



Calico Rock Organization for Revitalization Efforts (CORE)

Regular Mtg Minutes 6/02/11 Calico Rock Visitors' Center

The Calico Rock Organization for Revitalization Efforts (CORE) met for its regularly scheduled June general membership meeting on Thursday, June 2, in the Calico Rock Visitors' Center conference room.

The meeting was formally opened by President Pam Moser, followed by a prayer and recitation of the Pledge of Allegiance. As CORE Secretary, Susan Varno, was not in attendance, Rich Fischer agreed to capture minutes of this meeting.

Minutes from the May 5th meeting were approved as distributed.

Treasurer Juanita Stowers presented the Treasurers report which was as approved with the following modifications:

- Adjustment of -30 cents in overall Balance figure as of 5/5/11
- Change to Ghost Town designated funds to \$1187.01 (up from \$287.01 with a notation of plus \$900 loan)
- Change in Available Funds amount to \$559.03 (down from \$1459.03 reflecting the move of the \$900 back to Ghost Town designated funds)

Special Reports

- Trout Tournament – no report as neither co-chairs were in attendance
- Streetlights & Banners (Bob Panneman)
 - Wade Moser has not yet located the short in the streetlight electrical system however it remains on his "to do" list
 - Arkansas Hwy Dept right-of-way setback has yet to be obtained which will determine how close the poles can be placed to the roadway. Bob is to be

contacting the Hwy Dept for confirmation on distance. It was felt that the distance may vary along state hwy's within a municipality vs. elsewhere, however this will be confirmed by Bob. The group was also advised of the death of the man who had been producing the poles for the banners. A new supplier will need to be sourced for any additional poles needed as the project progresses. The group who is to mark the location of underground lines will also be contacted prior to auguring holes in which to set the poles. Approximate locations have already been identified and will be fine tuned after receipt of input from the Hwy Dept and underground line marking organization.

- Rich advised that a few more vendors had registered for this year's market and that the new banner had been hung on the Kerr sign. Additional registration fees were passed to the Treasurer for deposit. Receipts were passed to Juanita for reimbursement totaling \$131.79, under the \$150 that had been designated for this purpose.
- As Storybook Project spokesperson, Susan Varno, was not in attendance, there was no formal report on this project. There was some discussion however confirming that this effort had not been formally adopted as a CORE project. All present agreed this to be a worthy project and would consider participation on an individual basis as plans moved ahead. CORE would certainly consider making a contribution should the organization be approached for same at a later date.

Committee Reports

- **Community Improvement** – As committee chair, Ric Moser, was not in attendance due to health issues committee members Charles Francis and Rich Fischer provided the following update:
 - Closure on the purchase of the property has been delayed due to title issues. Apparently the property never went thru probate following the death of the prior owner. The process is underway to get a clear title however, will result in a delay of 3-4 weeks before final closure can be executed.
 - Charles advised that he had researched participation in the Lowe's charitable funding program, and in doing so had discovered that in order to participate and submit for funding assistance a group MUST have 501(c)3 status. . . certainly motivation for CORE to proceed to achieve such a designation.
 - A small yard sign has been purchased to be placed in the front yard of the property once purchase has been completed. The sign acknowledges that the project is a collaborative effort between CORE, ADC and FNBIC. It also carries a catch phrase "Rebuilding the community one house at a time". Cost for the sign was \$19.62 which initially has been paid out from CORE general funds, however will be reimbursed from the Residential Rehab Project line of credit account once access is available following closure on the purchase.
- **Marketing & Promotion** – President Moser advised that as no chairperson for this committee had yet been named, the committee had not met. There was discussion of Susan Varno and Pam serving as co-chairs. Pam agreed to contact Susan regarding her

willingness to serve in this capacity. Vice President Gloria Gushue agreed to serve on the committee. Pam advised that she had been in communication with CORE member Shannon Cavanaugh, who had expressed interest in serving in some capacity. Pam will follow up with her to see if she would be willing to serve on this committee.

