

ADVERTISING AND PROMOTION COMMISSION

January 23, 2017

2:00pm

Location: Fayetteville Town Center, Director's Room
15 West Mountain Street, Fayetteville, Arkansas

Commissioners: Matthew Petty, Chairman; Matt Behrend; Adella Gray; Ching Mong;
Robert Rhoads; Hannah Withers

A. Call to Order at 2:00pm

B. Old Business

1. Approval of December 2016 Minutes.

C. New Business

1. Vote: Extension of Sells contract for 1 year, through December 31, 2017
2. Discussion regarding Walker Stone House, Executive Director's recommendation
3. Presentation of 2016 year end financials, Sally Fisher
4. Presentation of 2017 budget for commission approval, Molly Rawn
5. Executive Director Announcements
 - a. New hire, Director of Community Engagement, Dacre Whitaker
 - b. Meeting with *Just Kids* curatorial team regarding art in the public sphere
 - c. Commissioner Tim Freeman has resigned; review commission terms, openings
 - d. Hospitality Hero awards banquet Wednesday, January 25
 - e. Preserve Arkansas awards banquet, Friday January 27

D. Agenda Additions

An item may be added to the agenda with a consensus of the majority of the Commission.

Advertising and Promotion Commission

August Meeting

December 19, 2016

Commissioners Present: Matthew Petty, Chairman, Ching Mong, Robert Rhoads, Adella Gray and Tim Freeman

Commissioners Not Present: Matt Behrend, Hannah Withers

Staff Present: Molly Rawn, Sally Fisher, Sandra Bennett and Hazel Hernandez

A. Call to Order

1. Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on December 19, 2016 at 2:00 pm.

B. Old Business

1. Approval of November 2016 minutes. Commissioner Robert Rhoades moved to approve minutes, motion seconded by Commissioner Ching Mong. Motion carried with a vote of 5:0.

C. New Business

1. Update on budget process for FY 2017 – Executive Director, Molly Rawn, requested to review the 2017 budget at the January 2017 meeting. Included in the 2017 budget will be new a chart of accounts which will be more detailed.
2. Directors Report
 - i. HMR Report - \$245,135.01 total check to A&P. As of November, we have collected \$3,021,636.00 in HMR Tax.
 - ii. Updated Financials – Consolidated A&P budget shows a surplus of \$483,595.00, which includes expenses through November.
 - iii. Marketing update – overall users up 3%, guide web requests up 80%. Commission also reviewed public relations efforts and marketing.
 - iv. Town Center activity – revenue up 15% YTD, 11 definite bookings with value of \$30,620.00 and 43 pending bookings with a value of \$115,354.00.
 - v. Convention activity – sports sales projections include tournaments and water ski championship.

D. Agenda Additions

1. None.

Chairman Petty adjourned the meeting at 2:30pm.

Respectfully submitted,
Sandra Bennett
Operations Administrator