

## **Fayetteville A&P Commission Meeting Minutes**

September 29, 2025 – Fayetteville Town Center – 2:00 p.m.

Present: Chair Elvis Moya, Sterling Hamilton, Mike Wiederkehr, Sarah Bunch, Chrissy Sanderson, Elliot Hunt, 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: Bunch | Second: Hamilton | Approved via roll call.

### **III. Collections Contract with City of Fayetteville**

CEO Hauck presented the previously approved (Nov. 2024) collections contract, re-submitted for updated signatories and to provide a signed copy to the city. The fee remains 2% of collections, with a projected 2026 cost of \$108,000. Motion: Wiederkehr | Second: Bunch | Approved unanimously.

### **IV. Reports**

#### **A. Meet the Team**

Hauck introduced staff members Miletus Callahan-Barille (Maintenance Supervisor), Robbie Courtway (Event Services Coordinator II at FTC), and Melissa Freeman (Marketing Manager at EF).

#### **B. CEO Report – Ryan Hauck**

- New Visitors Guide distributed to 13 Welcome Centers, hotels, and attractions, plus 300+ mailed copies.
- Ale Trail Passport launching at Falltoberfest.
- Reviewing RFQs for Agency of Record and Public Relations; commission requested top 2–3 staff recommendations.
- Growth in group bus tours; exploring Certified Tourism Hospitality program for front-line staff and volunteers.
- FTC hosted 18 August events and 24 in September; 37 new contracts in negotiation; rebranding & refreshing underway.
- Discussion on new restaurants, upcoming events, and an October all-day planning retreat (approved).

#### **C. Financial Report – VP Jennifer Walker**

- YTD revenue: 66% of budget (1% under target); expenses: 61% (6% under).
- HMR collections: \$3.4M; net income: \$319K; cash/investments: \$5.2M; FTC unearned revenue: \$275K.

#### **D. Music Cities Recap – VP of Sales Tina Archer**

Archer shared event highlights and a recap video, thanking community partners including Brian Crowne with George's Majestic Lounge who was attending this meeting. She noted strong outcomes from Arkansas Music Week and emphasized the event's international reach and tourism impact. Hauck commended the team's work.

#### **E. Downtown Fayetteville Coalition Update – Kelly Rich**

Rich provided an overview of DFC's progress over the past 2.5 years, including establishing its structure, securing funding, and collaborating with the City on downtown ordinances. She outlined the coalition's strategic pillars—Common Voice, Welcoming, Place Keeping and Capacity—and reviewed key annual events and discussed estimated economic impact.

Rich noted that DFC's current goal is to transition into a self-standing nonprofit organization (501c3), allowing it to attract additional donors and funding sources. DFC is requesting a three-year funding agreement from both the City of Fayetteville and the A&P Commission and Rich discussed potential staffing models to support the transition.

DFC Board President Brian Crowne added insight into the coalition's governance and long-term sustainability plans. Commissioners discussed the proposed funding structure, staffing, and continued A&P representation on the DFC board. Crowne confirmed A&P would retain board seats. CEO Hauck reiterated that this meeting was informational only; no vote was taken.

#### **F. Ozark Folkways Lease – Abby Hollis**

Hollis expressed appreciation for the finalized lease agreement and offered to answer questions.

#### **V. Old Business**

Ozark Folkways Lease Approval – Final revisions included language on political activity, hold harmless terms, and landlord notice. Motion to approve the lease with these final revisions was made by Commissioner Kinney | Second: Hunt | Approved unanimously to commence Oct. 1, 2025–Sept. 30, 2030.

#### **VI. Adjournment**

Meeting adjourned at 3:47 p.m.

Minutes prepared by: Amy Stockton, Experience Fayetteville