

**Fayetteville Advertising and
Promotion Commission
October 27, 2025**

Location: Fayetteville Town Center, 15 W. Mountain Street

Commissioners:

Elvis Moya, Chair, Tourism & Hospitality Representative
Katherine Kinney, Tourism & Hospitality Representative
Elliot Hunt, Tourism & Hospitality Representative
Chrissy Sanderson, Tourism & Hospitality Representative
Sterling Hamilton, Commissioner at-large
Sarah Bunch, City Council Representative
Mike Wiederkehr, City Council Representative

Staff:

Ryan Hauck, CEO
Sarah King, VP of Marketing & Communications
Chris Lankford, Director of Brand Strategy
Melissa Freeman, Marketing Manager
Amy Stockton, Director of Organizational Services

Agenda

- I. Call to order at 9:00am.
- II. Administration
 - A. Additions or changes to the agenda may be added upon request from a majority of the commissioners.
- III. Briefing of Commission Orientation Binders and Agency Proposals, CEO Ryan Hauck
- IV. Presentations from Public Relations Agencies
 - A. 9:30 – 9:45am - AM Group presents
 - B. 9:50 – 10:05am - C + C presents
- V. Presentations from Agency of Record Agencies
 - A. 10:10 – 10:25am - Verb Interactive Presents
 - B. 10:40 – 10:55am - Envision Presents
- VI. 11:00 – 11:10am - Break
- VII. 11:10 – 11:55am - Discussion on PR and Agency of Record RFPs
- VIII. 12:00 – 12:45pm - Lunch and Discussion of Downtown Fayetteville Coalition
- IX. 12:45-1:00pm - Break
- X. 1:00-2:00pm - Asset Tour
- XI. 2:00-2:15pm - Policy Evaluation Standards for Fiscal and Community Return
- XII. 2:15-4:00pm - Discuss FY26
- XIII. Good of the Order/ Adjournment