Crossett city council met in special session May 16, 2017 at 5:00 p.m. in the Crossett Economic Development Building.

Present: Mayor McCormick

 Council Members: Martin, Foster, Rowe, Knight and Rodgers

 Assistant Clerk/Treasurer Lisa Gulledge and City Attorney James Hamilton

Absent: Clerk/Treasurer Walthall

Mayor McCormick announced that the purpose of this meeting is to discuss sales tax campaign.

Councilwoman Rodgers informed the one’s gathered that this group will be asked to help with the campaign. Rosalind Ross, Caitlyn Martin and Crystal Marshall have developed a Facebook page to promote the proposal entitled “1/2 cent well spent”. They are also working on a strategy to reach as many potential voters as possible.

The Strong Roots for Growing Crossett group has contributed $1,300 to assist in the sales tax promotion and another $1,000 donation has been collected. Other pledges have been made. Ashley County Memorial Center has volunteered to print flyers. A budget of around $5,000 is expected.

Councilwoman Rodgers introduced Mr. Rosalind Ross to the assembly. Ms. Ross showed the group the Facebook page and invited them to like and share the page. The page has already reached over 700 people. Ms. Ross added that meetings with civic organizations such as Kiwanis, Rotary and Lions Club have been scheduled. QLite/KAGH have extended an invitation to discuss the tax issue on their morning shows. The council appreciates this, but would also want to buy some ads.

Five banners have been purchased and will be placed strategically around town. A demographic chart has been prepared showing where voter turnout was the highest in previous election.

Postcards will be designed and mailed closer to election time and phone calls can be made.

Steve Courson asked if the Crossett Chamber of Commerce would consider supporting the issue by advertising on their sign. The sign is currently not functional, but this will be addressed at their next meeting.

Suggestions such as joint civic club meetings, ministerial alliance meetings, newspaper ads, passing out flyers, and signs around town were all discussed.

Donations can be made to the Strong Roots for Growing Crossett account at First State Bank of Crossett.

With no other business, the meeting adjourned.

Jesse Walthall, Clerk/Treasurer Marshall S. McCormick/Mayor