

CITY OF SPRINGDALE
City Council Committee Agenda
Monday, July 20th, 2026
City Council Chambers (2nd Floor)
201 Spring Street, Springdale, AR 72764
Meetings begin at 5:30p.m.

Committee of the Whole

1. **A Discussion** regarding the appointment to City Council Seat 2 position.
2. **A Discussion** regarding City Council Seat 2 applications. Pgs. 1-54

Finance Committee by Chairman Jeff Watson

1. **A Resolution** supporting and authorizing the submission of an application to the Walton Family Foundation Design Excellence Program for planning and design services for Shiloh Square. Presented by Sharon Tromburg, Planning Director. Pg. 55
2. **A Resolution** supporting and authorizing the submission of a grant request to the Walton Family Foundation to establish a Downtown Infill Infrastructure Pilot Program. Presented by Sharon Tromburg, Planning Director. Pg. 56
3. **An Ordinance** authorizing a cost of living adjustment for the participants of the Local Police Pension and Relief Fund utilizing millage funds collected pursuant to Ark. Code Ann. §24-11-404 and as provided in Section 86-46 of the Code of Ordinances of the City of Springdale, Arkansas. Presented by Colby Fulfer, Chief of Staff. Pg. 57



Tuesday, July 7, 2026

City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	Andy Tice
Email	atice1911@gmail.com
Address	3263 Silverton St, MCD Properties Manager Springdale, AR, 72764
Phone Number	(479) 283-4882
City of Springdale Length of Residency	Springdale
Are you a registered voter within Ward 2?	☒ Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	Sean McDonnell
Address	309 N Fletcher Ave Fayetteville, AR, 72701
Phone Number	(479) 263-0020

REFERENCE 2

Name	Letecia Yarbrough
Address	3618 N Brodie Station Fayetteville, AR, 72703
Phone Number	(479) 957-2642

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:

ANDREW TICE

479-283-4882
atice991@gmail.com
3263 Silverton Street Springdale, Ar 72764

SUMMARY

I believe in customer service and relationship building being integral to a business. I treat all customer service issues with the highest of priority to ensure all are treated fair and to drive a growing long term business. I have always believed in personally addressing any issue a customer and coming to an acceptable resolution.

EDUCATION

Northwest Arkansas Community College
2004-2006

Fayetteville High School
2000-2003

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail oriented and able to handle multiple tasks simultaneously
- Experience in managing budgets and handling financial documents

PROFESSIONAL EXPERIENCE

Storage Manager
American Self Storage /Lowell Storage 2020-Present

- Develop and maintain strong relationship with clients, addressing inquiries and resolving issues promptly and professionally.
- Implement safety and security measures to protect customers and facility assets
- Coordinated with maintenance teams to ensure cleanliness and functionality of the storage units and rental trucks.

Area Field Manager
Uhaul Company | 2010- Present

- Manage a team of 30+ Uhaul Dealerships, provide training and support to maintain high levels of customer satisfaction
- Manage my routes profit and loss through careful analysis to effectively grow my route through increased transactions.
- Develop and manager relationships with local business owners and U-Haul dealerships to provide professional insight into local markets
- Train and coach newly hired Area Field Managers
- Increased transactions from \$650k per year to over \$2 million per year.

Business Manager
Crownier Mini Storage | 2007-2009

- Oversee daily operations of a busy storage facility, ensuring smooth and effective service of customers
- Coordinate truck rental services, including scheduling and customer check-in/check-out processes.
- Grew occupancy from 82%-88% and increased yearly truck rentals from \$25k-\$60k.

REFERENCES

- Leticia Yarbrough 479-957-2642
Owner Crownier Mini Storage
- Sean McDonnell 479-263-0030
Owner MCD Properties
- Janie Strawn 201-435-1409
Owner Strawn Self Storage
Crownier Self Storage

Signature

a. Tice

Page 2

2



SUMMARY

I believe in customer service and relationship building being integral to a business. I treat all customer service issues with the highest of priority to ensure all are treated fair and to drive a growing long term business. I have always believed in personally addressing any issue a customer and coming to an acceptable resolution.

EDUCATION

Northwest Arkansas Community College
2004-2006

Fayetteville High School
2000-2003

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Experience in managing budgets and handling financial documents

REFERENCES

- Letecia Yarbrough 479-957-2642
Owner Crossover Mini Storage
- Sean McDonnell 479-263-0020
Owner MCD Properties
- Janie Braswell 281-455-7499
Owner Branson Self Storage
Crossland Self Storage

PROFESSIONAL EXPERIENCE

Storage Manager

American Self Storage/Lowell Storage 2020-Present

- Develop and maintain strong relationship with clients, addressing inquiries and resolving issues promptly and professionally.
- Implement safety and security measures to protect customers and facility assets
- Coordinated with maintenance teams to ensure cleanliness and functionality of the storage units and rental trucks.

Area Field Manager

Uhaul Company | 2010- Present

- Manage a team of 30+ Uhaul Dealerships, provide training and support to maintain high levels of customer satisfaction
- Manage my routes profit and loss through careful analysis to effectively grow my route through increased transaction.
- Develop and manager relationships with small business owners and U-Haul dealerships to provide professional insight into local markets.
- Train and coach newly hired Area Field Managers
- Increased transactions from \$650k per year to over \$2 million per year.

Business Manager

Crossover Mini Storage | 2007-2010

- Oversee daily operations of a busy storage facility, ensuring smooth and effective service of customers
- Coordinate truck rental services, including scheduling and customer check-in/check-out processes.
- Grew occupancy from 85%-98% and increased yearly truck rentals from \$20k-\$60k



Monday, July 13, 2026

City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	Irvin Camacho
Email	irvincamachoar@gmail.com
Employer Name/Occupation	NWA Organizer for Common Good NWA
Address	3703 Linwood St Springdale, AR, 72764-6839
Phone Number	(479) 856-8673
City of Springdale Length of Residency	23 years
Are you a registered voter within Ward 2?	☒ Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	Rep. Diana Gonzales Worthen
Address	16700 Doolittle Rd Springdale, AR, 72764-6839
Phone Number	(479) 872-1977

REFERENCE 2

Name	Former Rep. Megan Godfrey
Address	500 Janet St Springdale, AR, 72762
Phone Number	(479) 200-4460

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:



IRVIN CAMACHO

I have proudly called Springdale home for the past 13 years and have dedicated my career to serving and strengthening our community. For more than a decade, I have worked as a community organizer, bringing together residents, nonprofits, faith leaders, businesses, and local organizations to address important issues and create meaningful opportunities for our city. My service on the Springdale Monarch Flight Festival Committee, Downtown Springdale Alliance's Latin Cultural Collaborative, and Downtown Springdale Alliance Stakeholder Meetings reflects my ongoing commitment to helping Springdale thrive. Through my professional experience, education, and community involvement, I have built trusted relationships across Ward 2 and throughout Springdale, and I am ready to bring a collaborative, transparent and energized approach to this position. I also promise not to run for this seat in the next election.

 479-856-8675

 irvincamacho@gmail.com

 Springdale, Arkansas

EXPERIENCE

Common Good NWA

2019-2023 Present

W&B Organizer

In this role, I collaborated with local faith-based organizations and nonprofit leaders across Northwest Arkansas to build strong, lasting partnerships that strengthen our communities. I facilitated strategic collaboration among community stakeholders to identify shared priorities, develop solutions, and advocate for the issues that matter most to the people we serve. Through relationship-building and coalition development, I help bring diverse voices together to achieve meaningful, community-centered change.

The Bull Project

2019-2020

Client Advocate

Provided direct support and case management services to individuals following their release from jail by connecting them with critical community resources, transportation, court reminders, and other support services. Worked closely with clients to reduce barriers to successful court participation, promote case resolution, and help break cycles of incarceration caused by limited access to resources. Collaborated with community partners to ensure clients had the tools and support needed to achieve long-term stability and positive outcomes.

Arvest Bank/Arvest Mortgage

2016-2019

Customer Service Rep/Default Support

Delivered exceptional customer service to thousands of banking and mortgage customers by assisting with account inquiries, financial services, and mortgage-related needs. Supported homeowners in the Mortgage Default Support Department by providing guidance through loan mitigation and default avoidance options, helping customers navigate challenging financial situations with professionalism, empathy, and accuracy. Built a reputation for resolving complex issues while maintaining a high standard of customer care and regulatory compliance.

