



**Traffic Safety and Signage Committee
Meeting Minutes
August 3, 2026
2:00 PM
Bentonville City Hall**

I. Old Business

1. Spooky Sprint - Fayetteville on 10/4/26

Informational

Kaleb Sarver - kaleb@bodiesrc.com

Request for approval of a Half Marathon, 10K, and 5K event. We would need 4 police officers total for our race starting at Orchards Park.

- 1 by the roundabout on NE J ST and NE John Deshiels BLVD
- 1 on Museum Way by the crossing between orchards trail and N forest Trail
- 1 on NE A ST
- 1 on NE Cub Cir and NE A

Route:

<https://www.google.com/maps/d/viewer?mid=1PsevnE268gbSUDJWsZmWDy0h3ZyyPhM&ll=36.389221444823875%2C-94.196071372218&z=14>

Kaleb Sarver presented revisions to the proposed Spooky Sprint event. The race start was relocated to Orchards Park following concerns raised at the previous meeting. Coordination was completed with Bentonville Parks and Recreation and the Bentonville Police Department regarding the revised route. The committee reviewed the updated route and confirmed the revisions addressed previous concerns.

Vote: Motion carried unanimously.

2. Lifetime Event

Kalene Griffith - kalene@visitbentonville.com

Road Closure on 2 days, October 11th & 17th. Closure of N Main St SB from NE A St to NW 3rd St, NW 3rd St Closure EB to NE B St, NE B St Closure SB to NE 2nd St, NE 2nd St closure to NE F St, NE Fst Closure SB crossing E Central Ave onto SE F St to SE 3rd St, SE 3rd St Closure WB to SE A St, SE A St Closure SB to SE 6th St, SE 6th St Closure WB up to the Momentary property line. LIFETIME Expo is planned on Momentary property. 21c, Blake St and Table on 6th. Actively in conversation with Visit Bentonville & LIFETIME to make an action plan to minimize the impact on business from closures.

Representatives from Visit Bentonville and Lifetime presented an updated traffic management plan for the Little Sugar event, addressing concerns raised at the previous meeting. The revised plan maintained access to the 21c Hotel parking garage and nearby businesses while utilizing temporary fencing, police traffic control, and advance public notification to minimize impacts. The committee discussed resident access, emergency vehicle access, and traffic control measures. Daniel Clardy, Street Manager, recommended requiring the applicant to submit the final traffic control plans, equipment layout, and message board language to the Street Department for review and approval at least two weeks prior to the event. The committee incorporated that requirement into the motion before voting.

Motion: Approve the event with the condition that final traffic control plans, equipment layout, and message board language be submitted to the Street Department for review and approval at least two weeks prior to the event.

Vote: Motion carried 6-1, with Cindy Acree opposed.

II. New Business - Public Comment to be Heard with Agenda Item

1. 5k @ the LPGA

Informational

Brandi Mikula - bmikula@outlyr.com

We are hosting our race at the Walmart Home Office this year on Saturday, September 19th. We are expecting 1,800-2,000 runners.

As a note, we have been in close communication with the Walmart Campus team and have necessary approvals on their end for any Walmart-owned street closures and campus usage. We have shared the route with Kevin Cizerle and he has no concerns with the route and has recommended relevant police presence.

Rachel Reese and Brandi Mikula presented the proposed LPGA 5K event to be held on September 19, 2026. The event will relocate from Rogers to Bentonville as part of the LPGA's 20th anniversary celebration and is expected to attract approximately 1,800–2,000 participants. The proposed route utilizes the Walmart Home Office campus, Walmart-owned streets, sidewalks, and trails. Committee discussion focused on traffic impacts at MLK and 8th Street, cyclist safety along the Razorback Greenway, and advance warning signage. Committee members expressed support for utilizing the Walmart campus for future community events.

Vote: Motion carried unanimously.

2. Holiday Events in Downtown Bentonville

Informational

Aaron Nolan - aaron@downtownbentonville.org

Downtown Bentonville Inc requests closures for the Lighting of the Square (11/21) and the Christmas Parade (12/12). These events will be identical to the 2025 request.

Aaron Nolan presented the annual requests for the Lighting of the Square and Christmas Parade. The proposed traffic control plans were substantially the same as those approved for the 2025 events, with minor adjustments anticipated due to construction associated with the Heart and Main development.

Vote: Motion carried unanimously.

3. Pedestrian Warning Signs - 11th & Bella Vista

Informational

Benjamin Prout - prout1bd@gmail.com

I am requesting the city to look into installing pedestrian crossing signs that flash when pedestrians enter the marked crosswalk. This crosswalk connects commuters and families to both TJ and Sugar Creek schools and is becoming more dangerous as traffic does not stop/see crossing pedestrians - especially when it is dark outside and crossing guards are not always present and are expensive. This would help to warn traffic that families and pedestrians are in a marked crosswalk.

