

**Fayetteville Advertising and Promotion
Commission**

November 19, 2018 2:00 p.m.

Location: **Experience Fayetteville, 21 S Block Ave, Fayetteville, AR.**

Commissioners: Matthew Petty, Chairman; Matt Behrend; Adella Gray; Ching Mong;
Robert Rhoads; Chrissy Sanderson; Todd Martin

Staff: Molly Rawn, Executive Director

Agenda

I. Call to order at 2:00 p.m.

II. Old Business

A. Approval of October 2018 minutes

III. New Business

A. Tourism Grant Funding Recommendations

B. Executive Director's Report. Includes updates for:

1. Budget Preview
2. Clinton House Museum
3. Convention and Visitors Bureau Renovation
4. Town Center
5. Walker Stone House

C. HMR and financial report

D. Marketing overview - Mike Sells and Charlie Gocio, Sells Agency

IV. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners

Fayetteville Advertising and Promotion Commission

Minutes from October 2018 Meeting

October 15, 2018

Commissioners Present: Matthew Petty, Chair; Matt Behrend; Adella Gray; Robert Rhoads; Ching Mong; Todd Martin; Chrissy Sanderson

Staff Present: Molly Rawn, Sally Fisher, Hazel Hernandez

I. Call to Order

Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on October 15, 2018, at 2:02 p.m.

II. Old Business

- A.** Chairman Petty asked for approval of the August 2018 minutes. It was noted that Commissioner Adella Gray was absent from the August 2018 meeting, not Commissioner Chrissy Sanderson as stated in the minutes. Commissioner Todd Martin moved to accept the minutes with the above error noted. His motion was seconded by Commissioner Matt Behrend. The motion was approved.

III. New Business

A. Executive Director's Report

1. Experience Fayetteville and A&P Commission

a. Audit

- (1)** ED Rawn is currently gathering quotes for firms to conduct an audit of our 2018 financials next Spring.
- (2)** Chairman Petty will review those with ED Rawn, with an expected recommendation to be vote upon at the next meeting.

b. Employee Handbook

- (1)** The revised handbook governing all Fayetteville A&P Commission employees is almost complete.
- (2)** Commissioner Behrend is meeting with ED Rawn to review and offer insight.
- (3)** The new handbook will be presented for adoption at the December Commission meeting.

c. Tourism Grant Funding

- (1)** The original deadline for fall grants was September 17.
- (2)** There were multiple applicants who reached out to ask for an extension and several had incomplete applications.
- (3)** We extended the deadline to Friday, October 12. In order to be equitable, everyone who had already applied was given the opportunity to revise and resubmit their applications.

d. Upcoming Cycling and Sports Events

- (1) The Kessler Mountain Jam, Arkansas Mountain Bike Championship Series (previously held in Bentonville) will be November 3-4 at Mount Kessler.
- (2) The inaugural OzCross, a Cyclocross event on the USA Cycling Cyclocross calendar, will be November 10-11 at Millsaps Mountain.

e. Visitors Guide and Visitors Center

- (1) Ad sales for the 2019 Fayetteville Visitors Guide are under way.
- (2) This is an important revenue source for us.
- (3) Visitation in September was just over 900 people, which is similar to the previous September.

2. Town Center

a. Renovation

- (1) Rain has delayed the work on the plaza. The revised expected completion is by the end of the month.
- (2) The new interior doors leading out to the South Terrace are installed, but still need to be frosted.

3. Walker Stone House

a. Public Art

- (1) The Bordalo sculpture was sinking significantly; local artist and engineer Eugene Sargent has repaired and reinforced it with steel. It is now quite sturdy.
- (2) The wall between the downstairs rooms on the east end of the house was removed and the original doors rehung.
- (3) Portions of the mural on that wall were preserved during removal and will be framed.

b. Accessible entry

- (1) The accessible ramp is complete.
- (2) To accommodate wheelchairs, a portion of the gravel lot had to be resurfaced with concrete.

c. Other entrances

- (1) The front porch now has a step across the entire front entrance to the home. In the past, the drop off was concerning.
- (2) The upstairs rear balcony steps have been removed. The only balcony access is from inside.