LANGUAGES

- English (fluent)
- Spanish (fluent)

COMMITTEES CURRENTLY SERVING IN SPRINGDALE

- Monarch Flight Festival Committee (2026)
- Downtown Springdale Alliance's Latin Cultural Collaborative (2026)
- Downtown Springdale Alliance's Stakeholder Meetings (2026)

EDUCATION

Northwest Arkansas Community College
Associates in Arts
2021

University of Arkansas
Bachelors in Mass Communications
2027

AWARDS

Unity First Springdale Community Change Maker Award (2015, 2017)

NWA Democratic Black Caucus 2018 Community Hero Award

Arkansas Business Arkansas 250 Most Influential Leaders (2018) (2019)

Springdale's Martin Luther King Jr. Unity Celebration: Emulation Award (2020)

Good Apple Award by the Arkansas Appellate Legal Justice Center (2020)

Irvin Camacho

479-856-8675

irvincamacho@gmail.com

Springdale, AR (Washington County)

SPRINGDALE CITY COUNCIL
POSITION WARD 2

TO:
Springdale City Council

TO WHOM IT MAY CONCERN

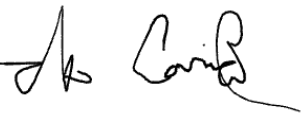
My name is Irvin Camacho, and I respectfully ask for your consideration to serve as the next City Council Member for Ward 2. I have proudly called Springdale home since I was 12 years old, attending J.O. Kelly Middle School, George Junior High, and graduating from Springdale High School. Over the years, I have had the privilege of returning to many of our schools to speak with students about the importance of community service, and in 2024, I was deeply honored to be recognized as the Distinguished Alumni for the Springdale High School Homecoming Parade. I share these experiences because Springdale is more than the city where I live—it is the community that shaped me. I believe I have a responsibility to give back to the place that has invested so much in me. Even though this appointment is for a few months, I would consider it an honor to serve the residents of Ward 2 with integrity, humility, and dedication.

My commitment to Springdale began when I was 17 years old. Since then, I have devoted my life and career to bringing people together, advocating for those in need, and helping build a stronger, more connected community. That commitment inspired me to organize the Springdale Peace Walk for two consecutive years, creating an opportunity for neighbors from all backgrounds to come together in unity, promote public safety, and demonstrate that we all have a role in making Springdale an exceptional place to live. Today, I continue that work by serving on the Downtown Springdale Monarch Flight Festival Committee, the Downtown Springdale Alliance's Latin Cultural Collaborative, and by participating in the Alliance's monthly stakeholder meetings. Every opportunity to serve has strengthened my belief that our city is at its best when we work together.

I am applying for this position because I want to continue giving back to the city that has given me so much. I hope to bring a collaborative spirit, a deep understanding of our community, and a genuine desire to listen and serve. It would be a privilege to represent Ward 2 and continue working alongside residents, businesses, and community leaders to help Springdale reach its fullest potential.

Sincerely,
Irvin Camacho

Signature



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IRVIN CAMACHO

I have proudly called Springdale home for the past 23 years and have dedicated my career to serving and strengthening our community. For more than a decade, I have worked as a community organizer, bringing together residents, nonprofits, faith leaders, businesses, and local organizations to address important issues and create meaningful opportunities for our city. My service on the Springdale Monarch Flight Festival Committee, Downtown Springdale Alliance's Latin Cultural Collaborative, and Downtown Springdale Alliance Stakeholder Meetings reflects my ongoing commitment to helping Springdale thrive. Through my professional experience, education, and community involvement, I have built trusted relationships across Ward 2 and throughout Springdale, and I am ready to bring a collaborative, transparent and energized approach to this position. I also promise not to run for this seat in the next election.



479-856-8673



Irvincamachoar@gmail.com



Springdale, Arkansas

LANGUAGES

- English (fluent)
- Spanish (fluent)

COMMITTEES CURRENTLY SERVING IN SPRINGDALE

- Monarch Flight Festival Committee (2026)
- Downtown Springdale Alliance's Latin Cultural Collaborative (2026)
- Downtown Springdale Alliance's Stakeholder Meetings (2026)

EXPERIENCE

Common Good NWA

07/2023-Present

NWA Organizer

In this role, I collaborate with local faith-based institutions and nonprofit leaders across Northwest Arkansas to build strong, lasting partnerships that strengthen our communities. I facilitate strategic collaboration among community stakeholders to identify shared priorities, develop solutions, and advocate for the issues that matter most to the people we serve. Through relationship-building and coalition development, I help bring diverse voices together to drive meaningful, community-centered change.

The Bail Project

08/2019-03/2023

Client Advocate

Provided direct support and case management services to individuals following their release from jail by connecting them with critical community resources, transportation, court reminders, and other support services. Worked closely with clients to reduce barriers to successful court participation, promote case resolution, and help break cycles of incarceration caused by limited access to resources. Collaborated with community partners to ensure clients had the tools and support needed to achieve long-term stability and positive outcomes.

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Associates in Arts
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Springdale's Martin Luther King Jr Unity Celebration: Envision Award (2021)

Good Apple Award by the Arkansas Appleseed Legal Justice Center (2025)

Irvin Camacho

SPRINGDALE CITY COUNCIL POSITION WARD 2

 479-856-8673
 irvincamachoar@gmail.com
 Springdale, AR (Washington County)

TO:
Springdale City Council

TO WHOM IT MAY CONCERN

My name is Irvin Camacho, and I respectfully ask for your consideration to serve as the next City Council Member for Ward 2. I have proudly called Springdale home since I was 12 years old, attending J.O. Kelly Middle School, George Junior High, and graduating from Springdale High School. Over the years, I have had the privilege of returning to many of our schools to speak with students about the importance of community service, and in 2024, I was deeply honored to be recognized as the Distinguished Alumni for the Springdale High School Homecoming Parade.

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Sincerely,

Irvin Camacho



Monday, July 13, 2026

City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	Izmar "Eddie" Ramos
Email	eddie.ramos@mail.signature.bank
Employer Name/Occupation	Signature Bank
Address	1933 Clear Creek Dr Springdale, Arkansas, 72764
Phone Number	(479) 200-1575
City of Springdale Length of Residency	32 years
Are you a registered voter within Ward 2?	Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	Gary Head
Phone Number	(479) 601-6313

REFERENCE 2

Name	Randall Harriman
Phone Number	(479) 200-1575

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:

Cover Letter.pdf

Resume.pdf

Signature

A handwritten signature in black ink, appearing to be 'A. S. P.' or similar, written in a cursive style.



City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	Jared Koehler
Email	jaredlkoehler@gmail.com
Employer Name/Occupation	Reckitt/ Senior CPFR Analyst
Address	3786 Pinecrest St Springdale, AR, 72764
Phone Number	(920) 221-0370
City of Springdale Length of Residency	2 years and 2 months
Are you a registered voter within Ward 2?	Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	Marley Hutchinson
Address	5525 Southwood Ave Springdale, AR, 72764
Phone Number	(479) 313-9054

REFERENCE 2

Name	Ben Hopper
Address	3785 Pinecrest St Springdale, AR, 72764
Phone Number	(417) 593-3206

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:

 Cover Letter - Springdale Ward 2 City...docx



CV - Springdale Ward 2 City Council.docx

Signature

A handwritten signature in black ink, appearing to read 'J. J. Ke' followed by a horizontal line.

Jared Lloyd Koehler
3786 Pinecrest St
Email: JaredLKoehler@gmail.com
Phone: (920) 221-0370

July 15, 2026

Springdale City Council
201 Spring St
Springdale, AR 72764

Dear Springdale City Council Members,

I am writing to express my strong interest in the Interim Ward 2 City Council position. As a proud Ward 2 resident in Springdale, an Eagle Scout, and a servant leader guided by Christian values, I was encouraged by my neighbors to apply after meaningful conversations about shared concerns regarding pedestrian safety and opportunities to strengthen our neighborhood and community. With my B.A. in Politics & Government from North Park University, MBA from the University of Arkansas, and extensive experience building consensus among diverse teams, I am prepared to hit the ground running to serve my fellow citizens of Ward 2.

My professional background has honed skills directly applicable to effective governance: building consensus among multi-cultural stakeholders, developing standardized processes and playbooks for consistent results, mentoring teams, and executing complex projects under pressure. At Reckitt and Kimberly-Clark, I owned enterprise relationships, led network transitions and product launches, and aligned cross-functional partners, including legal and operations—to deliver during unprecedented times of change and growth, much like what we have seen in Ward 2.

In the community, I founded a university non-profit board, served as Student Senator, chaired employee networks for wellness and new opportunities, and earned the Eagle Scout rank—instilling lifelong commitment to servant leadership, preparedness, and continuous improvement. My international experiences and bilingual abilities (French proficiency, Spanish family ties) equip me to foster inclusive connections, particularly with our robust Latino and Marshallese communities.

