brush truck in provisional service

Continued to investigate ladder truck replacement options

Actively recruited personnel for first responders for the Fire Department

Training on self contained breathing apparatus

Held CPR Class for FD members

Plans and Issues

- Plans:

Continue to work with Burnt Ridge, Highway 110, Shirley and VB County to address fire/emergency services in the Shirley area

First Responder classes to be held in January.

Continue to look at used ladder truck options

Establish Training Schedule

Two FFB Volunteer Firefighters start 10 week resident fire academy in Camden, AR

- Issues:

- Funding of Capital Equipment

- Locating facility for recurring live fire training exercises

City Animal Control & Shelter Report

- Plans:
 - First of the year inventory.
 - Pull records/files for storage.
- Accomplishments:
 - Christmas/adoption event went well. 7 adoptions.
 - Closed out animal rescue aid dog bed grant.

December Monthly Report

End of Previous Month Total:	Canine: 7	Feline: 16
Received Aco Canines:	7	
Received Aco Felines:	2	
Claimed Canines:	4	
Claimed Felines:	0	
Adopted Canines:	4	
Adopted Felines:	3	
Rescue Group Canines:	0	
Rescue Group Felines:	0	
Euthanized Canines:	0	
Euthanized Felines:	0	
Died in Care Canines:	0	
Died in Care Felines:	0	
Total in Shelter at end of Month:		

Planning and Zoning

- **ACCOMPLISHMENTS:**

- STR 121 Wilshire Drive-accepted.
- STR 322 Lakeside Drive- accepted.
- STR 102 Sioux Trail – rejected.
- STR 119 Cherokee Drive – rejected.

- **PLANS**

- Do yearly planning review.

- **ISSUES:**

- In need of three full time members and one alternate.

Planning and Zoning Adjustment

- **Accomplishments**

- No meeting was held in December.

Code Enforcement, Parks and Rec.

- **Accomplishments**

- Eleven (11) new home permitted in 2021.
- Two (2) new commercial building permitted in 2021.
- One hundred and forty three building permits issued in 21.
- Thirteen (13) violations issued in December.
- One (1) citation issued in December.

- **PLANS**

- none

City Council Action Required

- Approval of STR Special Use Permit for 121 Wilshire Dr.
- Approval of STR Special Use Permit for 322 Lakeside Dr.
- Declined STR Special Use Permit by P&Z for 119 Cherokee Dr.
- Resident Linda Tangen to speak for 3 Minutes
- Owner Terri Bartnicke to speak for 3 Minutes
- Declined STR Special Use Permit by P&Z for 102 Sioux Trail
- Resident Letters in City Council Packets
- Owner Anne Gardner to speak for 3 Minutes

City Council Action – Reappointment to Planning and Zoning Commission for 3 year terms.

- Ron Milligan- Term begins 1-2022 and expires on 12-31-2024
- Earnie Campbell- Term begins 1-2022 and expires on 12-31-2024

Planning and Zoning-Opening in Ward 1

- Planning and Zoning Commission currently has openings in ALL WARDS - Please contact City Offices at 884-6500 if you are interested in serving on the commission.



A&P Report

A&P Commission held no meeting in December 2021

Senior Community Center

December 2021

Senior Center

- Accomplishments
- Total number of clients attending Bingo and cards was 318. The breakdown of number of participants is as follows: Bingo-152; Cards-66; Double Deck Pinochle-73; Bridge-6; Billiards-3, Scrabble-3, and Mahjongg-15.
- Miki Holder and Sandy with Diamond Tours sponsored our Bingo games on December 21, 2021. They provided very nice prizes for our game winners and spoke to everyone about the upcoming trips their travel agency is scheduling.
- The Rex Miller family from Kansas rented the center on the evenings of December 27th and 28th.
- The senior community center was the recipient of a very generous gift from an anonymous donor on December 16, 2021. The donor requested that we utilize the funds to provide free lunches for our seniors. On December 22, 2021, we were able to have a nice ham dinner catered for our clients. We hosted the luncheon that day for 51 area residents. Also, we plan on having a luncheon on the third Wednesday of each month. Please contact the center if you are interested in attending. Residents have begun signing up for the luncheon to be held on January 19, 2022.

