

TALK *of the* TOWN

August 2025

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From the **MAYOR'S DESK**

Solicitation Ordinance Updated to Strengthen Resident Protections

Sherwood has made great strides to improve communication and our relationships with incoming businesses, which has enhanced our reputation. We are receiving positive feedback and feel confident that we are moving in the right direction. However, not all business practices are welcomed by Sherwood residents—particularly door-to-door solicitation.

Times have changed. Information about products and services is readily available with a quick Google search. People no longer appreciate someone ringing their doorbell to sell solar panels, internet service, security systems, and other products.

Even though Sherwood is a very safe community, there's no denying that the world in general has become more unpredictable. We don't need strangers going door-to-door in our neighborhoods—especially when we don't know their backgrounds.

That's why it was time to take action by amending our existing ordinance regulating door-to-door solicitation. It was time to require background checks. Solicitors are now also required to wear a city-issued identification badge that must be visible at all times. Failure to do so will result in the revocation of their license.

Previously, companies were allowed to have up to 50 solicitors. That number has been reduced to five per company, with a fee of \$200 per solicitor. Licensing fees have also been raised significantly, and a \$1,000 bond is now required. The license term has been shortened from 12 months to just 90 days. Additionally, solicitation is now only allowed between 9:00 a.m. and 8:00 p.m. or sunset—whichever comes first—and is prohibited entirely on Sundays.

The City Council unanimously approved the changes by amending Ordinance No. 2212, which governs solicitation and peddling within Sherwood city limits. You may review Ordinance No. 2212 in its entirety at: www.cityofsherwood.net/DocumentCenter/View/2191/Ordinance-2212?bidId=

An emergency clause was also passed, meaning the changes took effect immediately.

It was made clear during the City Council meeting that this ordinance does not apply to canvassers. A canvasser is defined as anyone attempting to make personal contact with a resident without a prior specific invitation or appointment for the primary purpose of promoting a **non-commercial cause**—such as a religion, philosophy, ideology, political party, issue or candidate. Even if the canvasser accepts donations, they are still not considered

solicitors under this ordinance. In other words, this update does not apply to churches, Boy Scouts, Girl Scouts, school organizations, political candidates, or individuals gathering signatures for a ballot initiative.

To be clear, these changes apply only to **new** solicitation permits. Existing permits will remain valid until they expire, at which point renewal will require compliance with the new regulations. In fact, one company recently inquired about a new permit but ultimately chose not to proceed due to the updated requirements.

In the meantime, what can you do about existing door-to-door solicitors? Ask to see their business license. If they cannot produce one, they are not operating legally. Call the Sherwood Police nonemergency line at (501) 835-1425 with a description of the individual, the company they represent, and the direction they were headed. If you're on the Do Not Knock List, report violations to the same number and provide as much identifying information as possible.

It will take time to fully implement this change, but by this time next year, there will likely be very few—if any—licensed solicitors in Sherwood. That means it will be much easier for the police to identify and deal with those who are operating illegally. You can look forward to fewer unwanted visitors ringing your doorbell and a safer neighborhood environment.

If you have any questions, please contact Sherwood City Hall at 501-835-5319.

Kindest regards,



PS It's hard to believe that summer is almost over. To all our students, teachers, and staff, we hope you all have a great start to the school year! Sherwood is proud of you—work hard, be kind, and know we're cheering you on.

It was made clear during the City Council meeting that this ordinance does not apply to canvassers, such as political candidates, school organizations, churches, etc.





Watch all meetings at: <https://www.cityofsherwood.net/watchnow>

(PASSED UNANIMOUSLY) An ordinance amending a conditional use permit for the property located at 816 East Kiehl Avenue, Unit 8, repealing ordinance 2188, and for other purposes (Mayor Heye-Townsell). This business has been in operation for approximately 8 years. This conditional use will allow the business to operate while providing protection to the adjacent property owners.