I am deeply committed to the specific needs of Ward 2:

- Enhancing infrastructure safety, responding to incidents like frequent vehicle crashes at E Robinson Avenue and Habberton Road, advocating for bridge widening and sidewalks on Don Tyson/Horn Lane to address flooding and pedestrian risks.
- Developing pedestrian walkways, hiking trails, and connections to parks like C.L. and Willie George, plus public access to Beaver Lake for family recreation.
- Building neighborhood cohesion in our newer areas (Clear Creek, Habberton Ridge, Jacob's Crossing) through events like Ward 2 block parties and a neighborhood watch program.
- Supporting zoning that encourages food trucks and small vendors to boost local culture and reduce traffic burdens in SE Springdale.

As a local resident with hopes of improving community life in Ward 2, I will listen actively, communicate transparently, and work collaboratively to deliver tangible improvements for the citizens of Springdale. I am available immediately and look forward to the opportunity to serve.

Thank you for considering my application. I am eager to discuss how my experience and passion can contribute to a thriving Ward 2.

Sincerely,
Jared Lloyd Koehler

Jared Lloyd Koehler
Springdale, AR (Ward 2 Resident)
(920) 221-0370 | Jaredlkoehler@gmail.com

OBJECTIVE

Springdale resident, Eagle Scout, and community-minded leader committed to serving Ward 2 through practical, transparent, and solutions-oriented leadership. With a B.A. in Politics & Government and experience leading teams, analyzing complex issues, and building consensus among diverse stakeholders, I am focused on improving public safety, infrastructure, pedestrian connectivity, neighborhood vitality, and recreational opportunities for families. Inspired by the encouragement of neighbors and a desire to give back to the community that has given so much to my family, I seek to serve with integrity, accountability, and respect for every citizen of Springdale.

EXPERIENCE

Reckitt — Senior CPFR Analyst, Walmart and Sam's Club
Rogers, AR | Jul 2022 – Present

- Led cross-functional teams and built executive consensus during 50% demand surge, network redesigns, and divestitures—maintaining service through complex transitions.
- Excelled in diverse, high-pressure environments by listening to stakeholders, analyzing data, and driving actionable project management (e.g., \$20M manual orders, automation saving cycle time).
- Mentored junior talent; represented at innovation summits and cross-trained partners.

Kimberly-Clark Corporation — Customer Logistics Specialist, Walmart
Rogers, AR | Jun 2021 – Jul 2022

- Designed data tools and led portfolio management across categories, balancing national strategies with local tactics.
- Coordinated cross-functional recovery plans and e-commerce cleansing with strong communication to executives and partners.

Customer Logistics Analyst (French-speaking)

Neenah, WI | Jun 2018 – May 2021

- Managed crisis allocations and bilingual communications; led international launches and site transitions with detailed planning.
- Built trusted relationships in multicultural settings through active listening and measurable actions.

LEADERSHIP & COMMUNITY

Founding Board Member — North Park University Freedom Forum

- Founded and scaled the organization from a small grant to a \$100K annual endowment, providing students opportunities to learn economics and civic engagement.
- Led event planning, community organizing, grant writing, and stewardship.
- Supervised educational trips to Washington D.C., Washington state, and events in Chicago.
- Delivered public speaking engagements and fostered cross-cultural dialogue.

COMMUNITY SERVICE

Antiochian Men Ministry (St. Nicholas Orthodox Christian Church) – Community service volunteer

Boy Scouts of America – Eagle Scout

North Park University – Student Senator

Reckitt – Chair for NEON (new employee opportunity network)

Kimberly-Clark – Chair for employee wellness

EDUCATION

University of Arkansas — Walton College of Business — MBA, Entrepreneurship & Supply Chain

North Park University — B.S. Business & Economics; B.A. Politics & Government | Magna Cum Laude

INTERNATIONAL EXPERIENCE

University of Arkansas iFriend Program— Campus Cousin Host

Université Côte d’Azur (Nice, France) and Sciences Po (Rennes, France) – Language Emersion

AIM (Bucharest Romania) — Mission to serve the Poor, Widows, and Orphans

SKILLS

- Team Leadership & Consensus Building
- Cross-Cultural Communication & Listening (Bilingual: French proficiency; Spanish family ties)
- Project Management & Process Development
- Public Speaking & Community Organizing
- Data Analysis to drive Actionable Outcomes
- Grant Writing & Stewardship
- Pre-Law background



Wednesday, July 15, 2026

City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name Kevin Flores

Email kevin.adan.flores@gmail.com

Employer Name/Occupation Pearson, Sholk & Hernandez Law Firm

Address 2738 Alton Ave, Unit B
Springdale, AR, 72764

Phone Number (479) 200-8586

City of Springdale Length of Residency 31 years, with occasional stints elsewhere for military service, schooling, and work

Are you a registered voter within Ward 2? ☒ Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name Randall Harriman

Phone Number (479) 466-4673

REFERENCE 2

Name Mark Fougrousse

Phone Number (479) 871-9156

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:



Kevin Flores Resume.pdf

Signature

Kevin A. Flores

(479) 200-8586 | kevin.adan.flores@gmail.com | Springdale, AR

SUMMARY: Policy leader, seasoned attorney, former elected official, and U.S. Marine Corps veteran with 16+ years of experience in public policy, legal and risk analysis, management, and impact in local, state, and federal government. Adept at working with legislative and executive offices, relationship building, developing and executing bipartisan legal and policy strategies, advising senior leaders, and engaging stakeholders.

WORK EXPERIENCE:

Pearson, Sholk & Hernandez Law

Attorney

Springdale, AR

August 2025 – Present

- Litigation and transactional attorney, practicing in property, estate planning, contracts, and business law

U.S. Dept. of Homeland Security (DHS) -- U.S. Customs and Border Protection (CBP)

Washington, D.C.

Executive Director of Policy (Senior Executive Service)

January 2024 – January 2025

Senior Advisor to the Commissioner of CBP

October 2023 – January 2024

- Managed and led CBP's Policy Directorate, comprised of ten employees, overseeing the development and implementation of agency policy on pressing issues, such as AI, biometrics, trade policy, and immigration
- Educated senior DHS and White House officials on complex agency policies impacting national security
- Designed and executed numerous policies and regulations, to include reducing unlawful border crossings and improving care of those in CBP custody, by identifying specific challenges, engaging stakeholders, and organizing input, leading to an 85% decrease in overall unlawful border crossings since January 2024
- Led weekly meetings with internal and external (e.g., NGOs and foreign dignitaries) stakeholders, to receive feedback, provide guidance, and prevent or resolve matters impacting CBP operations globally
- Partnered with Public Affairs and General Counsel to identify and mitigate risks and vulnerabilities

The White House / U.S. Small Business Administration (SBA)

Washington, D.C.

White House Fellow - Advisor

August 2022 – October 2023

- Advised the SBA Administrator on an array of policy matters, including economic statistics and trends, disaster response, Congressional hearings, data privacy, workforce development, and etc.
- Created an SBA and U.S. Citizenship and Immigration Services (USCIS) partnership to enhance naturalization ceremonies, resulting in direct SBA engagement with one million new Americans per year
- Implemented and managed SBA's interagency policy procedures (cross-functional), revamping and streamlining Agency commitments, leading to effective information sharing with the White House

City of Springdale

Springdale, AR

Councilmember

Term: January 2021 – January 2024 (departed August 2022)

- One of Eight Representatives of nearly 90,000+ residents in Arkansas' fourth largest city
- Helped design and pass various ordinances by lobbying colleagues and key stakeholders and developing cross-sector partnerships, resulting in city support for raising salaries of first responders, continued revitalization of downtown Springdale, improving and expanding recreational outdoor trail access, etc.
- Chairman of the Community Development Block Grant (CDBG) Committee, helping direct federal sub grants and spending, and increasing participation from local NGOs and minority recipients by 30%

Herrera Law Group

Rogers, AR

Associate Attorney

August 2019 – August 2022

- Represented 100+ clients in municipal, state, and federal courts in Arkansas, Missouri, and Tennessee
- Audited businesses to identify and mitigate legal risks and ensure compliance with state and federal laws
- Routinely negotiated and drafted contracts, settlement agreements, and other complex matters

The Brookings Institution, Foreign Policy
Senior Administrative Specialist

Washington, D.C.
June 2015 – August 2016

- Provided administrative, logistical, operational, and staffing support to the Foreign Policy (FP) program
- Routinely engaged with foreign embassies, universities, think tanks, and policy influencers to increase FP outreach and promote policies, resulting in increased consumption and impact of FP scholarly products
- Served as directorial liaison to other departments throughout the organization, domestically and abroad

U.S. Department of State via U.S. Marine Corps
Marine Embassy Security Guard / Sergeant