Issues

- Issues
- None

Right Space.
Right Place.
Right Now.

Plan Your Event at Fairfield Bay Today



Fairfield Bay, Arkansas
on beautiful Greers Ferry Lake

RETURN TRANSITION OF FAIRFIELD BAY CONFERENCE CENTER TO THE CITY PLAN

- FULL TRANSPARENCY
- ASSESS THE STAND ALONE BUSINESS
- CHALLENGES
- OPPORTUNITIES
- DECISIONS

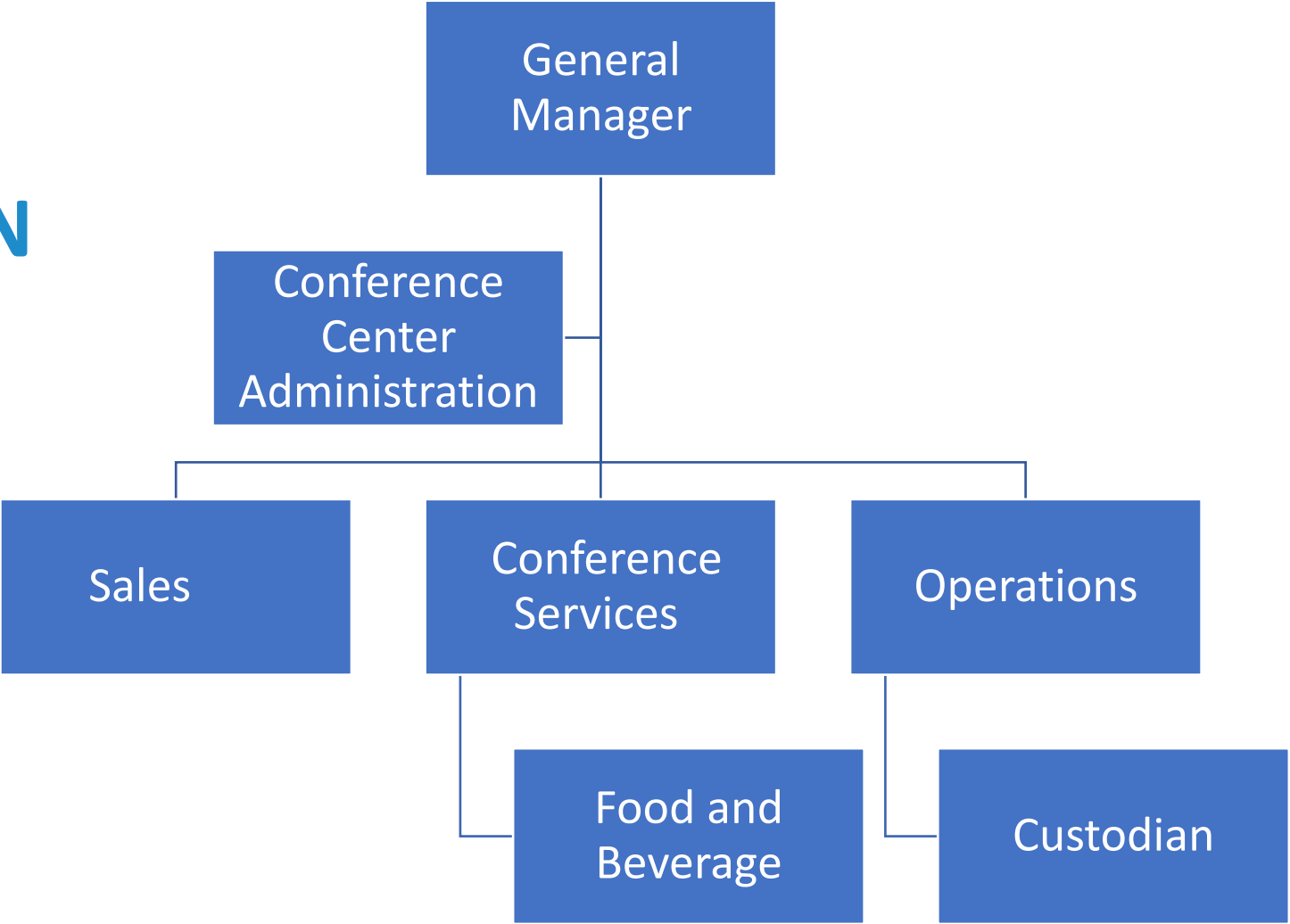


PLAN TO RETURN TRANSITION OF FAIRFIELD BAY CONFERENCE CENTER TO THE CITY

- Organization
- Assess DMCI business Sep 20-Dec 21
- 2022 Revenue Stream and Budget
- Planning Considerations
- Challenges/Focus Areas
- Marketing/Advertising Strategy
- Event Schedule
- The Way Ahead



CONFERENCE CENTER ORGANIZATION



- DMCI business Sep 20-Dec 21 (preliminary)
- 2021 Projected Revenue: \$800,000.00
- Actual Revenue: \$629,226.06
- Actual Expenses: \$446,288.03
- Net Operating Income: \$183,399.90
- LOST REVENUE 2020-2021
Approximately \$326,000.00



REVENUE STREAMS FOR FFB CC

- Conference Services
- Food and Beverage
- Condo Rental
- Stand alone Events
- North Central Arkansas Artists Guild



REVENUE FOR 2022 (effective Jan 7 2022)

- 2022 Breakeven Revenue: \$252,000.00
- Contracted Business Forecast on the Books: 16%

January	\$5100.00
February	\$6318.00
March	\$21,315.00
April	\$1200.00
May	\$7260.00



PIPELINE FOR 2022

CATEGORY	PROJECTED REVENUE	CONTRACTED
PROSPECTS	\$35,000.00	
TENTATIVE	\$58,000.00	
LOST BUSINESS	0	



2022 PLANNING CONSIDERATIONS

- Budget 2022/2023
- New Software/Contract/for Event Planning
- Oktoberfest/5K, Christmas Village Market
- CONDO Rental Income
- Building improvements
- Deck/Shade/Access for outdoor events
- Art Guild ART SHOW
- Venues to fill weekends in off season
- Advertising to attendees
- Support Organizations that are part of the Community



WHAT WILL CHALLENGE US?

- **COVID-19**
- **7 months vacant for events/conferences in 2022**
- Building Space Restrictions limits size of events
- Flex Staffing to operational demand
- Attracting attendees to consider FFB over Winthrop Rockefeller, Mt. Magazine, DeGray etc and other more robust venues
- Seasonal business
- Community Support