Old Business

- RiverFest – Discussion of RiverFest had been previously tabled until the August CORE meeting. Rich did advise that the planning team had conducted a final debrief meeting during which recommendations were developed that would be passed along to next year's committee for consideration. Minutes from this meeting have been distributed to members of the team and CORE Secretary Steven Mitchell. . .with the assumption they will be shared with the general membership for review prior to the August meeting.
- Funeral Tent – The canopy on loan by West Plains Vault & Concrete Co. that had been stolen the weekend of RiverFest has not been recovered. Total replacement cost is \$1200. Pam advised that the Chamber had already sent a check for half the amount (\$600) to the company. A motion was passed that CORE proceed to send a check for the other half immediately from general funds, a portion of which will be reimbursed when RiverFest revenues are split between CORE and the Chamber.
- Preserve America Sign – Rich related the fact that the city was hesitant to install the Preserve America Community sign that had been provided following the city's designation. The sign has been in city Treasurer/Recorder Stacy Stanford's office since last October despite repeated reminders during council meetings since that time. Rich further advised that the state Preserve America Program coordinator, Vanessa McKuin, had expressed a desire to come to Calico Rock when the sign was installed to participate in a ceremony. He recommended that the CORE Board author formal correspondence to the city urging them to proceed with the installation of the sign in an effort to motivate the city to action. Motion was passed to proceed with this course of action, with Rich agreeing to draft such correspondence and send to Pam for review and distribution to the Board for consideration. It was hoped delivery of the correspondence could be accomplished prior to the next council meeting which will be held on June 13th. It was also mentioned that if this issue is on the council meeting agenda, that a number of CORE members be in attendance to speak publically regarding the importance of installing the sign.
- Tax Exempt Status – Given the need for CORE to achieve 501(c)3 tax exempt status, in particular due to the impact this status would have related to the Residential Rehab Program, a motion was passed that CORE move forward immediately with the 501(c)3 application process. Pam agreed to get with Steven Mitchell and work with him to coordinate the effort.
- Treasurer Juanita Stowers advised that a number of CORE members had not yet paid their \$5.00 annual dues for 2011. She agreed to send out an email reminder to those members still in arrears.

New Business

- “Ghost Town” Designation - Pam opened the discussion regarding the “controversy” that has arisen over the name “Ghost Town” by indicating that she had rec’d no communication from any CORE members who strongly supported retention of that name in particular for the old East Calico area. Additionally, Gloria Gushue advised that Mayor Guthrie had spoken with her and indicated that the city could designate a “historic district” without a formal designation by a state or federal agency. Members in attendance expressed concern that the issue was only now surfacing since Ghost Town had been in existence for a number of years. It was observed by Charles that it appeared a single individual had stirred up the issue and had taken on the “killing of Ghost Town” as a personal crusade. Various opinions were shared regarding the issue with consensus ultimately reached to support a change in the name. “East Calico Historic District” was presented as an alternative. A motion was passed by a majority in attendance (2 dissenting, 1 abstention) that “CORE supports a name change to the current “Ghost Town” as suggested by the city.” Pam will communicate this action to the Mayor which will basically place the issue back on the city’s plate to move forward. It was agreed however that any cost incurred by a name change (eg: modifications to existing signage and/or printed material) would not be borne by CORE and also that CORE would not initiate the change, but via the approved motion shows agreement and support for the making of a change.
- CORE Website – Pam advised that upon a recent attempt to access the CORE website (www.calicorocket.org) she had discovered that it no longer existed on the web. This was news to most members in attendance. Apparently the hosting fee had been allowed to lapse without renewal. Concern was expressed that the issue had not been surfaced for member consideration prior to expiration of the paid hosting period. Discussion ensued regarding the importance of having a website as many folks are referred to it for various reasons (eg: download RiverFest or Farmers’ Mkt vendor apps, etc). It was also noted that it was the CORE website that was listed on the Calico Rock printed brochures. Leveraging available technology was also presented as something that any group should do to attain maximum visibility as well as to connect to younger, tech savvy individuals. A motion was passed that CORE leadership take immediate action to reinstate the CORE website and get it back up and running. Pam will get with Steven Mitchell and work with him to coordinate the effort. It was further noted that there will be a cost associated with re-establishing the website, with all present agreeing that it was a cost that certainly could/should/would be borne by CORE.

Following a call by Pam for any other New Business, and hearing none, the meeting was adjourned at approximately 4:40 pm.

Respectfully submitted,

Rich Fischer