March 2009 – May 2012

- Duty assignments: U.S. Embassy Kuala Lumpur, Malaysia; U.S. Embassy Islamabad, Pakistan; and U.S. Consulate General Rio de Janeiro, Brazil
- Provided security of classified material, and protected U.S. citizens and government employees
- Assigned to the President's security detail (March 2011)
- Served as Assistant Detachment Commander, successfully directing a team of Marines and civilians in security and administrative operations, leading to a command nomination for "Detachment of the Year"

U.S. Marine Corps

Logistics - Distribution Management

September 2006 – March 2009

- Duty assignments: Al Anbar Province, Iraq and Okinawa, Japan
- Participated in security and logistical convoys throughout the Al Anbar Province of Iraq, helping provide safety and further friendly interaction with locals, resulting in a decrease in insurgent hostile actions
- Supervised and monitored compliance with international and U.S. shipping regulations
- Served as a distribution *liaison* between the 3rd Marine Logistics Group and various units, helping coordinate 10,000+ logistical debarkations, resulting in significant increase in supply chain movement

EDUCATION:

University of Arkansas School of Law
Juris Doctor

Fayetteville, AR
Graduated: May 2019

Fordham University
Major – Economics

New York, NY
Graduated: May 2015

ADDITIONAL LANGUAGE SKILLS:

Spanish – fluent | Portuguese – proficient

LEADERSHIP AND COMMUNITY INVOLVEMENT:

Springdale Public Schools Education Foundation - Board Member

Springdale Rotary Club – Member and Satellite Club President

Council on Foreign Relations (CFR) – Term Member



Tuesday, July 7, 2026

City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	Michelle Pedro
Email	m3sh3llp3dro@gmail.com
Employer Name/Occupation	Arkansas Coalition of Marshallese
Address	2500 Bowman Dr, Apt B Springdale, Ar, 72762
Phone Number	(714) 280-5276
City of Springdale Length of Residency	7 years
Are you a registered voter within Ward 2?	☒ Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	Faith Laukon
Phone Number	(479) 305-9986

REFERENCE 2

Name	Melisa Laelan
Phone Number	(479) 283-2992

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:

 Michelle Pedro RESUME.docx

 Michelle Pedro Cover Letter.docx

Signature

A handwritten signature in black ink, appearing to be 'M. Q.' or similar, with a long horizontal stroke extending to the right.

MICHELLE PEDRO

Policy & Communications Director

City of Springdale
City Council, Ward 2
Position 2

July 7, 2026

Dear Selection Committee,

I am applying for the temporary City Council seat for Ward 2 because my life, work, and community roots are here in Springdale. As a Marshallese woman serving as Policy and Communications Director for the Arkansas Coalition of Marshallese, I work every day alongside families, youth, and partners to strengthen access, safety, and belonging in our city. My leadership comes from lived experience — growing up in a community that has had to advocate for itself, build trust, and create solutions together.

I want to bring that same grounded, culturally rooted approach to the City Council. Ward 2 is home to many voices, many cultures, and many stories, and I believe representation should reflect that. I am committed to listening, collaborating, and helping bridge the gap between residents and city leadership so decisions are shaped by the people who live them.

Thank you for considering my application. I would be honored to serve our community in this role.

Sincerely,

Michelle Pedro

(714)280-5276

2500 Bowman Dr
Springdale, AR 72762

M3sh3llp3dro@gmail.com

Michelle Pedro

2500 Bowman Dr Apt B
Springdale AR 72762
(714) 280-5276
M3sh3llp3dro@gmail.com

EXPERIENCE

Arkansas Coalition of Marshallese, Springdale, AR—*Policy Director/Communications Specialist*

November 2019 – Current

Committed to improving the lives of Marshallese and COFA (Compact of Free Association) migrants through effective policy reform
Conducted workshops on policy advocacy strategies, empowering community members to engage with policymakers effectively.
Educated participants on legislative processes, grassroots organizing, and coalition building.
Drafted and disseminated impactful press releases highlighting the challenges faced by COFA migrants.
Collaborated with policymakers and media outlets to raise awareness and advocate for policy changes.

Children's Hospital, Springdale, AR—*Admissions Counselor*

November 2019 – November 2020

Work collaboratively with families and financial counselors.
Aid with Medicaid applications.
Patient intake for registration and administration.
Assist with applications and data collection.

Sunny Oaks Inc, Salem, OR —*Direct Support Professional IV*

May 2011 - June 2018

Provided residents with access to community activities resources and services. Assist residents with daily activities and guide in self-advocacy and self-reliance.

EDUCATION: University of Phoenix, Salem, Oregon — *BSHS*

August 2009 - May 2014

Practicum:

Orange Coast Interfaith Shelter Newport Beach, CA
Home Youth and Resource Center Salem, OR
Catholic Community Services Salem, OR

SKILLS

- Good work ethic.
- Organizational skills
- Ability to provide service to diverse populations.
- Community Engagement
- Legislative Advocacy
- Communication and Outreach
- Social Media Marketing & Promotion
- Basic level of fundraising

POLICIES

- ADVOCACY TRAINING AND SUPPORTIVE ROLE
- Medicaid Restoration for COFA
- Compact Impact Fairness Act
- Human Trafficking & Adoption Fraud
- Other Health Equity Policies

LANGUAGES

- -English
- -Marshallese

VOLUNTEER/INTERN WORK

Volunteered for Marshallese Youth of Orange County. Former Vice President of Marshallese Christian Center for Youth group. Administrative Support Intern for OCAPICA. Former board member for Shared Beginnings. Board Member for Legal Aid of Arkansas.



Wednesday, July 15, 2026

City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote
within Ward 2 to be considered.

Name Noemy Santillano

Email isabelladaniel0611@gmail.com

Employer Name/Occupation Carl Bush Law Office

Address 3128 Jerri Lane, Apt A
Springdale, Arkansas, 72764

Phone Number (479) 871-5424

**City of Springdale Length of
Residency** 23 years

**Are you a registered voter within Ward
2?**

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name Carl Bush

Address 6302 S Wilkerson St, Suite C7
Fayetteville, Arkansas, 72704

Phone Number (479) 285-5950

REFERENCE 2

Name Ariella Vega

Address 2323 S Old Missouri Rd
Springdale, Arkansas, 72764

Phone Number (479) 283-2005

Signature



Wednesday, July 8, 2026

City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name Orlando Guerra

Email oz.guerra@icloud.com

Employer Name/Occupation Cram A Lot

Address 1857 Spring Creek Ave
Springdale, AR, 72764

Phone Number (479) 329-6328

City of Springdale Length of Residency Over 25 years

Are you a registered voter within Ward 2? ☒ Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name Catalina Trejo Garcia

Address 1881 Spring Creek Ave
Springdale, AR, 72764

Phone Number (479) 365-1081

REFERENCE 2

Name Sandra Arana

Address 1844 spring creek ave
Springdale, AR, 72764

Phone Number (479) 334-9043

Signature



Wednesday, July 8, 2026

City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name Rex Bailey

Email rexalton1025@gmail.com

Employer Name/Occupation Retired

Address 201 E. Edmonson St
Springdale, AR, 72764

Phone Number (479) 320-6778

City of Springdale Length of Residency Lifelong Resident

Are you a registered voter within Ward 2? ☒ Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name Jeff Watson

Phone Number (479) 790-6215

REFERENCE 2

Name Jeff Harper

Phone Number (479) 841-4650

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:



Cover Letter.docx

Signature

Rex Bailey

Rex Bailey

Application for Appointment to the Springdale City Council Ward 2 Vacancy

July 8, 2026

Springdale City Council
City of Springdale, Arkansas

Re: Application for Appointment to the Springdale City Council Ward 2 Vacancy

Dear Mayor and Council Members:

I respectfully submit my application for consideration for appointment to the Springdale City Council Ward 2 vacancy. Springdale has been my home and my community for many years, and I would be honored to once again serve the residents of Ward 2 and the City of Springdale.

Public service has been an important part of my life. My record includes years of military service, twelve years serving the State of Arkansas in appointed roles, six years serving Washington County as a Justice of the Peace, and twenty nine years serving the City of Springdale in various capacities. Each of these roles has deepened my appreciation for the responsibility that comes with public service and the importance of steady, dependable leadership.

I previously served on the Springdale City Council from 1994 to 1996, again from 1998 to 2000, and most recently from 2023 to 2024. My most recent council service came after Council Member Kevin Flores tendered his resignation, creating a vacancy on the Springdale City Council. At a time when the city needed stability, reliability, and an experienced public servant, I was willing to step forward and serve. I understood the importance of continuity for the council and representation for the citizens of Springdale.

My service to Springdale also includes my work on the Springdale Public Facilities Board, where I served in the capacity of Secretary. The Public Facilities Board plays an important role in supporting and managing public assets that serve the community, including facilities such as Arvest Ballpark. The board assists with matters related to public facilities, including maintenance, operations, leasing, financing, and the long term stewardship of important community assets. My service on this board gave me additional experience in local government and in the management of resources that benefit the public.

