

State of the League 2018-2019

Arkansas Municipal League Annual Report

Our Mission

The Arkansas Municipal League was founded in 1934 and exists for a threefold purpose:

- To act as the official representative of Arkansas cities and towns before the state and federal governments;
- To offer a forum for discussion and sharing of mutual concerns; and
- To provide a clearinghouse for information and answers.



Great Cities Make a Great State

#85thAMLConv

Message From Our Director



Executive Director
Mark R. Hayes

It's a privilege and an honor to work for you, the dedicated, hard-working city and town officials of Arkansas! The past twelve months have been challenging, particularly with the passing of our longtime leader, Don A. Zimmerman. I'm proud to tell you that your League staff has both risen to the occasion and has exceeded all expectations. The League is stronger than ever!

Each day we strive to provide you with top-notch services and products so that you may do the same for your constituents. Many of you have heard me say in reference to the League staff that we are you, the membership, and you are us. Together, we'll ensure that Great Cities continue to make a Great State for many more years to come.

If you're in central Arkansas, stop by League headquarters for a cup of coffee and a chat. You'll see firsthand the remarkable work being done each and every day. Remember, we are you and you are us! Peace.

Very truly yours,

Mark R. Hayes
Executive Director

Who is the AML?

The Arkansas Municipal League is a service and advocacy organization for the cities and towns of Arkansas, representing more than 65% of Arkansas's citizens.

League membership includes:

- 117 First Class Cities
- 205 Second Class Cities
- 177 Incorporated Towns.

Our National Organization



Through membership in the Arkansas Municipal League, each Arkansas city and town is a direct member of the National League of Cities.

NLC Officer

2019 NLC Board of Directors
Mayor Harold Perrin, Jonesboro



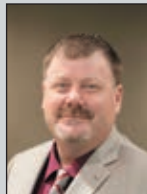
2018-2019 Leadership



Mayor Joe A. Smith
North Little Rock
President



Mayor Harold Perrin
Jonesboro
First Vice President



Mayor Darrell Kirby
Bay
Vice President, District 1



Mayor Allen Lipsmeyer
Morrilton
Vice President, District 2



Mayor Greg Hines
Rogers
Vice President, District 3



Mayor Bobby Neal
Smackover
Vice President, District 4

Professional Development

126 Events | 7,659 Attendees

- **Annual Convention:** 1,243 Attendees
- **Winter Conference:** 1,230 Attendees
- **AML Voluntary Certified Municipal Official Program:** 1,518 Participants at 7 events
- **Safety, Wellness, & Other Training:** 3,541 Participants at 115 events
- **Continuing Legal Education:** 127 Participants at 2 events

AML Benefit Programs

Municipal Health Benefit Program (481 Members)

The League's Municipal Health Benefit Program provides medical, dental, and vision benefits to employees and officials. The advantage of being a part of the large group has enabled cities over the years to maintain a relatively stable cost for this important fringe benefit for municipal officials and employees in an era of soaring medical costs.

Municipal Legal Defense Program (468 Members)

The MLDP is an optional program whereby participating municipalities can pool their resources and provide limited protection for the personal assets of officials, board or commission members, and employees.

Municipal League Workers' Compensation Program (491 Members)

The Municipal League Workers' Compensation Program (MLWCT) was established in 1985 to help cities and towns meet their statutory responsibilities for on-the-job employee injuries and loss-of-time claims.

Municipal Property Program (348 Members)

The MPP is an optional program whereby participating municipalities can pool their resources and provide all risks protection for their buildings and contents.

Municipal Vehicle Program (435 Members)

The MVP, Part I, is an optional program whereby participating municipalities can pool their resources and provide liability protection on their vehicles. Part II allows municipalities the option of carrying physical damage coverage on their vehicles on a pooled, self-funded basis.

Arkansas Local Government Pension Management Trust and Municipal Other Post Employment Benefits Trust (9 Members)

The PMT is an optional program available to local municipalities' pension plans that provides an excellent opportunity for relatively small or medium sized locally controlled plans to join together in a League-sponsored pension management plan. The League has established the Municipal Other Post Employment Benefits Trust as a vehicle for cities (and city agencies) to implement a savings plan for OPEB costs.

Other optional programs offered by the League include:

- **Accidental Death & Dismemberment**
- **Firefighters Supplemental Income Protection and Death Benefit Program**
- **Non-CDL Drug Testing**
- **Ordinance Codification.**

Publications

City & Town magazine, the official monthly publication of the Arkansas Municipal League, is free to members. Total readership: more than 7,000 per month in print and online.



Other Educational Publications

The League offers a library of over 50 publications available in print or by download, including 1 new publication this year.

AML Online

The online home of the Arkansas Municipal League is armil.org.

Site Visits (May 2018-May 2019): **194,458**

Unique Page Views (same period): **116,436**

Top Page Visits

1. Home Page
2. MHBP Provider Search
3. Services/Benefit Programs
4. Services/MHBP
5. Contact/Staff Directory
6. Publications

Twitter @ARMuniLeague

1,105 Followers | 2,037 Tweets

Facebook.com/arkansas.municipal.league

Fans: 2,913

Top single-day impressions: 4,232

Top weekly impressions: 24,196

Top reach of organic post (28-day period): 14,487

Top total impressions (28-day period): 34,682

League Events/Meetings Mobile App

Access: 2,826 sessions

Other ways to connect with AML online

LinkedIn: Arkansas Municipal League

Instagram: [armunileague](https://www.instagram.com/armunileague)

Flickr: [Flickr.com/photos/arkansas_municipal_league](https://www.flickr.com/photos/arkansas_municipal_league)

Youtube: [Youtube.com/user/ARMunicipalLeague](https://www.youtube.com/user/ARMunicipalLeague)

Microsite: greatcitiesgreatstate.com

2018-2019 By The Numbers

Benefit Program Membership

- 468—Municipal Legal Defense Program
- 491—Municipal League Workers' Compensation Program
- 369*—Municipal Health Benefit Program (* 112 Limited Service Members)
- 411*—Municipal Vehicle Program, with 22,332 units covered and Insured to Value of \$806 million (*24 Limited Service Members)
- 340*—Municipal Property Program, with 8,211 properties covered and Insured to Value of \$2.75 billion (*8 Limited Service Members)
- 198—Accidental Death & Dismemberment
- 233—Firefighters Supplemental Income Protection & Death Benefit Program
- 9—Arkansas Local Government Pension Management Trust & Municipal Other Post Employment Benefits Trust
- 105—Non-CDL Drug Testing
- 143—Ordinance Codification

Communications

- 194,458—Visitors to arml.org
- 116,436—Unique visits to pages on arml.org
- 2,913—Facebook fans
- 1,105—Twitter followers
- 5—Active ListServ groups
- 646—ListServ subscribers
- 96—League-sourced ListServ messages sent
- 12—Issues of City & Town magazine
- 75—Information requests via arml.org

Legal Services

- 179—Cases active
- 2,000+ —Legal inquiries

State Aid Street Program

The State Aid Street Committee administers the State Aid Street Program to assist Arkansas's cities and towns in improving city streets.

- \$137.2 million—Total project funding to date
- 833—Miles of city and town streets improved to date
- 595—Projects approved to date
- 88—New projects approved for funding
- 43—Projects currently underway totaling \$10.1 million
- 429—Cities and towns participating in program to date