(FIRST READING) An ordinance amending the existing zoning code in respect to §14.10.10 exterior wall surfaces and associated terms in §14.17.02 definitions, repealing conflicting ordinances. This amendment streamlines the approval process for businesses and allows the use of new and improved materials not listed in the previous ordinance. This also allows staff to be able to approve future exterior products similar to those approved. This will streamline the process, making our city more business-friendly. (Mayor Heye-Townsell)

(PASSED UNANIMOUSLY) A resolution expressing the willingness of the City of Sherwood to apply for the Arkansas Community Assistance Grant Program. This resolution was presented to gain council approval to apply for a grant to repair the spillway at Lake Cherrywood. (Mayor Heye-Townsell, Council Member Thomas, Townsend and McCullough)

(PASSED UNANIMOUSLY) An ordinance amending ordinance No. 2212 regarding rules for solicitation and peddling in Sherwood, Arkansas, declaring an emergency, and for other purposes. The ordinance limits each applicant to five solicitors, all of whom must have completed an Arkansas State Police background check within the past six months. Solicitation is allowed only from 9:00 a.m. to 8:00 p.m. or sunset, whichever is earlier, and is prohibited on Sundays. The minimum fine for sign violations is increased to \$250, and solicitors must check the city's updated non-solicitation list daily and wear a visible city-issued ID card at all times or risk license revocation. A \$200 fee per solicitor (up to five) and a \$1,000 bond are required. Licenses are valid for 90 days instead of one year, with reapplication allowed only after nine months. The ordinance takes effect immediately to protect residents from unwanted intrusions. However, those that currently have a permit still fall under the existing rules until it expires. Please see the article on pages 1-2 for more information. (Mayor Heye- Townsell and Council Member Townsend)

NEW BUSINESS - The Mayor discussed the situation with the HVAC at the Harmon Center gym. There are two very large units. One of the units, which is original to the building, 23 years old, is no longer working. This unit needs a new compressor. However, no parts are made for it due to age, nor are there any aftermarket parts available. The one unit cannot keep the gym cool, and it is putting a lot of stress on it. This is a very expensive unit to replace, approximately \$103,000. The mayor stated that all of our HVAC units are serviced every year, but this has been a particularly rough year for HVAC units in our city, with so many of them being past their prime. We did not anticipate this unit going out and thus did not budget for such an expense. The mayor stated that we could wait until next year's budget, but she was concerned that over-taxing the one unit could cause it to go out, and then the situation would be so much worse. Council Member McCullough stated that both she and her daughter felt lightheaded and nauseous and had to leave the gym early. Council Member Brooks stated that she was concerned about the elderly members and the effect it could have on their health, and mentioned not wanting to lose membership numbers. Council Member McCullough made a motion to move \$120,000 from reserves to go to the Harmon Center Building Maintenance line item to replace the unit, and gave the City Attorney the task of drafting a resolution to accomplish this, and for the Mayor to execute the resolution and to expedite the replacement of the unit. This was passed unanimously.

Third Thursdays in the Park

FREE CONCERT



**MIDNIGHT
SOUTH**

**SEPTEMBER 18 • 7 PM
CITY HALL PARK
SHERWOOD**

Sponsored by Sherwood A&P Commission and Bank OZK

Get ready for a night of great music on Thursday, September 18, 2025, from 7 to 9 p.m. at Sherwood's City Hall Park, as the popular Third Thursdays in the Park free concert series continues.

This month's featured band, Midnight South, is a Central Arkansas-based country group that artfully blends classic country with rock, pop, and old-time influences. Proudly rooted in the Natural State, the band draws inspiration from iconic artists such as Alan Jackson, Brooks & Dunn, Keith Urban, Zac Brown Band, and Arkansas legends like Johnny Cash and Merle Haggard.

Midnight South's fresh yet nostalgic sound has earned them recognition across the region. Recently, the band was honored with the

Arkansas Country Music Association's "Best New Band" award and received nominations for "Song of the Year" and "Best Live Performance" at the 2025 Arkansas Music Awards.