I have also had the honor of serving the State of Arkansas. I was appointed by the Governor of Arkansas to serve on the Arkansas State Board of Barber Examiners, a state board responsible for oversight and regulation of the barbering profession in Arkansas. A gubernatorial appointment is a responsibility I have taken seriously, and I have sought to serve with fairness, judgment, and integrity.

In addition, I served Washington County as a Justice of the Peace on the Washington County Quorum Court, the county legislative body. In that role, I helped represent county residents and participated in the work of county government, including matters related to public services, infrastructure, and local policy.

Across decades of service to my city, county, state, and country, I have tried to be steady, reliable, and committed to the public good. Whether serving as a veteran, a Justice of the Peace, a city council member, a local board member, or a gubernatorial appointee, I have always believed that public service requires humility, preparation, and a willingness to put the needs of the community first.

Springdale has given much to me and my family. I would be grateful for the opportunity to continue serving the city and the residents of Ward 2. If appointed, I will approach the role with the same dependability, experience, and commitment that have guided my years of public service.

Respectfully submitted,

Rex Bailey



City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	Richard Duncan
Email	rduncan4@yahoo.com
Employer Name/Occupation	Dunc's Discount Auto
Address	2107 Redbird Circle Springdale, AR, 72764
Phone Number	(479) 422-0588
City of Springdale Length of Residency	20
Are you a registered voter within Ward 2?	Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	Mark Laird
Address	1775 Colby Circle Springdale, AR, 72764
Phone Number	(479) 799-6529

REFERENCE 2

Name	Gene Housley
Address	47 Buckingham Drive Rogers, AR, 72758
Phone Number	(479) 530-2430

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:

Richard Duncan Cover Letter.pdf



Richard Leon Duncan Resume.docx.pdf

RICHARD DUNCAN

CITIZEN AND BUSINESS OWNER

CONTACT

479-422-0588
Rduncan4@yahoo.com
www.duncsdiscountauto.com

RECIPIENT

City of Springdale
City Council
201 Spring Street
Springdale, AR 72764

Dear City Council,

This letter is to accompany my resume and application for the Springdale Ward 2 interim vacant seat. As a resident of Springdale and a Springdale Business Owner, I believe I would be an asset to the City and City Council. I also have 28 years of local law enforcement which allows me to be mindful of the needs of others and the community in which I serve. If voted in, I would work towards assisting the City and Council to build a stronger and safer community in which I live and work.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Richard Duncan

Richard Leon Duncan

2107 Redbird Circle
Springdale, AR. 72764
(479) 422-0588
rduncan4@yahoo.com

Objective

To obtain a position within the City Council in order to be a stronger voice for the city and community I live and work in. As a business owner I would strive to build relationships within the community.

Experience

- Over twenty-eight years as a certified Arkansas Law Enforcement Officer. Currently hold an Advance Certificate.
- Served five years as a Corporal (Street Supervisor) over-seeing general aspects of all daily functions of patrol activity.
- Conducted formal interviews of suspects, victims, and witnesses in all types of investigations.
- Coordinated investigations and resources with other agencies for high profile search warrants.
- Lead CID, Admin Lieutenant, Patrol, Lead Detective.
- Served as Interim Chief.

Qualifications

- Self-motivated; able to set priorities and implement strategic plans to achieve goals and meet deadlines.
- Strong organizational, research, analytical, interpretive and problem-solving skills.
- Multi-task oriented; adapt easily to new concepts and welcome new responsibilities.
- Dynamic teambuilding skills with the ability to quickly evaluate all types of situations and determine several possible solutions.
- Experience, education and training in all aspects of criminal justice and law enforcement.
- Superior knowledge of investigations, interview, surveillance, and evidence collection techniques; capable of handling any type of complaint.
- Strong crisis management and resolution skills.
- Ability to communicate professionally, both verbally and in writing.
- Business and Finance.

Related work experience:

Dunc's Discount Auto - 5/1/2008 to Current

Owner of a local Pre-owned auto dealership.

Johnson Police Department – Dec 1, 2011 to June 21, 2021

Started as Patrol, CID (5 years), Lead Detective (3 years), Admin Lieutenant (3 years), advanced to all department aspects including final year as Interim Chief. Over hiring and firing, all IT work such as Crime Star and WatchGuard, purchasing on fleet vehicles, work schedules, and overseeing court procedures.

Car Mart – Feb 14, 2011 to Dec 1, 2011

Buying agent for used car sales.

Fayetteville Police Department – Mar 1, 2001 to Aug 4, 2010

Patrol (4 years), Corporal (5 years). Held several certificates including Intermediate training and qualifications.

Damascus Police Department – Oct 9, 1997 to Feb 1, 2001

Patrol and investigations.

Interstate Homes – May 3, 1997 to Feb 1, 2001

Sales Manager - produced more sales than three other Interstate Homes Sales Manager. Supervised sales department, delivery crews, receptionist, and advertising. Maintained an inventory of over one million dollars.

Awards:

- Unit Meritorious Performance Award (Jan 2009)
- Eight years continued service (2009)
- Letter of appreciation (2007) for the investigation and hard work completed on a major case
- Five years continued service (2006)
- Letter of appreciation (2005) for lead investigation and arrest of a major forgery case

Tactical Training Certification

- Department of State Glock 21
- Tactical operations
- Active shooter
- Advanced vehicle stops tactics
- Response to active shooters

- PPCT defensive tactics
- Low light/no light 1187 shotgun course
- Firearms marksman
- Defensive driving course

Miscellaneous:

- Unarmed Defensive tactics training
- Taser certification
- BAC operator trained
- S.F.S.T certified
- Radar/Lidar operator certified
- Responding to the mentally ill
- Basic Spanish 1 and 11
- IPMBA basic police cyclist course
- Instructor certificate
- Classroom testimony
- Child safety seat certified
- Racial and cultural awareness
- Interviews and interrogation
- Terminal operation
- Heavy equipment ID program
- Advanced vehicle stop and tactics
- Street level drug and crime interdiction
- Methamphetamine awareness

Education:

High School Diploma – 1988 – Leslie High School
 College English Comp 1 and Comp 11 – 2008 – NWACC
 Criminal Justice – 2003-2006 – Ashworth University

Professional/Personal References:

Blake Chancellor – (479) 422-9348
 Nye Carnahan – (479) 530-0478
 Todd Medlock – (479) 806-3123



City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	Shane Reed
Email	shane.ahren.reed@gmail.com
Employer Name/Occupation	Shane Reed
Address	2004 Hummingbird Dr Springdale, AR, 72764
Phone Number	(479) 225-0895
City of Springdale Length of Residency	Springdale
Are you a registered voter within Ward 2?	Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	Shane Reed
Address	2004 Hummingbird Dr Springdale, AR, 72764
Phone Number	(479) 225-0895

REFERENCE 2

Name	Shane Reed
Address	2004 Hummingbird Dr Springdale, AR, 72764
Phone Number	(479) 225-0895

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:

 Shane Reed Council Vacancy Coverdocx



Shane Reed Council Resume_2637.docx

Signature

A handwritten signature in black ink, appearing to be 'Shane Reed', written in a cursive style.

Shane Reed

Springdale, AR, Ward 2 | 479-225-0895 | shane.ahren.reed@gmail.com

July 13, 2026

Springdale City Council
City of Springdale, Arkansas

Dear Members of the Springdale City Council,

I am writing to formally apply for the vacant Ward 2, Position 2 seat on the Springdale City Council. I am a registered voter and resident of Ward 2, and I am submitting my resume alongside this letter for the Council's consideration.

I am a licensed Arkansas contractor and the founder of Craft Built LLC, a Springdale-based construction services company. My background spans nearly 20 years in residential construction, including field operations, trade coordination, quality control, and cost management with several Northwest Arkansas builders. I began my career in the U.S. Air Force, where I learned the discipline, accountability, and follow-through I bring to every commitment I make.

As a small business owner and tradesman working directly in Springdale's residential construction market, I understand firsthand how city decisions on permitting, infrastructure, and growth affect the families and businesses of Ward 2. I would bring that ground-level perspective to the Council, along with a strong work ethic and a commitment to practical, accountable leadership.

I understand this appointment would carry me through the remainder of the current term ahead of the November special election, and I am prepared to serve Ward 2 immediately and to run for the seat in November. I would welcome the opportunity to speak with the Council directly about my qualifications and my commitment to this community.

Thank you for your time and consideration.

