



TRQ Goal Team Meeting Minutes

May 25, 2011; 12:00 pm

DER Room

- Attendance: JoeAnn Hargraves, Jeannie Turley, Pam Garofas, Misti Staley, Will Staley, Doug Friedlander, Susan Carter, Paula Oliver, Katie Harrington, Julia Nordsieck
- Updates on goals were given:
 - Goal 1: Transform Biscoe and major travel corridors
 - A signage project is underway to develop vehicular, pedestrian, gateway and wayfinding signs for Helena.
 - Bids for the construction of the new Arkansas Welcome Center,
 - Goal 2: Facilitate growth of the historic downtown
 - The A&P Commission has contracted with Misti to paint a mural at the intersection of Rightor and Cherry St.
 - June 11th is the opening day of the Farmer's Market season which will coincide with the Second Saturdays art walk.
 - ADAP will be sending an RFQ out in June to find someone to create two bronze to be displayed in the downtown as part of Civil War Helena.
 - Goal 4: Civil War Helena
 - Bids have come in to build Fort Curtis and a construction firm was chosen to work with Ken Weiland Engineers.
 - May 26, 2011 – Helena and the Civil War project will be featured on the Channel 7 news (KATV) during the weather.
 - Goal 5: Marketing Campaign
 - The marketing campaign is being implemented with a recent print ad in the Little Rock Guest Guide.

- Goal 6: Expand Helena River Park
 - Interpretive nature panels developed through a partnership with National Audubon will be installed in June, or as soon as the river drops.
- Goal 7: Increase opportunities for recreational activity
 - A Delta Bridge Project grant has been applied for to fund the development of a trails and greenways master plan looping through the city.
- Goal 8: Improve public safety and reduce crime
 - The public safety subcommittee hosted a meeting between the Chief and Assistant Chief of Police and downtown businesses.
- Goal 10: Identify and implement strategies for recycling
 - In late April the recycling subcommittee facilitated a newspaper article on the Helena's cardboard recycling program. May water bills had reminders to recycle.
- Goal 11: Support the expansion and promotion of visual and performing arts
 - June 11th will be the first Second Saturdays art walk on Cherry St. Artists will line the street with three buskers providing music.
- As a few new people were in attendance, updates took longer than anticipated. A follow-up meeting has been scheduled to discuss challenges, funding opportunities, etc.
- Next Meeting: Monday, June 13th at 4:00pm, Delta Eagle Room