Their high-energy, toe-tapping performances create the perfect soundtrack for a night of dancing and visiting with family and friends. A variety of food trucks will be on hand to serve up local favorites during the show.

Get a sneak peek of Midnight South on *Arkansas Style* on KARK 4 on September 11 at 2 pm and on *The Vine* on KTHV 11 on September 18 at 9 am.

Don't miss this FREE night of music and fun in the heart of Sherwood on September 18th! See you all at City Hall Park!



City Hall Park - 2201 Thornhill Drive
(behind Sherwood City Hall)

Youth Leadership Opportunities Available for Sherwood Students

Mayor's Youth Council & Junior Ambassador Program Now Accepting Applications

The City of Sherwood and the Sherwood Chamber of Commerce are now accepting applications for two unique youth leadership programs for the 2025–2026 academic year: **the Sherwood Mayor's Youth Council (MYC) and the Junior Ambassador Program.**

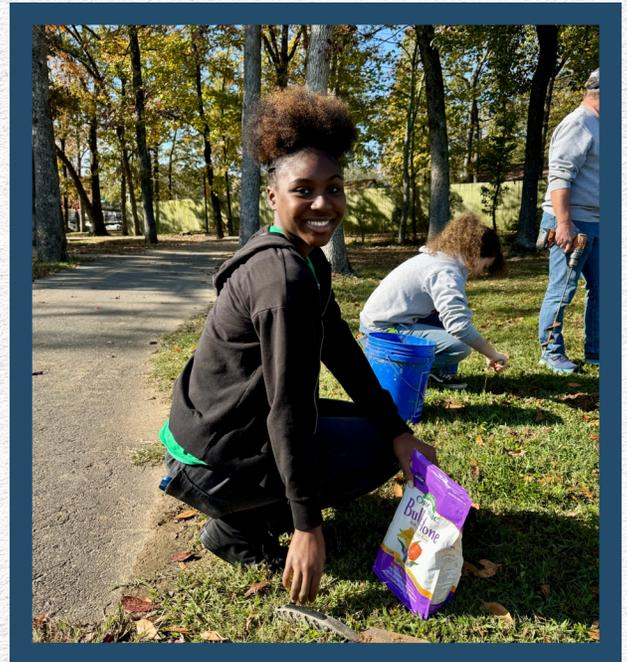
Both initiatives are designed to cultivate the next generation of civic-minded leaders by providing students with real-world opportunities to engage in local government, business, and community service.

Sherwood Mayor's Youth Council (MYC)

Open to Sherwood residents in grades 10–12, the Sherwood Mayor's Youth Council encourages civic and community engagement by connecting teen leaders with municipal officials and city-sponsored volunteer activities. MYC members will:

- Earn service hours and gain hands-on experience in local government.
- Participate in monthly meetings and team-building activities.
- Volunteer at community events.
- Contribute a minimum of four service hours per month.
- Discuss youth-related issues directly with decision-makers.
- Build skills in leadership, responsibility, and collaboration.

Students in the MYC will be selected through an application process that prioritizes commitment to service and involvement in the community. Students may either attend a Sherwood school or be homeschooled. Registration closes August 22, 2025.



To apply, scan the QR code or visit <https://form.jotform.com/251194727324155>

Youth Leadership Cont...

Sherwood Chamber of Commerce Junior Ambassador Program

The Junior Ambassador program is offered to high school freshmen who desire the opportunity to learn more about Sherwood and the surrounding community and how to become more involved in our city. Students will meet community leaders from area businesses, government agencies, military installations, and civic organizations. Participants will be introduced to an environment designed to enhance and develop their leadership and networking skills.

Applicants must:

- Be a member of a 2025-2026 freshman class of one of the three community schools in the area (Sylvan Hills High School, Abundant Life Christian Academy, Lisa Academy, or local homeschool student)
- Demonstrate leadership in his/her school and/or community
- Have an interest in furthering his/her knowledge about Sherwood and community leadership
- Commit to FULL PARTICIPATION in the program.