Respectfully,

Shane Reed

SHANE REED

Applicant, Springdale City Council — Ward 2, Position 2
Springdale, AR (Ward 2) | 479-225-0895 | shane.ahren.reed@gmail.com

SUMMARY

Licensed Arkansas contractor, small business owner, and U.S. Air Force veteran with nearly 20 years of hands-on residential construction experience in Northwest Arkansas. Founder of a Springdale-based construction services company. Brings direct, working knowledge of permitting, infrastructure, cost management, and trade coordination to civic decision-making, along with a record of discipline, accountability, and follow-through built over two decades in the field.

COMMUNITY & CIVIC STANDING

- Registered voter and resident of Springdale Ward 2
- Founder and operator of a locally based small business serving Northwest Arkansas homeowners
- Arkansas Contractors Licensing Board (ACLB) licensed contractor
- U.S. Air Force veteran

PROFESSIONAL EXPERIENCE

Founder — Craft Built LLC (Craft Built Home Services) — Springdale, AR [20XX – Present]

- Built and operate a construction services company offering consulting, advising, contracting, and estimating to Northwest Arkansas homeowners and builders
- Manage all aspects of business operations, licensing, client relationships, and project quality control as a licensed Arkansas contractor

Head of Construction / Construction Superintendent — Thrilled Home Builders [20XX – 20XX]

- Directed field operations and trade coordination across residential construction projects in the Northwest Arkansas market
- Managed quality control, scheduling, and cost oversight from ground-breaking through closeout

Construction Roles — Buffington Homes / Rausch Coleman Homes [20XX – 20XX]

- Held field and trade coordination roles with two of the region's established residential builders, developing broad experience across production home construction

Sales / Operations — Lowe's [20XX – 20XX]

- Supported customers and contractors on building materials, project planning, and product knowledge

Exteriors Contractor — Reed Custom Exteriors [20XX – 20XX]

- Performed and managed residential exterior construction and remodeling work

Enlisted Service Member — United States Air Force [20XX – 20XX]

- Began career in military service, developing the discipline, structure, and accountability carried into two decades of civilian construction leadership

WHY I'M APPLYING

As a small business owner and tradesman working directly in Springdale's residential construction market, I see firsthand how city decisions on permitting, infrastructure, and growth affect the families and businesses of Ward 2. I am prepared to serve the remainder of this term with the same accountability I bring to every project, and to run for the seat in the November special election.



Tuesday, July 14, 2026

City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	steve vance
Email	vances777@yahoo.com
Employer Name/Occupation	retired
Address	1656 clear creek drive Springdale, AR, 72764
Phone Number	(479) 841-3224
City of Springdale Length of Residency	Springdale
Are you a registered voter within Ward 2?	Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	James Walthers
Address	318 Kelli Ave Farmington,, AR, 72730
Phone Number	(479) 263-7713

REFERENCE 2

Name	Rob Hierholzer
Address	2436 Indian Oaks Trail Springdale, AR, 72762
Phone Number	(479) 530-8424

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:

 Steve Vance Resume_5315.docx

Signature

A handwritten signature in black ink, consisting of a stylized 'M' followed by a horizontal line.

STEVE VANCE

CONTACT

479-841-3224 

Vances777@yahoo.com 

1656 Clear Creek Drive 

Springdale, AR 72764 

EDUCATION

BS Milling Science & Mgt
Kansas State University
1983

American Institute of
Baking
Manhattan, KS 1984

SKILLS

Communication
Teamwork

INTERESTS

Cycling
Hiking
Fishing
Gardening
Beekeeping

PROFESSIONAL EXPERIENCE

Director Product Development – Tyson Foods

1992-2025 - Retired 12/25

Led teams of Food Scientists, developing protein items for major National Accounts Customers operating in the QSR space.

Worked with cross-functional teams to ensure we met customer expectations, while focusing on the business needs of Tyson Foods.

Sales Manager – National Accounts – Tyson Foods

Managed the Taco Bell Account for Tyson Foods Mexican Original Division – 1997-1999

Fitness Instructor – Fayetteville Athletic Club – 2010-Current

Teach Spin Classes



City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	Traci Day
Email	ttggtday@gmail.com
Employer Name/Occupation	Springdale Public Schools/Assistant Transportation Director
Address	1461 Butterfield Coach Rd Springdale, AR, 72764
Phone Number	(479) 799-0235
City of Springdale Length of Residency	45 years
Are you a registered voter within Ward 2?	Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	Jeremy White
Address	19413 Nob Hill Loop Springdale, AR, 72764
Phone Number	(479) 236-9530

REFERENCE 2

Name	Kevin Conkin
Address	1248 Lexington Circle Springdale, AR, 72764
Phone Number	(479) 871-2810

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:

Traci Day.pdf



Cover letter.pdf

Signature

Iraci Day

July 9, 2026

Dear Hiring Committee,

I am writing to express my interest in serving in a position where I can use my years of public service, organizational leadership, and commitment to my community to make a positive impact. With nearly two decades of experience with Springdale Public Schools, I have developed strong skills in planning, budgeting, problem-solving, and customer service while working collaboratively with employees, families, and community members.

As Assistant Route Coordinator, I oversee complex transportation operations that require careful planning, attention to detail, and effective communication. My responsibilities include creating and managing bus routes, coordinating transportation for special education students and summer school programs, assisting with departmental budgets, processing invoices, coordinating substitute drivers, and managing the purchasing, tagging, and insurance of district vehicles and equipment. These responsibilities have strengthened my ability to make informed decisions, manage resources responsibly, and respond effectively to changing needs.

Throughout my career, I have earned a reputation for being dependable, organized, and dedicated to serving others. I understand the importance of listening to community concerns, working cooperatively with diverse groups, and finding practical solutions that benefit everyone involved. I believe these qualities would allow me to make meaningful contributions in a leadership role.

I would welcome the opportunity to discuss how my experience, work ethic, and commitment to public service align with your organization's needs. Thank you for considering my application. I appreciate your time and look forward to the opportunity to speak with you.

Sincerely,

Traci Day

Traci Day

1461 Butterfield Coach Road | Springdale, AR 72764 | (479) 799-0235

SUMMARY

Experienced public servant with more than 20 years of leadership and administrative experience serving the Springdale community through Springdale Public Schools. Proven ability to manage budgets, coordinate complex operations, solve problems, and work collaboratively with employees, administrators, families, and community members. Committed to transparency, fiscal responsibility, public safety, and providing quality services that strengthen the community.

EXPERIENCE

Assistant Director of Transportation

July 2020 – Present

Springdale Public Schools

- Assist in overseeing the daily operations of one of the area's largest school transportation departments.
- Support budget planning and responsible financial management.
- Coordinate transportation services for thousands of students, including Special Education transportation.
- Work closely with district leadership, school administrators, employees, and families to resolve issues and improve services.
- Review and approve employee timesheets and operational records.
- Assist with purchasing, contracts, and transportation equipment bids.
- Help ensure compliance with state and federal transportation regulations.

Assistant Route Coordinator

July 2007 – June 2020

Springdale Public Schools

- Planned and managed school bus routes for safe and efficient student transportation.
- Coordinated transportation for Special Education and FIT programs.
- Assisted with departmental budgeting and financial tracking.
- Prepared bids for buses and equipment.
- Managed vehicle registration and insurance records.
- Assigned substitute drivers and coordinated daily route coverage.
- Worked collaboratively with staff, parents, and school administrators.

Transportation Secretary

July 2005 – June 2007

Springdale Public Schools

- Supported transportation operations through routing, scheduling, and administrative coordination.
- Assisted with budget administration and record management.
- Coordinated field trip transportation and employee attendance records.

Secretary

2000–2005

Phillips Chapel Free Will Baptist Church

Managed budgets, financial records, and administrative operations.

Secretary

1996–2000

Cypert, Crouch, Clark & Harwell

Prepared legal documents, maintained records, and provided office support.

Receptionist

1993–1996

Springdale Children's Clinic

Provided customer service, managed patient records, and performed administrative duties.

TECHNICAL SKILLS

Public Service
Fiscal Responsibility
Budget Management
Strategic Planning
Team Leadership
Community Relations
Problem Solving
Communication
Government and Policy Collaboration
Operational Management
Contract and Bid Administration
Organization and Planning

CERTIFICATIONS

Class B Commercial Driver's License (CDL) with Endorsements — May 2002 – Present

COMMUNITY COMMITMENT

Dedicated to serving the citizens of Springdale through honest leadership, responsible stewardship of public resources, and a commitment to improving the quality of life for families, neighborhoods, and local businesses.

REFERENCES

Available upon request.



City of Springdale Application Form - Appointment to the Springdale City Council, Ward 2/Position 2

PLEASE NOTE: You MUST reside and be registered to vote within Ward 2 to be considered.

