

Fayetteville A&P Commission – Meeting Minutes

November 17, 2025 | 2:00 p.m. | Fayetteville Town Center

Present: Hamilton, Wiederkehr, Bunch (virtual), Sanderson, Hunt, Kinney

Absent: Chair Moya (Jury Duty)

Staff: Ryan Hauck, CEO

I. Call to Order

Meeting called to order by Commissioner Wiederkehr at 2:00 p.m.

II. Approval of Minutes

September 29 & October 27 Minutes

Motion: Kinney | Second: Sanderson | Passed via roll call.

III. Reports

A. Meet the Team

- Chloe Bell (DFC): 7+ years; community engagement & events
- Dell Hall (EF): Tourism Sales; SMERF & groups <300; 2 years
- Griffin Stroupe (FTC): Director of Sales; 4 years; new group business

B. Fayetteville Independent Restaurant Alliance Update

Reese Roberts shared FIRA's history, programs, and plans. Requested \$10K. No vote was needed at this time. Sanderson and Hunt recused from active discussion as they are on FIRA's board.

C. CEO Report (Hauck)

- Fayetteville Ale Trail consolidation complete
- Vibemap event calendar launched Oct. 23
- Event & sales updates: Impossible Routes, Music Cities Convention, strong FTC performance
- DFC events update; Lights of the Ozarks kickoff Friday
- 2026 meeting dates reviewed with no concerns

D. Financial Report (Walker)

- October target 83%; Revenue 84%; Expenses 6% under
- Cash/investments ~\$4.9M
- \$165K unearned 2025 revenue – this is bookings at FTC
- EF on target; FTC projected ~100K over

IV. Old Business

A. FY2026 DFC Funding

Approved \$203,500 for staffing/events and CEO authorized to draft 3-year events MOU and 1-year staffing MOU. Ordinance changes planned for approximately year five to transfer Lights of the Ozarks and First Thursdays to DFC from EF.

Motion: Hunt | Second: Hamilton | Passed unanimously.

V. New Business

A. “This Wheel’s Still on Fire” Exhibit

Approved \$5K cash + \$10K in-kind marketing.

Motion: Kinney | Second: Hunt | Passed unanimously.

B. Agency of Record – VERB

Approved the CEO signing the contracts and also the budget of \$700K for FY2026’s budget.

Motion: Hamilton | Second: Hunt | Passed unanimously.

C. PR Agency – AM Group

Approved 3-year agreement; not to exceed \$86K in 2026.

Motion: Kinney | Second: Hamilton | Passed unanimously.

D. 2026 Budget Discussion

Updates: 6.2% staff salary increase; marketing \$700K; increased FIRA support; accessibility partnership with Wheel the World; WSH maintenance reduced; MCC expenses clarified.

VI. Adjournment

Motion: Kinney | Second: Sanderson | Adjourned at 3:30 p.m.

Minutes prepared by: Amy Stockton, Experience Fayetteville