Applications will be thoroughly reviewed. Selection criteria include:

- Commitment to personal growth
- Commitment and motivation to serve the community through volunteer work
- Personal commitment to improving the community environment to favorably impact the development and quality of the community
- Strength of endorsements
- Resume and Cover Letter
- GPA of at least 3.0
- Reliable attendance history in school

For more information or to apply, visit sherwoodchamber.net or contact program liaison Veronica Vega at 501-835-7600 or vvega@sherwoodchamber.net.

The Sherwood Mayor's Youth Council and the Junior Ambassador program both offer invaluable experiences that prepare students to become active, informed citizens and future leaders of Sherwood. Students are encouraged to apply early and take advantage of these meaningful opportunities to serve and grow.



State Champions Crowned at The Greens at North Hills Golf Course

Sherwood's North Hills golf course played host to some of the best young golfers in Arkansas during the Arkansas State Junior Match Play Championship, which concluded on Thursday, July 17. More than 100 boys and 19 girls, all age 17 and under, competed over four days in one of the premier junior golf tournaments in the state.

The championship began with stroke play qualifying rounds to determine seeding, followed by a series of head-to-head match play rounds. The competition culminated with two standout performances under the summer sun.

Henry O'Keefe captured the state boys' title, emerging as champion after a strong run through the match play bracket. On the girls' side, Susanna Manns claimed the championship, showcasing skill and poise throughout the tournament.

Despite the heat, competitors remained focused and determined, navigating the challenging layout of North Hills Golf Course. The event was organized by the Arkansas State Golf Association and brought together junior golfers from across the state for a week of high-level competition and sportsmanship.



SCHOOL SUPPLY DRIVE

AUGUST 9
THORNHILL POOL
2201 Thornhill Drive

12:00 - 7:00 pm

- BACKPACKS (CLEAR OR MESH)
- PENCILS
- BLACK PENS
- HIGHLIGHTERS
- PAPER
- BINDERS
- NOTEBOOKS
- TISSUES
- HAND SANITIZER



Questions?
hcalhoon@cityofsherwood.net
501-835-6893

SHERWOOD CHAMBER OF COMMERCE

FISH FRY FUNDRAISER

& BUSINESS EXPO

THURSDAY
SEPTEMBER 25TH
5:00 PM - 7:00 PM

SHERWOOD FOREST
1111 MARYLAND
SHERWOOD

\$15 TICKETS
4 & UNDER FREE

For Tickets and more, visit
sherwoodchamber.net or call
501-835-7600

ArchWell™ HEALTH

Thank you to ArchWell Health for sponsoring the City of Sherwood's Monthly Senior Luncheon in July. ArchWell Health provides personalized primary care for adults 60 and older, offering extended office visits, preventive screenings, lab work, vaccinations, care coordination, and telehealth services. Their senior-focused approach includes wellness planning, nutrition support, and easy access to specialists, all designed to help older adults stay healthy, active, and independent.

The North Little Rock office is located at 4143 John F. Kennedy Blvd. This location offers all core services—including primary care, cardiology telehealth, preventive screenings, nutrition education, in-house lab work, vaccinations, care management, and social work referrals—with easy access in a senior-friendly environment.

To learn more archwellhealth.com or contact Nicole Perkins, Membership Consultant at 501-541-8002 or via email at nicole.perkins@archwellhealth.com





