PeerBasis

COMPENSATION COMPARABILITY DETERMINATION

Better Business Bureau Of Arkansas

Executive Director / CEO

EIN **453041152**
AR · NTEE S20
FY ending 2024-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Bonita Minchew, Executive Director / CEO** ($38,788) against **every comparable organization** that fit the selection criteria — **22** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 59th percentile of comparable organizations

within the typical range

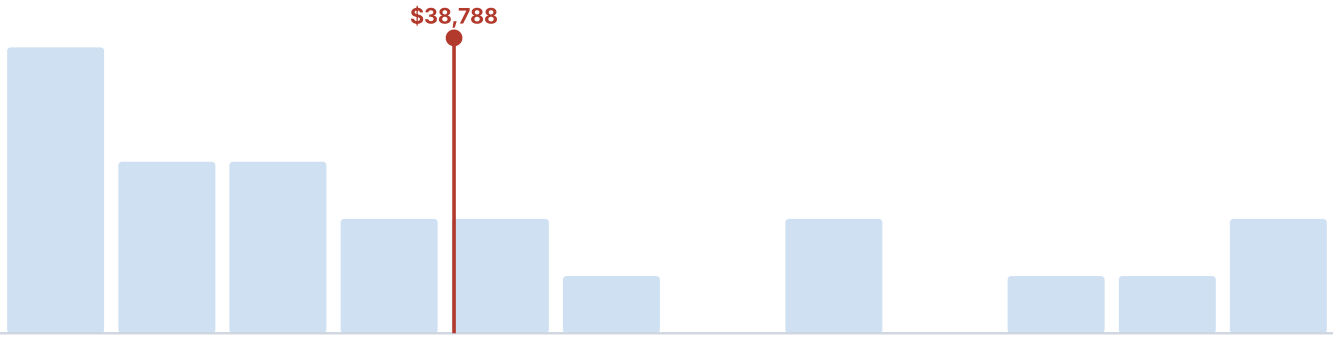
> **Benchmarked executive:** Bonita Minchew — reported title "PRESIDENT/CEO", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S20).
BUDGET	Total revenue between $27,531 and $61,638 — 0.67× to 1.50× the subject's $41,092 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S20), nationwide + budget 0.67–1.5× revenue.

22 organizations qualified on sector, size, and geography → **22** within the band form the benchmarked peer set.

Distribution of comparable compensation



$2,861 — total compensation of comparable organizations → — $108,405

$4,944	$12,912	$29,498	$62,470	$94,243	$38,788

Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to AR cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Downtown Redevelopment Authority	KY	$41,329	Executive Di	$42,380	**$40,507**	2024
Discovering Opportunities For Outreach	IL	$39,795	Executive Director	$15,000	**$13,119**	2024
Public Facilities For The City Of	SC	$43,516	President	$74,700	**$71,377**	2023
Oasis Christian Community Development Co	IN	$44,206	President And Executive Director	$70,577	**$66,214**	2024
Mercy Housing California Family	CO	$45,517	President	$22,009	**$18,775**	2024
Perkup Corporation	PA	$36,515	Executive Di	$3,225	**$2,861**	2024
Jackson-madison County Sports Hall	TN	$36,379	Treasurer/se	$5,200	**$4,863**	2024
Cornerstone Collaborative Florida Inc	FL	$35,693	Ceo	$6,786	**$5,671**	2024
Cleveland Development Foundation	OH	$35,053	President & Ceo	$54,375	**$51,236**	2024
Northwest Developers Inc	NJ	$34,879	Executive Director	$31,920	**$25,354**	2024
Madrone Community Development Foundation	CA	$48,054	President	$33,750	**$25,927**	2024
Impact Evv Inc	IN	$33,931	Ex Officio	$26,061	**$24,450**	2024
Corryville Community Development	OH	$48,782	Executive Director (Until 3/31/23)	$104,977	**$101,838**	2023
Business Resource And Investment Service	NY	$50,081	Executive Director	$134,848	**$108,405**	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Pedro Bay Benefits Corporation Inc	AK	$52,061	Executive Di	$38,880	**$33,069**	2024
Ghf Residential Services	ME	$54,863	President/ceo	$96,584	**$86,040**	2024
Jefferson Street United Merchants	TN	$58,984	Executive Di	$10,600	**$10,205**	2023
Main Street Lawrenceburg	TN	$59,050	Executive Director	$36,205	**$33,857**	2024
Aledo Main Street Inc Nfp	IL	$59,053	Executive Di	$46,230	**$39,391**	2025
Bridge Homes Inc	CA	$59,215	Vice President & Cfo/director	$120,312	**$95,155**	2023
Trellis Community Development	AZ	$60,219	Ceo (Thru July 2024)	$5,027	**$4,301**	2024
Personal Affordable Living Inc	CO	$60,636	Director	$15,055	**$12,843**	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AR cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to AR cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

Sample, role match & sensitivity

PEER COUNT	**22** organizations. Compensation range $2,861–$108,405; filing years 2023–2025.
SIZE BASIS	Matched on total revenue ($41,092); for reference, expenses $34,346 and assets $171,272.
ROLE MATCH	Bonita Minchew, reported title *"PRESIDENT/CEO"*, benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	9 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	**59th**
Total compensation (D + F), as reported (no adjustments)	**55th**
Reportable pay only (column D), adjusted	**0th**
All sources (D + E + F), adjusted	**68th**

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Bonita Minchew) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 22 similarly situated organizations (Same NTEE sector (S20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of $38,788 is reasonable (approximately the 59th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its methodology is published, was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.