Benjamin Prout requested pedestrian-activated flashing warning signs at the crosswalk serving Thomas Jefferson Classical Academy and Sugar Creek Elementary. The committee discussed MUTCD warrant requirements, traffic volumes, vehicle speeds, accident history, and engineering criteria. A nearby resident also shared concerns regarding visibility, lighting, and student safety.

Vote: Motion carried unanimously to table the request. The item will return to the committee following completion of traffic counts and an engineering study after school resumes.

4. Race/Run Event - Trifest for MS 2026

Informational

Erica Clayborn - erica.m.clayborn@gmail.com

Request for Traffic Safety & Signage Committee review for the 15th Annual Trifest for MS race/run/triathlon event on September 4, 5 & 6, 2026 at Melvin Ford Aquatic Center/Memorial Park, Bentonville. Event includes youth and adult races. The request includes traffic signage, safety review, route support, and police assistance for race operations as shown on the attached youth and adult route maps/site map. The route is intended to follow prior-year approved courses unless otherwise noted on attached maps. The event representative will meet with Bentonville Police before the TSS meeting. Weather contingency: delayed start, modified course, or cancellation within event weekend in coordination with the City/Police.

Scott Rampi presented the request on behalf of Erica Clayborn for the 15th Annual Trifest for MS, scheduled for September 4–6, 2026. The event will utilize previously approved routes with police support throughout the weekend. The committee discussed future traffic growth in the area and encouraged the applicant to evaluate alternative routes for future events to reduce congestion.

Vote: Motion carried unanimously.

5. School Zone Signage Needed

Informational

Kristin Kuhlow - KristinKuhlow@gmail.com

Request to add school zone flashing sign on SE 8th St between SE D St and S Main St in both directions. The street is so busy now. Many Thaden students use the crosswalk on 8th & E St. Weekly I see cars speed up to beat traffic lights and blocking crosswalks. Not required, but police presence at 3:15 p.m. period/call-up would help.

Kristin Kuhlow requested school zone signage on SE 8th Street to improve pedestrian safety for Thaden School students. The committee discussed increased traffic, pedestrian safety, and bicycle activity along the adjacent shared-use path. Staff advised that school zone improvements were already being coordinated with Thaden School as part of its expansion. The committee discussed the need to complete a MUTCD compliance review before determining the appropriate school zone improvements.

Vote: Motion carried unanimously to table the request. The item will return to the committee following completion of the MUTCD compliance review.

6. SE 8th St & SE E St - Electrical Box

Informational

Kristin Kuhlow - KristinKuhlow@gmail.com

Please relocate the big green box installed at this corner. It directly prohibits a driver's view to the west when trying to turn from SE E St onto 8th St. 8th Street is extremely busy now, and this green box makes it dangerous to turn left onto 8th Street from SE E Street!

Kristin Kuhlow requested relocation of the electrical utility box at SE 8th Street and SE E Street due to visibility concerns for motorists turning onto SE 8th Street. Prior to the meeting, the Street Department proactively evaluated the intersection and made adjustments to the pavement markings to improve traffic operations and reduce potential driver confusion. Travis, Electric Director, explained that the utility box serves multiple electrical circuits within a heavily congested utility corridor containing electric, gas, storm drainage, and traffic signal infrastructure. He advised that relocating the equipment would require significant utility coordination and could impact multiple critical underground systems, making relocation impractical at this location. The committee acknowledged the concern and discussed continuing to evaluate other potential traffic safety improvements at the intersection.

Vote: No formal action was taken.

7. Featherston/Glen Rd - Street Safety

Informational

Jessica Bunch - Jessmarie8403@yahoo.com

I'm trying to get a crosswalk/street markings/signage request for Featherston/Glen Rd to have a safe crossing and action for a way a child can walk home as well as the community.

Jessica Bunch requested additional pedestrian safety improvements at Featherston Road and Glen Road,

including crosswalks and roadway markings to improve connectivity for children and neighborhood residents. The committee discussed existing conditions, ongoing development in the area, and the need to collect traffic and pedestrian data before determining the most appropriate improvements.

Vote: Motion carried unanimously to table the request. The item will return to the committee following completion of traffic counts and collection of additional data to evaluate potential pedestrian safety improvements.

III. Miscellaneous

IV. Next Proposed Meeting:

1. September 7 , 2026

Kirby Romines, City Clerk

Stephanie Orman, Mayor