

ARKANSAS RICE RESEARCH AND PROMOTION SPECIAL CALLED BOARD MEETING

Minutes

March 18, 2025

1:30 p.m.

The Arkansas Rice Research and Promotion Board held a Special Called meeting via Zoom only.

Member(s) present via Zoom: Becton Bell, Jay Coker, David Gairhan, Scott Matthews, Carl Phillips, Paul Schwarz, Jim Whitaker, Charles Williams

Member(s) absent: Jeff Rutledge

Chair Jim Whitaker called the meeting to order and welcomed all members and guests.

Chair Whitaker explained that Becky Campbell's grant proposal submitted in 2024 for public relations/education work on behalf of the board was approved in February 2024. Due to miscommunication between Ms. Campbell and at least one board member, Ms. Campbell thought it was not necessary for her to submit a proposal in 2025 to continue the work. Because of the misunderstanding, she is being allowed to present her proposal to the board today.

Ms. Campbell presented her proposal. **Attachment 1**

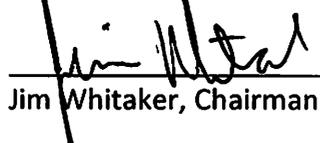
The board discussed whether this type of work was needed and if the proposal qualified as a grant or a contract. Administrator Cynthia Edwards clarified it is a grant proposal submitted in response to the board's request for grant proposals made in December 2024. Edwards explained there are different procurement procedures the board must follow for contracts for professional services.

Discussion followed, including the need for additional information regarding grant and contract proposals.

**Moved by Coker, seconded by Bell to table any action until additional information about whether Ms. Campbell's proposal constitutes a grant proposal or a contract for services is received.**

**Motion carried.**

Meeting adjourned.

  
\_\_\_\_\_  
Jim Whitaker, Chairman



**CAMPBELL  
WARD**

PUBLIC RELATIONS PROPOSAL



Prepared for

Arkansas Rice Research & Promotion Board

March 18, 2025

## OVERVIEW

Campbell Ward will continue to coordinate and implement a public relations campaign that will increase awareness and communicate the efforts of the Arkansas Rice Research and Promotion Board (ARRPB). Maintaining consistent social media activities and updating the website as needed will increase communication efforts to producers as to how ARRPB stewards the checkoff funds.

## BUDGET BREAKDOWN

COMPONENT	BUDGET	NOTES
SOCIAL MEDIA	\$2,400	Targeted and boosted posts on Facebook and Twitter (\$200/ month)
THIRD PARTY	\$2,400	Graphic design and material development (\$200/ month)
	\$4,800	
CAMPBELL WARD		Strategy and execution of campaign
	\$20,000	March – December 2025 (\$2,000/ month)
	\$24,800	TOTAL

## SCOPE & TERMS

Campbell Ward will coordinate with the Arkansas Rice Research and Promotion Board to organize a strategic and comprehensive informational campaign.

Services for will begin on March 1, 2025, and will conclude on February 28, 2026, unless otherwise determined by either party. At the conclusion of this contract, both parties can assess the current climate to determine if the campaign should be extended.

In consideration of these services, ARRPB will pay Campbell Ward a monthly retainer of \$2,000. If the monthly allotment of time (10 hours) is exceeded, ARRPB agrees to pay Campbell Ward a rate of \$200 per hour for each accumulation.

All payments are due on the first of each the month. Individual rates will be tabulated at the end of each month. Either party may terminate this Agreement at any time for any reason without cause, by giving the other party at least thirty (30) days prior written notice of termination

**CONFLICTS**

Arkansas Research and Promotion Board understands that Campbell Ward may provide public relations services for other persons, corporations, and trade associations. Campbell Ward agrees, however, that it will not knowingly engage in the performance of public relations services, which conflict with Campbell Ward’s obligations to ARRPB, or in conflict of the goals of ARRPB in connection with this engagement. If requested, Campbell Ward will disclose all clients for whom we perform public relations services.

Should we become aware of any conflicts with regard to our representation of you, we will notify you and discuss options for resolving this matter.

**ACCEPTANCE**

If this proposal correctly reflects your understanding of the terms and conditions of the agreement, we request that you provide your consent by signing in the space provided below.

We look forward to working with you. On behalf of Campbell Ward, we appreciate your consideration and will be happy to answer any questions you may have.

ARRPB agrees to the foregoing terms:

CW agrees to the foregoing terms:

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_