CITY OF SHERWOOD
ATHLETICS

FALL

BASEBALL & SOFTBALL REGISTRATION

JULY 21 - AUGUST 14

\$75 REGISTRATION FEE



REGISTER ONLINE



 501-835-2154

 sherwoodathletics@cityofsherwood.net

 408 Dee Jay Hudson Dr.

CITY OF SHERWOOD MAYOR'S YOUTH COUNCIL

EARN YOUR VOLUNTEER HOURS WITH 24 HOURS GUARANTEED

SEPTEMBER 2025 - MAY 2026

10TH - 12TH GRADE STUDENTS

- CONNECT WITH MUNICIPAL LEADERS
- DEVELOP LEADERSHIP SKILLS
- HELP YOUR LOCAL COMMUNITY

REGISTRATION OPENS MAY 5TH
AND CLOSES AUGUST 22ND



SCAN THE QR
CODE TO
APPLY NOW

QUESTIONS? EMAIL
PUBLICINFORMATION@CITYOFSSHERWOOD.NET





SAVE THE DATE

WINTER FEST

DECEMBER 6, 2025

Winter Fest is back! Sherwood is gearing up for a joyous celebration this December with the 2nd Annual Winter Fest.

The day will include: the annual Sherwood Christmas parade at 11 am, live music, food trucks, family fun activities, and a Christmas Market. Get your group registered for the parade or your business registered for the festival using the QR codes below.

APPLICATIONS DUE OCTOBER 24, 2025



FOOD TRUCKS



VENDORS



PARADE



**CONTACT CHLOE PETROSS, COMMUNITY ENGAGEMENT COORDINATOR, AT
CPETROSS@CITYOF SHERWOOD.NET OR 501-413-8030**



WorkforceAR provides free career services to job seekers and talent solutions for businesses across Central Arkansas. Job seekers can access training programs, resume assistance, career counseling, and job placement help. Employers benefit from customized hiring support, workforce training, and layoff response services. WorkforceAR services are available to Sherwood residents. While there isn't a center within Sherwood city limits, Sherwood is part of Pulaski County and falls under the jurisdiction of the North Little Rock, Arkansas Workforce Center, which is just a short drive away.



The North Little Rock office offers the full range of WorkforceAR programs, including:

- Adult job training (skills & on-the-job training, apprenticeships, literacy/ESL, resume/ interview prep)
- Dislocated worker assistance (for layoffs, closures, displacements)
- Youth services (tutoring, work experience, counseling, financial literacy)
- Specialized support for veterans, people with disabilities, returning citizens, and more

Please note that eligibility guidelines apply to all programs. No appointment is necessary; walk-ins are welcome Monday–Friday, typically 8 a.m.–4:30 p.m.

- Address: 324 W Pershing Blvd, Suite 1, North Little Rock, AR 72114
- Phone: (501) 376-4119
- Learn more at dws.arkansas.gov

CAPDD/Arkansas Workforce Center is an "equal opportunity employer/program" and auxiliary aids and services are available upon request to individuals with disabilities. Arkansas Relay Services 1-800-285-1121 (Voice) 1-800-285-1131 (TDD) or TDD711, EO Officer, Tina Roach (501) 676-2721 tina.roach@capdd.org



REIMAGINE

Sherwood

SERIES

 August 7th, 2025
  11:30 am - 1:00 pm

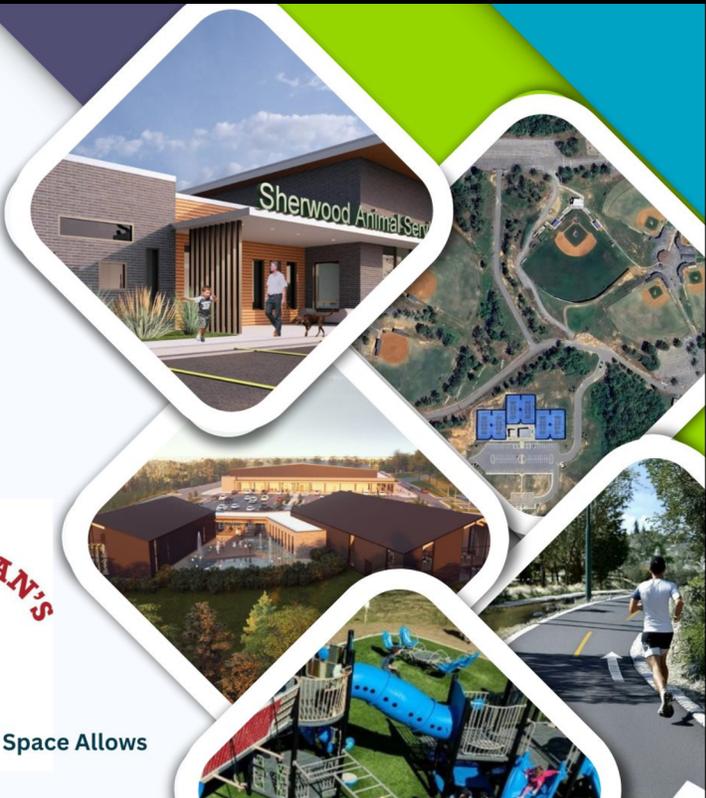
 The Greens at North Hills: 7400 Hwy 107