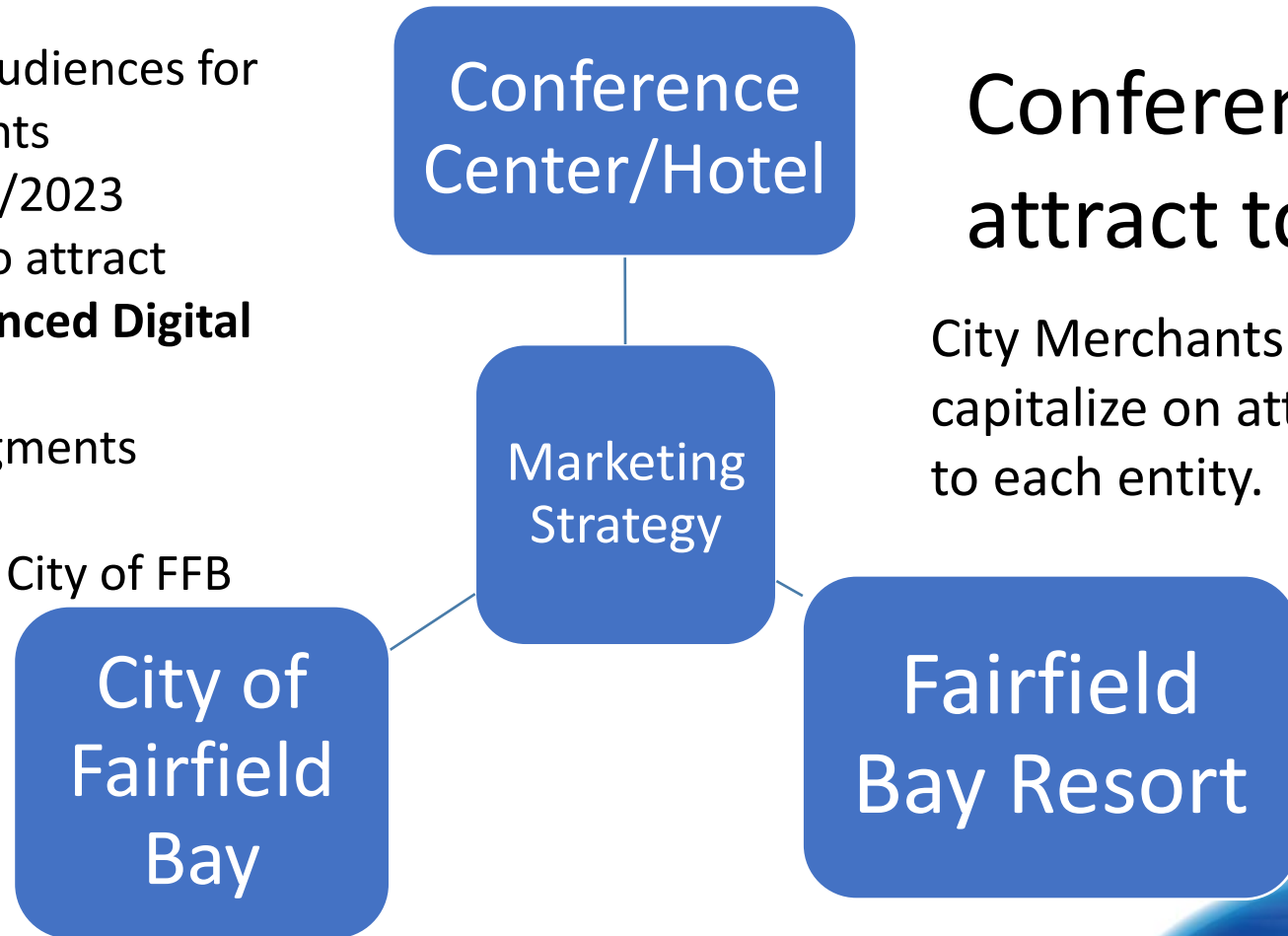


IMMEDIATE FOCUS AREAS

MOU with Resort Catering	City Attorney creating	1/15/2022
Administrative processes	Sales, expenses to city treasurer	1/20/2022
Technology	Mayor is contracting with artelco for greater bandwidth and reliability to host all new technology for virtual events. Adding Network Administration	2/15/2022
Business on the books	Assess full list of all closed business for 2021 Revenue from Condos	completed
Banquets and Catering	Review Food and Beverage Menu contracting process	completed
Advertising and Marketing	Create strategic plan w/ launch strategy internal/external communication Events Photographer/Social Media	2/1/2022
Establish Sales Strategy and Goals	1. New contracts 2. Corporate business 3. Repeat business	1/15/2022

MARKETING STRATEGY

- Identify Target Audiences for Winter Travel/Events
 - Nov-April 2022/2023
 - Develop plan to attract
- **Convert to enhanced Digital Marketing**
 - Target: 4 Key Segments
 - Indoor venues
 - Transparent with City of FFB and FFB Resort



Conferences should attract to our Resort

City Merchants and Resort Amenities capitalize on attendees and their value to each entity.



