Crossett city council met in special session April 20, 2017 at 5:00 p.m. in the conference room of the Crossett Economic Development Building.

Present: Mayor McCormick

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

Assistant Clerk/Treasurer Lisa Gulledge

Absent: City Attorney James Hamilton, Clerk/Treasurer Walthall,

Mayor McCormick announced that the purpose of this meeting is to discuss strategy to promote ½% sales tax issue.

Councilwoman Courtney Marshall presented the council with material from previous sales tax elections. One item presented was a strategic plan recommended by Arkansas Municipal League. This plan shows step by step recommendations on sales tax elections.

Councilmembers discussed various means of advertising. Internet ads and facebook campaign were among the ideas discussed. A committee to promote the sales tax election should be comprised of citizens from the community.

Mike Smith, Crossett Economic Development Foundation Director, mentioned that a long-term city plan may need to be prepared. This will need to discuss issues such as sewer, swimming pool and other pertinent needs of the city. Councilmembers agree that a long-term plan needs to be discussed but feels that it may sidetrack the current need for the continuation of this sales tax.

Another concern is the cost of advertising for this election. City funds cannot be used to pay for this. An estimate of $7,500 for election expense was suggested. Council suggest that a committee be formed to help promote this issue.

Names were presented of citizens who may be willing to help with this endeavor. Councilmembers will contact each and meet on April 20, 2017 at 5:00 at the Crossett Economic Development Foundation.

With no other business, the meeting adjourned.

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