Name	Victor Rojas
Email	victor@arjustice.com
Employer Name/Occupation	Rojas Smith Attorneys, PA
Address	3307 Kennesaw Street Springdale, AR, 72764
Phone Number	(479) 935-7939
City of Springdale Length of Residency	2 years
Are you a registered voter within Ward 2?	Yes

REFERENCES

Please include two (2) references below:

REFERENCE 1

Name	Garrett Harlan
Address	201 Spring St Springdale, Arkansas, 72764
Phone Number	(870) 740-7185

REFERENCE 2

Name	John Threet
Address	280 N. College Ave Fayetteville, AR, 72703
Phone Number	(479) 444-1560

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position:

ROJAS CV 2026.pdf



V.23.pdf

Signature

A handwritten signature in black ink, consisting of a vertical line followed by a series of loops and a long horizontal stroke.



Rojas Smith Attorneys, PA

3291 S. Thompson Street | Suite D104 | Springdale, AR 72764

July 9, 2026

Via Online Portal To:

Springdale City Council
201 Spring St
Springdale, AR 72764

Re: Application for Ward 2 City Council Appointment

Dear Members of the Springdale City Council:

I respectfully submit my application for appointment to the vacant Ward 2 City Council position. As both a resident and business owner in Springdale, I have invested my career and my family's future in this community. I currently have the privilege of serving the citizens and businesses of Northwest Arkansas as the Managing Partner of Rojas Smith Attorneys, where I oversee the firm's operations while representing individuals, entrepreneurs, and businesses in matters involving litigation, contracts, real estate, municipal issues, and business transactions.

Throughout my legal career, I have developed experience evaluating complex issues, balancing competing interests, negotiating practical solutions, and making decisions based upon the law, sound judgment, and long-term consequences. I believe these skills translate well to public service and would allow me to contribute meaningfully to the City Council's work.

Springdale is more than the city where I practice law—it is my lifelong home. I live here, operate my business here, employ members of our community, and have watched firsthand the tremendous growth and opportunities our city has experienced. As an attorney and business owner, I regularly work with local residents, developers, contractors, property owners, and business leaders, giving me a broad perspective on many of the issues affecting our community.

I also understand that this appointment is temporary. Should I be selected, I would be honored to serve on a temporary basis to provide continuity and thoughtful representation for Ward 2 until the voters elect their representative in the upcoming election. My goal would be to faithfully fulfill the responsibilities of the office during this interim period while ensuring that the interests of Ward 2 residents remain well represented.

My upbringing and experiences in Northwest Arkansas have reinforced the importance of transparency, accountability, fiscal responsibility, and collaborative leadership. It would be an honor to serve the citizens of Ward 2 and the City of Springdale. Thank you for your consideration of my application. I would welcome the opportunity to answer any questions you may have.

Very Truly Yours,

VICTOR R. ROJAS

Victor Ruben Rojas
Attorney-at-Law

EDUCATION:

University of Arkansas School of Law, Juris Doctor

Spring 2018

Honors: Dean's List: Fall 2016, Spring 2017, & Fall 2018.

Activities: Hispanic Law Student Association: President.

University of Arkansas Fulbright College of Arts & Sciences

Spring 2015

Bachelor of Arts (History) GPA: 3.34

Bachelor of Arts (Spanish) GPA: 3.34

Minor (Latin American Studies)

Licensures: Arkansas Law License, AR #2018129
United States District Court Western District of Arkansas
United States District Court Eastern District of Arkansas

EXPERIENCE:

Rojas Smith Attorneys, P.A.: Managing Partner

May 2018—Present

- Direct all firm operations, business strategy, and the delivery of comprehensive legal services. Concentrated in the areas of civil litigation, general corporate counsel, real estate, contracts, criminal defense, and business representation.
- Represent clients in a broad range of industries, including business, automotive, construction, and real estate.
- Manage hundreds of case files in their entirety, from initial client interview to trial/case resolution.
- Extensive experience structuring, advising, and negotiating uniquely tailored solutions for clients in a wide variety of practice areas.
- Manage all interviews, negotiations, mediations, and trials for Spanish speaking firm clients.

Sosa Bright Tech, S de R. L.: General Counsel

February 2021—January 2024

- Drafted/revised all legal documents (i.e., service contracts, supplier manuals, NDA's) between Mexican based entities and client companies located in the United States.
- Provided legal advice on the compliance of service contracts and all other internal legal affairs.
- Created and led an internal legal department and supervised all issues directed to external counsel.
- Led all legal operations in Mexico and the United States with internal and external counsel.
- Oversaw continuous improvement projects such as reduction of materials and loss prevention.

Bright Abrasives, S.de R.L.: In-House Counsel

February 2021—January 2024

- HR guidance; risk management; oversaw all project management and day to day functions.
- Negotiated and drafted service contracts for new areas of the business.
- Directed all legal operations in Mexico and the United States.
- Oversaw the importation and exportation of goods between the United States, Mexico, and Asia.
- Advised executive management on international business trends and recommended internal changes in accordance.
- Partnered with executive management to strategize, create and maintain corporate and business structures and entities to maximize tax situation and to manage/minimize and segregate potential liability.

Sam's Club Home Office: Legal Extern

August 2016----January 2017

- Worked under Sam's Club In-House attorneys.
- Enhanced legal research skills through legal memorandums and presentations.

CITY OF SPRINGDALE

Application for Appointment to the Springdale City Council - Ward 2

Deadline: Wednesday, July 15, by 5:00 p.m.

Please print clearly. Fields marked with an asterisk (*) are required. Applicants must reside in Ward 2 and be registered to vote within Ward 2 to be considered.

APPLICANT INFORMATION

First Name*	Last Name*
Ray	Dotson
Email*	Phone Number*
Self	55 415
Employer Name/Occupation*	City of Springdale Length of Residency*
3900 Shorts Ln	
Street Address*	Street Address Line 2
Springdale	AR 72764
City*	State / Province* Postal / Zip Code*

VOTER REGISTRATION

Are you a registered voter in Springdale?*

☒ Yes ☐ No

If you are not registered in Springdale, which city are you registered to vote in?*

Ward 2 eligibility acknowledgement:* ☒ I confirm that I reside in Ward 2 and am registered to vote within Ward 2.

REFERENCES

Please include two (2) references below.

REFERENCE 1

First Name*	Last Name*
Jeff	Harper
Phone Number*	Email
Street Address*	Street Address Line 2
City*	State / Province* Postal / Zip Code*

REFERENCE 2

First Name*	Last Name*
Ernest	Cate
Phone Number*	Email
Street Address*	Street Address Line 2
City*	State / Province* Postal / Zip Code*

RESUME AND COVER LETTER

Please attach your most recent resume and cover letter with any information that you think would make you a good candidate for this position (NOT REQUIRED).

☒ Resume attached ☒ Cover letter attached

SIGNATURE

By signing below, I certify that the information provided in this application is true and complete to the best of my knowledge.

Applicant Signature*

Date*

7/14/2021

July 7, 2026

Mayor, Doug Sprouse
Springdale City Council
201 Spring Street
Springdale, AR 72764

Mr. Mayor, Doug Sprouse and Springdale City Council Members,

I would like to submit this letter and resume to be considered to complete the remaining unexpired term of Springdale Arkansas, City Council Member Ward 2, Position 2.

I have been a resident of Springdale, Arkansas for over 55 years and a business tax payer for over 43 years with a 22-million-dollar investment in the city of Springdale. As I am reaching retirement age I feel like with my business experience and skills I can make a valuable contribution to the future of Springdale.

I had the honor, privilege, and experience to be elected to the City Council in 1993-1994 and then re-elected again in 2003-2006 which provided me with the education, experience, knowledge, skills, and responsibilities needed to serve on the city council. With my previous experience serving the city council would require very little training. I look forward to your decision and the opportunity to serve the city of Springdale.

I have been a taxpayer in the city of Springdale for over 43 years and have been very appreciative of the opportunities that this city and community have offered to me and my family to achieve success through the years.

I am aware that the city of Springdale has been experiencing exponentially rapid growth and am confident that I have the skills and business acumen to continue to help develop, guide, and support future growth and expansion.

As I am nearing retirement age my goal would be to work to build, collaborative partnerships, and improve the infrastructure of Springdale and to utilize my "common sense" business experience and skills to support and grow the present and future of the city of Springdale. This city is very dear to my heart, and I hope to offer my services, support, and guidance for our continued growth and well-being.

If I am appointed to this City Council Ward 2, Position 2, I am requesting no compensation or benefits to be received while filling this vacancy period. My only interest in this position is to serve the City of Springdale to the best of my ability.

Having been a longtime resident of Springdale Arkansas, my family and I have been rewarded with living and raising our children in a great community.