Catered & Sponsored by Shotgun Dans

RSVP: 835-7600 or sherwoodchamber.net

\$15 - with Reservations by August 4th \$20 - After Deadline, if Space Allows







Support for Sherwood's COPPS Programs Soars at Balcony Blast 2025

The Sherwood Police Department's Balcony Blast Fundraiser was a sold-out success, bringing community members together for great food and a great cause. Attendees enjoyed a BBQ dinner catered by The Saucy Pig, all while supporting outreach efforts that directly benefit Sherwood residents.

Thanks to the strong turnout and community support, all proceeds from the event will be reinvested into the Sherwood Police Department's COPPS programs. COPPS—short for Community-Oriented Policing and Problem Solving—is a dedicated division that goes beyond routine patrols to build trust and provide assistance through a wide range of outreach efforts. Programs supported by COPPS include: COPPS Kids Christmas, Coats for Kids, Stuff the Backpack, Fishing Derbies, Cops and Cones, Coffee with a Cop, and other initiatives as community needs arise.

Events like the Balcony Blast showcase what's possible when a community comes together with a shared goal of making Sherwood a safer and more supportive place for everyone.

The next big event for COPPS will be Sherwood's Night to Unite on October 16 at City Hall Park. Look for more details in upcoming segments of *Behind the Badge*.



OFFICER SPOTLIGHT

JAMAL HOCKADAY

School Resource Officer at SHHS



4. What hashtags describe your personality best?

The best hashtag to describe me would be #BLACKCOP154. When my son was three years old, he would see me and tell his mother, "Mommy, Daddy is a black cop." Since then, the nickname has stuck. I don't find any offense in it, as I am a Black man and a cop. The kids at school refer to me as #BLACKCOP154, and they don't see it as racist. It's just who I am!

5. What are your secret talents no one knows about?

I love history, especially anything about WWII and Ancient World History.

6. When you are at work, how do you motivate yourself?

I understand my motivations and have a clear purpose: to be the best husband, father, and police officer I can be. The children I interact with at school each day inspire me to improve myself, enabling me to better serve my family and community.

7. In terms of successes, which accomplishments are you most proud of?

I am proud of my accomplishments, which include attending college and earning three associate degrees. I am also a member of three honor societies and am close to obtaining my bachelor's degree this year from UALR. School was challenging for me, and I often doubted my ability to succeed in college.

8. Tell us something that is on your "bucket list."

On my bucket list I would like to visit Australia, Ireland, Scotland, Norway, and Bora Bora.

9. What is your happy place in Sherwood?

Whenever I spend time with my family and community at city and school events, I feel happy. I'm a social person.

1. How long have you been with the Sherwood Police Department?

I've been with the Sherwood Police Department for 17 years and prior to that I was with the Jacksonville Police Department for 13 years.

2. What does your job entail?

As a School Resource Officer (SRO), my role involves collaborating closely with school administrators, teachers, and students to foster a safe and secure learning environment. I provide educational support on a range of important topics, including drug and alcohol prevention, cyberbullying, internet safety, and conflict resolution. Additionally, I engage in mentoring students by building strong relationships and serving as a positive role model, particularly for at-risk youth.

