

## Fayetteville A&P Commission – Meeting Minutes

December 15, 2025 | 2:00 p.m. | Virtual

Present: Chair Moya; Commissioners Hamilton, Wiederkehr, Bunch, Sanderson, Hunt, 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

November 17, 2025 Minutes

Motion: Bunch | Second: Sanderson | Approved unanimously via roll call

### III. Old Business

#### A. Vote – Downtown Fayetteville Coalition (DFC) Agreements

Commission discussed the previously approved three-year Memorandum of Understanding and one-year staffing services agreement with DFC. Commissioner Hamilton proposed amending the staffing agreement to two years to provide greater funding certainty. Commissioner Wiederkehr requested clarification on the \$159,000 staffing amount, which CEO Hauck confirmed was for one year.

Chair Moya expressed support for a two-year staffing agreement. DFC Board President Brian Crowne addressed the commission, noting the benefit of funding certainty as DFC secures foundation support and confirmed city funding is structured as a three-year agreement contingent upon deliverables.

Chair Moya amended the motion to authorize the CEO and Chair to sign a three-year MOU and a two-year staffing services agreement, with the option to review and consider a third year after year two. The DFC operations budget will be provided to commissioners following the meeting.

Motion: Hamilton | Second: Hunt | Approved unanimously

#### B. Vote – FY2026 Budget Appropriation Document

CEO Hauck stated the proposed budget was unchanged from the November presentation. VP of Finance Walker described the budget as conservative, appropriate given single-digit tax revenue growth, and clarified the vote was on the three-page appropriation document.

Motion to adopt the FY2026 budget as presented: Wiederkehr | Second: Sanderson | Approved unanimously

Commissioner Sanderson requested that November HMR data recently received be emailed to commissioners; staff confirmed it would be shared.

#### IV. New Business

##### A. Tourism Industry Owner/Manager Selection Committee

CEO Hauck reviewed the timeline and selection process and requested commissioner participation. Commissioner Wiederkehr volunteered to serve on the selection committee.

##### B. Vote – TheatreSquared Advisory Board Nomination

CEO Hauck shared that an advisory board seat was open following Sarah King's departure. He recommended nominating Miletus Barille-Callahan, citing his commitment to the arts and prior TheatreSquared experience. This is a non-voting seat.

Motion: Hamilton | Second: Bunch | Approved unanimously

Mr. Barille-Callahan will interview with TheatreSquared prior to final board approval.

##### C. Vote – Zartico Three-Year Contract

CEO Hauck presented a proposed three-year contract with Zartico for mobile tracking and media attribution software, noting the service is included in the FY2026 budget and would replace Arrivalist. Zartico provides more detailed visitor and spend data, particularly valuable for restaurant-related HMR revenue, and data could be shared with partners.

Discussion included budget timing due to remaining Arrivalist contractual obligations, the possibility of early termination or reimbursement, and whether to delay Zartico's start date. CEO Hauck will be talking with Arrivalist's CEO to see we can terminate the existing contract early. When asked by Commissioner Hamilton, he explained the benefit of beginning Zartico on January 1 to more quickly inform marketing investment decisions. VP Walker noted Visit Bentonville currently uses Zartico.

Motion to authorize the CEO to proceed with a three-year Zartico agreement: Hamilton | Second: Wiederkehr | Approved unanimously

#### V. Good of the Order / Adjournment

CEO Hauck reported a successful Cyclo-Cross Nationals event despite cold weather and shared that a Vice President of Marketing and Communications selection is expected soon.

Meeting adjourned at 2:45 p.m.

Minutes submitted by Amy Stockton, Experience Fayetteville