

Fayetteville A&P Commission Meeting Minutes

July 28 – Fayetteville Town Center – 2:00 p.m.

Present: Chair Elvis Moya, Sterling Hamilton, Mike Wiederkehr, Sarah Bunch, Chrissy Sanderson (virtual), Elliot Hunt

Absent: Katherine Kinney

Staff: Ryan Hauck, CEO

I. Call to Order

Chair Moya called the meeting to order at 2:00 p.m.

II. Approval of Minutes

Motion: Sanderson | Second: Hunt | Vote: Passed via roll call

III. Reports

A. CEO Report – Ryan Hauck

- Events: 507 events listed on June's calendar
- Branding: New downtown banners installed; Woo Pig Soobie banners to be installed before Razorback football season.
- Restaurant Week: 75+ participating restaurants; anecdotal positive feedback; detailed report in August.
- Sales & Tourism: Assisted in 8 June events, including Hazel Valley Rally and Advantage 5v5 Soccer Tournament; gained 137 LinkedIn followers (total 5,142); Visitors Center traffic down 38% YoY.
- Town Center: Hosted multiple events including Dream Big Charity Gala; ballroom airwalls replacement will close venue for much of August
- Staffing: Hired Steve Harrelson as Tourism Services Coordinator, staffing the Visitors Center
- Shared openings and one closure in local restaurant scene.
- Lodging: Hotel occupancy down; HMR and sales tax collections up.

B. Financial Report – VP Jennifer Walker

- YTD through June: Revenue at 50% of budget (on target); expenses at 45% (under budget)
- HMR collections: \$2,563,566; net income: \$338,489; cash/investments: \$5.2M; unearned revenue: \$240K.
- Walker Stone House listed at \$1.1M; Walker to research fair market value per Chair Moya's request.

C. 2024 Audit Report – Cynthia Burns, CPA, Forvis Mazars

- Clean audit; no material weaknesses; consistent with prior years.
- Only notable change: new liability to City for solar panels (\$20K/year; savings not yet equal to payment).
- Commended staff for timely materials despite staffing changes.

D. Marketing Report – VP of Marketing and Communications Sarah King & Anne Davis, Outright

- Preview of Visitors Guide cover featuring Mt. Sequoyah overlook.
- Restaurant Week marketing included influencer partnerships and regional media coverage.
- Commissioner feedback: Hunt suggested avoiding Sunday start; Sanderson reported strong reservations and many suggested two-week format, a lot of positive feedback.
- King to send survey to participants.

IV. Old Business

A. Favoriteville Festival Fund – CEO Hauck

- Decision postponed for CEO review.
- Next meeting: review application and vote on reallocating certain percentage of funds from Community Incentive Fund to Favoriteville Festival Fund.

V. New Business

A. Updating Bank Account Authorized Signers – VP Jennifer Walker

Add CEO Ryan Hauck to three First Security accounts and one Arvest account.

Motion: Bunch | Second: Wiederkehr | Vote: Passed unanimously via roll call

B. Changes to Bylaws – VP Jennifer Walker

- Amendments include CEO transition policy and Arkansas FOIA updates. Bylaws amended to reflect we will be compliant with Arkansas Code Annotated 25-19-106 (e) (6) and 25-19-106 (f-h) addressing Freedom of Information Act updates, specifically that we will be able to continue remote attendance for commissioners by making the public Zoom meeting link available.
- Action: Vote scheduled for August meeting.

C. Community Incentive Fund Approval Process – Hauck

- Reviewed draft application; discussed commissioner role with leanings toward commissioners reviewing funding decisions.
- Clinton House Museum potential 2026 funding to be discussed next meeting with data on attendance, budget, and past investments. Clinton House Museum will be asked to present.

D. Walker Stone House Lease – Walker

- Folk School leadership leaving and are proposing that Ozark Folkways take over programming.
- Lease expired Feb. 2025; unclear if extension was signed but intent to renew lease to February 2026 understood.
- Commission requests from staff: fair market value from 2–3 estimates, comparable lease rates, past/projected maintenance costs, lease status confirmation from attorney. It was determined that the commission would like further clarity on the option of having a lease to offer Ozark Folkways.
- General consensus to explore shorter lease terms and increased monetary return.

VI. Adjournment

Meeting adjourned at 3:47 p.m. by Chair Moya; meet-and-greet with city team followed in Town Center lobby.

Minutes prepared by: Amy Stockton, Experience Fayetteville

*Minutes
Approved August
25, 2025
Amy Stockton
[Signature]*

Memo



To: Fayetteville Advertising & Promotion Commissioners
From: Ryan Hauck, CEO
Date: August 15, 2025
Re: Visitor Guide Increase In Cost

Information:

This line item in total was budgeted at \$120k. However, the two costs came in well under budget with design at \$46k and printing at \$28k. Because of this, we were able to add a couple more important pages regarding mountain biking into the guide along with a commemorative map. These two additions let us feature the top outdoor recreation activity in NW AR and also allows us to insert a unique feature that will set our guide above others. These additions increased the cost of printing to \$36k, still keeping our total budget well under the original \$120k. The marketing team and I felt it was well worth the small cost increase. However, because of the urgency to get this to the printer, EF had to approve this additional cost before the August commission meeting, otherwise it would have delayed printing an additional 2-1/2 months.