

## **Fayetteville A&P Commission Meeting Minutes – August 25, 2025**

Location: Fayetteville Town Center, 15 W. Mountain St.

### **Commissioners Present:**

Chair Elvis Moya, Elliot Hunt, Chrissy Sanderson, Sterling Hamilton, Sarah Bunch, Mike Wiederkehr

### **Absent:**

Katherine Kinney

### **Staff:**

CEO Ryan Hauck

### **I. Call to Order**

- Meeting called to order by Chair Moya at 3:00 p.m., delayed one hour due to UA lockdown.
- Roll call: all commissioners present except Kinney.

### **II. Administration**

- Approval of July Minutes – Motion: Hunt, Second: Bunch. Approved unanimously.
- Agenda Changes (Hauck): Town Center office survey results added; Walker Stone House address corrected; DFC item moved to September agenda.
- Visitor Guide Invoice – Invoice ~\$7,000 higher than initial approval due to addition of a detailed map. Still under the total project budget. Motion: Hamilton, Second: Hunt. Approved unanimously.

### **III. Reports**

- CEO Report (Hauck): EF event calendar redesign (AI), 'Favoriteville' trademark filed, sales funnel data added. LinkedIn +163 followers; hotel occupancy down, ADR up. Several new restaurants announced. Town Center secured 5 events, strong revenue. Griffin Stroupe in Leadership Class 39. HMR +3%.
- Finance Report (VP Walker): Revenue +1% over, expenses -6% under July targets; overall 1.7% above seasonal budget. Operating income \$412,137. Cash & investments \$5.2M. TC unearned revenue: \$272K (2025), \$334K total.
- Updated FOIA Overview (Blake Pennington, City of Fayetteville attorney): Clarified polling rules, remote participation requirements, roll call identity checks. Reviewed prohibited scenarios
- Clinton House Museum (Joshua Youngblood, Clinton House Museum board president): Avg. 60–65 weekly visitors (120+ summer). 10K social followers, 15K website visits. Partnerships: Shiloh Museum, UA Special Collections, FHS. Current exhibit by Andrew Kilgore. Open Wed–Sun with intern/board coverage. Preparing fundraising campaign, diversifying board. Request for continued A&P funding. Youngblood was asked about the museum being used as event space, what the UA

does for maintenance, and grants (being explored). Commissioner Bunch asked if the A&P funded this request if the museum planned for this to be the last request for funding and Youngblood affirmed that.

- Ozark Folkways (Abby Hollis, incoming board president): \$60K in free programming, strong music/arts history. Transition plan with Folk School Fayetteville & Experience Fayetteville includes visual arts and expanded programming. Community support expressed through several letters/testimony. Request: (1) favorable lease terms in 2026, (2) below-market lease + revenue share + signature event beginning 2027.

#### **IV. Old Business**

- Bylaws Update presented at July meeting (CEO Transition policy + FOIA language) – Motion: Wiederkehr, Second: Sanderson. Approved unanimously.
- Favoriteville Festival Fund – Discussion: unused funds roll to next year; fund supports sustaining large events; cap at 30% event budget; staff recommend events to commission. Motion: Sanderson, Second: Hunt. Approved unanimously.
- Walker Stone House – Hauck reviewed appraisal (\$975K value, purchased for \$750K in 2016). Total investment to date ~\$1M; expected maintenance \$500–600K over 5 years. Tax credits have not been pursued. Renter makes minor repairs only.
- Ozark Folkways Letter of Intent (Walker Stone House) – Year 1–2 lease \$1/year; Years 3–5 below-market rent + event requirement. Motion: Wiederkehr, Second: Bunch. Approved unanimously.

#### **V. New Business**

- Clinton House Museum Funding – Hauck recommended \$17,500 for FY2026. Motion: Sanderson, Second: Hamilton. Approved unanimously.
- FTC Office Lease Renewal – Lease up Oct. 29; new rate \$19/sq ft (+\$20K, still below market). Commissioners supported 3-year renewal. Conflict noted in property offerings: alternative property owned by Hamilton would not be considered. Motion: Wiederkehr, Second: Hunt. Approved unanimously for CEO to negotiate and execute 3-year lease.

#### **VI. Good of the Order**

- Updates: FTC mural and ballroom airwalls.
- Baum Walker 'Party Animals' event: Fri – 10,600 tickets (9,200 scanned); Sat – 10,200 tickets (9,200 scanned).

#### **VII. Adjournment**

- Motion: Sanderson, Second: Hamilton. Approved unanimously.
- Meeting adjourned at 5:28 p.m.