Thank you,



Ray Dotson

Ray N. Dotson
3900 Shorts Lane
Springdale, AR 72764
Cell Telephone: 479-263-2220
Glazer419@aol.com

EDUCATION:

1971- 1978: Springdale Public Schools, Springdale, AR

POLITICAL HISTORY

1993-1994: Elected to Springdale City Council

2003-2008: Re-elected to Springdale City Council

EXPERIENCE:

1973: Dwight's Grocery Store

1974: Harp's Grocery Store

1975-1979: Springdale Glass Company

1979-1983: Central Glass Company

SELF EMPLOYMENT:

1984 – Present: Dotson's Glass and Mirror Company, 419 E. Emma, Springdale, AR
Owned and operated the glass and mirror company located in downtown Springdale on Emma Street for over 43 years serving residential and commercial properties.

1995 – Present: Ozark Mountain Carriages 501 E. Emma, Springdale, AR
Offered horse and carriage rides for many years throughout Northwest Arkansas providing a safe and healthy opportunity for families to experience close proximity to animals in a safe environment. Many families have experienced happy opportunities to be around horses. Many marriage proposals have occurred in our carriage rides through the year.

2012 – 2019: Spring Creek Amish Market & Deli 501 E. Emma, Springdale, AR
Owned and operated a family deli at this location for approximately five years. Closed due to the COVID pandemic.

2011 – Present: Stockyard Stables Fort Worth, Texas
Our family has operated and maintained horses available for the public to ride designated trails within the city of Fort Worth Texas. These trail rides provide the public with the opportunity to ride horses in a safe environment and at a price that families can enjoy and afford.

2020 – Present: River's Edge RV Park 20751 Blue Springs Road, Springdale, AR
For many years northwest Arkansas has had a need for a place to park recreational vehicles (RV) close proximity to the city of Springdale and near the lake made an ideal location to host a RV park to house tourists and travelling working persons who need a temporary and or long term parking space with adequate facilities to meet their needs.

2022 – Present: Rocky Mountain Stables, YMCA Properties, Granby, Colorado

Recently we had the opportunity to expand our equine services in Granby Colorado to provide riding opportunities for families to experience riding horses enjoying the beautiful Rocky Mountains terrain, mountains, trees, flowers, streams, and nature. The YMCA of the Rockies recently expanded our original 3-year contract to an additional ten-year contract due to the growth that Rocky Mountain Stables significantly increased revenue for the YMCA and the city of Granby. The Rocky Mountain Stables management team will be operating sleigh rides as soon as the snow hits the mountains this fall.

2026 to Present: Gyro Aviation Flight School is opening soon at the Springdale Municipal Airport which will benefit the citizens and the surrounding communities primarily the city of Springdale.

RESOLUTION NO. _____

**A RESOLUTION SUPPORTING AND AUTHORIZING THE
SUBMISSION OF AN APPLICATION TO THE WALTON FAMILY
FOUNDATION DESIGN EXCELLENCE PROGRAM FOR
PLANNING AND DESIGN SERVICES FOR SHILOH SQUARE**

WHEREAS, the City of Springdale adopted the Downtown Springdale Master Plan to guide public and private investment in Downtown Springdale and has continued to implement public-space, streetscape, and civic improvements consistent with that plan; and

WHEREAS, Shiloh Square is an important public gathering space in Downtown Springdale, and the City desires to evaluate improvements that strengthen its function, accessibility, safety, programming, connection to surrounding destinations, and long-term public value; and

WHEREAS, the Walton Family Foundation Design Excellence Program supports planning and design of inclusive, connected, and high-quality public spaces in Northwest Arkansas, and the City has an opportunity to request grant assistance for professional planning and design services for Shiloh Square; and

WHEREAS, the proposed scope will evaluate a core concept focused on Shiloh Square and may also evaluate an expanded concept incorporating the adjoining property at 132 Spring Street (parcel: 815-22935-001) if the City acquires or otherwise secures sufficient legal control of that property and the expanded scope is approved by the Walton Family Foundation; and

WHEREAS, the requested grant amount, required local contribution, final scope of work, schedule, and other material terms will be established in the grant application and any resulting grant agreement and will be subject to City Council review and approval.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SPRINGDALE, ARKANSAS, THAT: the Council supports and authorizes the submission of an application to the Walton Family Foundation Design Excellence Program for planning and design services for an amount up to seven hundred fifty thousand dollars (\$750,000). The application may include an expanded study concept involving the 132 Spring Street (parcel: 815-22935-001); however, any grant agreement, property acquisition, appropriation, construction commitment, or other action requiring City Council approval shall be submitted separately.

PASSED AND APPROVED THIS ____ DAY OF _____, 2026.

Doug Sprouse, Mayor

ATTEST:

Sabra Jeffus, City Clerk

APPROVED:

Garett Harlan, City Attorney

RESOLUTION NO. _____

**A RESOLUTION SUPPORTING AND AUTHORIZING THE
SUBMISSION OF A GRANT REQUEST TO THE WALTON FAMILY
FOUNDATION TO ESTABLISH A DOWNTOWN INFILL
INFRASTRUCTURE PILOT PROGRAM**

WHEREAS, the City has identified infrastructure constraints in and near Downtown Springdale, including water and fire-flow capacity, wastewater, stormwater, streets, sidewalks, lighting, and related public improvements, that can create barriers to desirable infill development; and

WHEREAS, targeted investment in public infrastructure can improve public safety, make more efficient use of existing facilities and services, support attainable and workforce housing, strengthen neighborhood connectivity, and encourage additional private investment; and

WHEREAS, the City proposes to establish a pilot program to evaluate infrastructure assistance for qualifying infill projects using transparent criteria that consider project readiness, infrastructure need, housing and affordability benefits, consistency with adopted plans, public benefit, and private investment; and

WHEREAS, the Walton Family Foundation supports investments in essential infrastructure, accessible housing, and connected communities throughout Northwest Arkansas, and the City has an opportunity to request grant funding to establish and implement the proposed pilot program.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SPRINGDALE, ARKANSAS, THAT: the Council supports and authorizes the submission of an application to the Walton Family Foundation for the Downtown Infill Infrastructure Pilot Program requesting up to eight hundred thousand dollars (\$800,000), with a City contribution not to exceed two hundred thousand dollars (\$200,000), for a total project amount of up to one million dollars (\$1,000,000), subject to appropriation by the City Council. Any other action requiring City Council approval shall be submitted separately, and nothing in this Resolution shall be construed as guaranteeing assistance to any private development or waiving any applicable City ordinance, regulation, or requirement.

PASSED AND APPROVED THIS ____ DAY OF _____, 2026.

Doug Sprouse, Mayor

ATTEST:

Sabra Jeffus, City Clerk

APPROVED:

Garett Harlan, City Attorney

ORDINANCE NO. _____

AN ORDINANCE AUTHORIZING A COST OF LIVING ADJUSTMENT FOR THE PARTICIPANTS OF THE LOCAL POLICE PENSION AND RELIEF FUND UTILIZING MILLAGE FUNDS COLLECTED PURSUANT TO ARK. CODE ANN. §24-11-404 AND AS PROVIDED IN SECTION 86-46 OF THE CODE OF ORDINANCES OF THE CITY OF SPRINGDALE, ARKANSAS.

WHEREAS, the voters of the City of Springdale, on November 7, 1972, approved the assessment of a millage (one-half mil), pursuant to Ark. Code Ann. §24-11-404, to pay pensions to retired police officers and to the widows and minor children of deceased/retired police officers, which assisted in the creation of the Local Police Pension and Relief Fund (“the Local Plan”);

WHEREAS, the revenue stream collected by way of the aforementioned millage, and codified at Section 86-46 of the Code of Ordinances of the City of Springdale, Arkansas, are not included within the actuarial valuations of the Local Plan, and are therefore separate and apart from the Local Plan’s assets;

WHEREAS, the Local Plan is fortunate to have ample amounts of funds from the aforementioned millage flowing into it to fully fund a cost of living adjustment for the remaining participants of the Local Plan; and,

WHEREAS, the Local Plan Board has requested that the Springdale City Council approve a five percent (5.00%) cost of living adjustment for the remaining participants of the Local Plan, to be funded by the revenue from the aforementioned millage.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL FOR THE CITY OF SPRINGDALE, ARKANSAS:

Section 1: That a five percent (5.00%) cost of living adjustment be approved for the remaining participants of the Local Police Pension and Relief Fund, to be funded by the revenue stream collected by way of the aforementioned millage, adopted pursuant to Ark. Code Ann. §24-11-404, and codified at Section 86-46 of the Code of Ordinances of the City of Springdale, Arkansas.

PASSED AND APPROVED this 28th day of July, 2026.

Doug Sprouse, Mayor

ATTEST:

Sabra Jeffus, City Clerk

APPROVED AS TO FORM:

Garrett Harlan, City Attorney