CALENDAR OF EVENTS 2022

<p>JANUARY</p>	<p>Winter Concert Series* Opening Band: Haynes, Gardner & Howell MICHAEL KELLY (Musician Impressionist)</p>	<p>7p SAT 1/8/2022</p>
	<p>Our Towne Productions * ALWAYS A BRIDESMAID</p>	<p>7p FRI 1/21, SAT 1/22. SAT1/29 SUN 1p 1/30</p>
<p>FEBRUARY</p>	<p>Farm Bureau Annual Awards Dinner</p>	<p>5p FRI 2/4</p>
	<p>Winter Concert Series* Opening Band: Pam Setser THE TREE FROGS (Classic Rock)</p>	<p>7p Saturday 2/5 4p Sunday 2/6 (Bayside)</p>

CALENDAR OF EVENTS 2022

MARCH	AR TAXADERMY	THU-SUN 3/3-6
	Winter Concert Series* Opening Band: Fire and Ice STARDUST BIG BAND	7p SAT 3/12
	WHITE RIVER SERVICES	WED-FRI 3/16-3/18
	Winter Concert Series* ROCKEFELLER QUARTET Opening Band TBA	7p SAT 3/19

CALENDAR OF EVENTS 2022

APRIL	Winter Concert Series* Opening Band: Kay Sharpe & Gregg Duggan TOM BRYANT	7p SAT 4/9
MAY	AR FORESTRY ASSOC	THU-FRI 5/5-5/6
	MOONSHINE FESTIVAL	FRI/SAT 5/27 & 28
JUNE	TBD Based on Pipeline	

THE WAY FORWARD-DECISIONS ???

Set the Budget

Establish New Business Processes

Set Marketing Strategy

Sales Boots on the Ground

Consistently Evaluate Risk vs Benefit



GRANTS Carried Over To- 2022

Applied for State Aid Road Grant for 2021- \$300 K- This will be for Snead Drive and part of Woodlawn up to the East Cliff cross street. The city should be eligible for this grant in 2022.

Recreation Trail Grant- Motorized – ATV/UTV- \$337,000- This grant has been slowed down we are waiting for the survey to get completed. The survey was done on 12-10-2021. This grant has been budgeted to be completed in 2022.

The City and Artelco Telephone Company have won the Arkansas Rural Connect Grant for \$5,484,052.00 Artelco has a preliminary start date of Dec. 2021 and will be working in sections of the city with an estimated completion date of Oct. 2022

Grants Applied for-FY 2022

- 2022 Solid Waste and Recycling Grant -\$7,500.00- Local Match 25% of total project.
- Assistance to Firefighter Grant(AFG) - \$20,000.00 –Bunker Gear Washer and Dryer System – FEMA Portion \$19,047.62- Local Match amount- \$952.38- We have a better possibility of getting this grant due to the fact that federal government allocated more than twice the money they have in the past.

Mayor's Report

- Working with the Secretary of States office and the GIS State Mapping Department to verify if we need to look at redrawing our city wards.
- Update on the Conference Center: The city paid Heritage Engineering \$15,900.00 and Nabholz \$5,462.38- Both of these invoices are for fees accrued in 2022. Total- \$21,362.38 the council approved \$35,000.00 in 2022 so we are under the amount approved to shore up the conference center and start the preliminary process for repairs. The city is ready to move forward with the repairs after approval tonight of contracts.

Mayor's report

- The city believes that the cost of pursuing an appeal exceeds the potential recovery from the Municipal League self insurance mechanism based on two reports from structural engineers. So the City will put all of its available resources into making a permanent remedial repair to the conference center.

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