3. What are the toughest challenges you've had at work?

Inform staff and students that I am more than just a police officer at their school; I am a person they can rely on. I serve as a counselor, teacher, and law enforcer.



Beauty Boss Co.

— AESTHETICS & WELLNESS —

NLR

PROMOTING SMALL BUSINESS

Beauty Boss Co.

Beauty Boss Co. Aesthetics & Wellness offers personalized care in both beauty and wellness, blending services like injectables, skincare, hormone replacement therapy, and functional health treatments to help clients feel their best—inside and out.

Founded by a practitioner with a background in both aesthetics and functional medicine, Beauty Boss Co. opened its first location in Cabot in 2021 and expanded to the Sherwood/North Little Rock area in November 2024. Their mission remains the same: to create a space where beauty and wellness go hand in hand.

What sets Beauty Boss Co. apart is its commitment to root-cause care, extended service hours, and industry-leading expertise. Their team also trains future professionals at the on-site Beauty Boss Academy, giving clients added confidence in their providers' skills.

In 2025, the business was honored with multiple AY Magazine Best of 2025 awards—including Best Medical Spa, Best Aesthetician, and Best Hormone Specialist. They are currently offering a 15% discount for new patients as part of their summer wellness promotion.

Although new to the Sherwood/North Little Rock area, the team is already engaging with local businesses and events and looks forward to deeper community involvement. Future plans include expanding their Academy into virtual learning, introducing more regenerative services, and hosting client-focused events.

Whether you're seeking rejuvenation, balance, or education in aesthetics and wellness, Beauty Boss Co. is committed to walking alongside you on that journey.



AUGUST EVENTS

Aug 1: COPPS School Supplies Giveaway, 10 am, Amy Sanders Library. First come, first served. While supplies last.

Aug 2 - 3: Arkansas Tax Free Holiday

Aug 5: Senior Luncheon, 11:30 am, Jack Evans Senior Center, RSVP 501-834-5770

Aug 7: Reimagine Sherwood Series 11:30 am
The Greens at North Hills, see pg 10

August 9: School Supplies Drive @Thornhill Pool, donate school supplies or a backpack in exchange for free pool entry. See pg 7

August 11: First Day of School for PCSSD

August 14: Fall Baseball & Softball Registration Closes. See page 8

Aug 14: AARP Driving Course 1-4:30 PM. JESC

Aug 21: National Senior Citizens Day, Seniors can come celebrate with a Dip Party at the JESC at 11 am, 501-834-5770

Aug 25: City Council Meeting, 6 pm, City Council Chambers

Aug 30: Movie Night at the Thornhill Pool, *Shrek*. The pool will close at 4 pm to prepare for movie night at 8 pm. Gates reopen at 7:30 pm. Free admission. See right.

SAVE THE DATE

September 1: Closing Day @ Thornhill Pool, Fairway and Splash Pad closing dates TBD

Sept 1: City offices closed for Labor Day, garbage routes for Monday, Sept. 1, will be picked up on Tuesday, Sept. 2. Tuesday through Friday garbage routes will remain on schedule. This is not a regularly scheduled recycling week.

Sept. 18: Third Thursdays in the Park FREE Concert- Midnight South, 7 pm – 9 pm, City Hall Park – 2201 Thornhill Drive, see pg 4

September 25: Chamber Fish Fry Fundraiser, 5 pm Sherwood Forest, 1111 Maryland, see pg 7

FOLLOW US FOR THE MOST ACCURATE & UPDATED INFORMATION



FACEBOOK
City of Sherwood
Arkansas -
Government

INSTAGRAM
cityofsherwood_ar_gov

Movie Night
SHREK

Saturday | **30** | 8:00 pm
AUGUST

Thornhill Pool - 2201 Thornhill Dr
501-835-6893