4. Clinton House Museum

- a. The Kettering Foundation in Dayton, OH has invited the Clinton House Museum to participate in a research exchange meeting regarding their project entitled "Historic Decisions in Arkansas" on November 7 and 8.
- b. Other participants in the exchange will include program staff from the Clinton Presidential Library, Crystal Bridges, and other museums around Arkansas.
- c. Attendance for our staff is completely paid for via the Kettering Foundation.

5. Executive Director Travel

- a. ED Rawn attended the Music Cities Conference, presented by Sound Diplomacy.
- b. The cost of the trip was covered by the Walton Family Foundation.
- c. November 7-11 ED Rawn will be at the National Bike Tourism Conference in San Antonio.

B. HMR and Financial Report

HMR revenue is up 4.33 % year-to-date over this time last year and 2.16% for the month over last year.

C. Marketing Update

1. Hazel Hernandez, Director of Marketing and Communications presented the marketing report.
2. We have completed rebranding of the Ale Trail. New passports will be distributed soon.
3. There will be a tutorial for use of the VeoRide bicycles with mascot Big Red released in the very near future.
4. Ms. Hernandez will be working on Game Day segments to be taped at KTHV television in Little Rock as a reminder to come to Fayetteville.

D. Strategic Plan Updates

Several staff members will be participating in a Strategies, Goals and Objectives session at Mount Sequoyah on October 17 & 18.

E. Update on July 4 fireworks

1. ED Rawn met with the Fayetteville Fire Chief.
2. An event could possibly be held at Mount Kessler.
3. The Fire Marshall provided a list of approved fireworks vendors.
4. Commissioner Martin asked about plans for exiting Mount Kessler after the event.
5. An application for permission to hold the event will need to be filed in early April of 2019.

Chairman Petty adjourned the meeting at 2:45 p.m.

Respectfully submitted,
Sally Fisher, Finance Director

Fall 2018 Tourism Funding Grants			
Organization	Event	Dates	Request
Pack Rat Outdoor Center	Wild and Scenic Film Festival	**October 24, 2018	\$5,000
Heart of the Ozarks Poultry Association	10th Annual Heart of the Ozarks Poultry Show	**November 2 - 4, 2018	\$10,000
Artists Laboratory Theatre	Southside Civic Lab	April 1 - June 21, 2019	\$15,000
Arts Live Theatre	eARTh Festival	April 27	\$15,000
Big-Bot Design	Death Ray Illustration and Print Expo	May 25 - 26	\$10,000
Botanical Garden of the Ozarks	General General Advertising, Terrific Tuesdays Nights, Firefly Fling Festival	Calendar Year 2019	\$14,844
Breakaway Cycling	HWY 71 Classic and Pastry Tour	May 26	\$15,000
Community Creative Center	Marketing Support and Wheel Mobile	Calendar Year 2019	\$10,000
Fayetteville Public Schools	Weekend of Champions	May 17 - 18	\$15,000
Fayetteville Yoga Fest	Fayetteville Yoga Fest	May 3 - 5	\$15,000
Fenix Fayetteville	Fenix Art Festival: Our Universe	May 2 - June 29	\$15,000
Northwest Arkansas Aquatics	NWAA Winter Invitational	January 11 - 13	\$9,000
NWA Center for Equality	Northwest Arkansas Pride Weekend	June 14 - 16	\$15,000
SONA	2018-2019 Season Marketing	Year Round	\$10,000
Spark Foundation	Nutty Runner 5K	March 16	\$7,250
Theatre Squared	Visit Fayetteville Marketing Campaign	Calendar Year 2019	\$15,000
Walton Arts Center	Voice Jam	April 4- 6	\$15,000
Wizard Way	Wizard Way of the Ozarks	March 23 - 24	\$15,000

September Activity

\$44,084 + \$256,579

Lodging

Restaurant

\$22,426

Prior Dues Collected

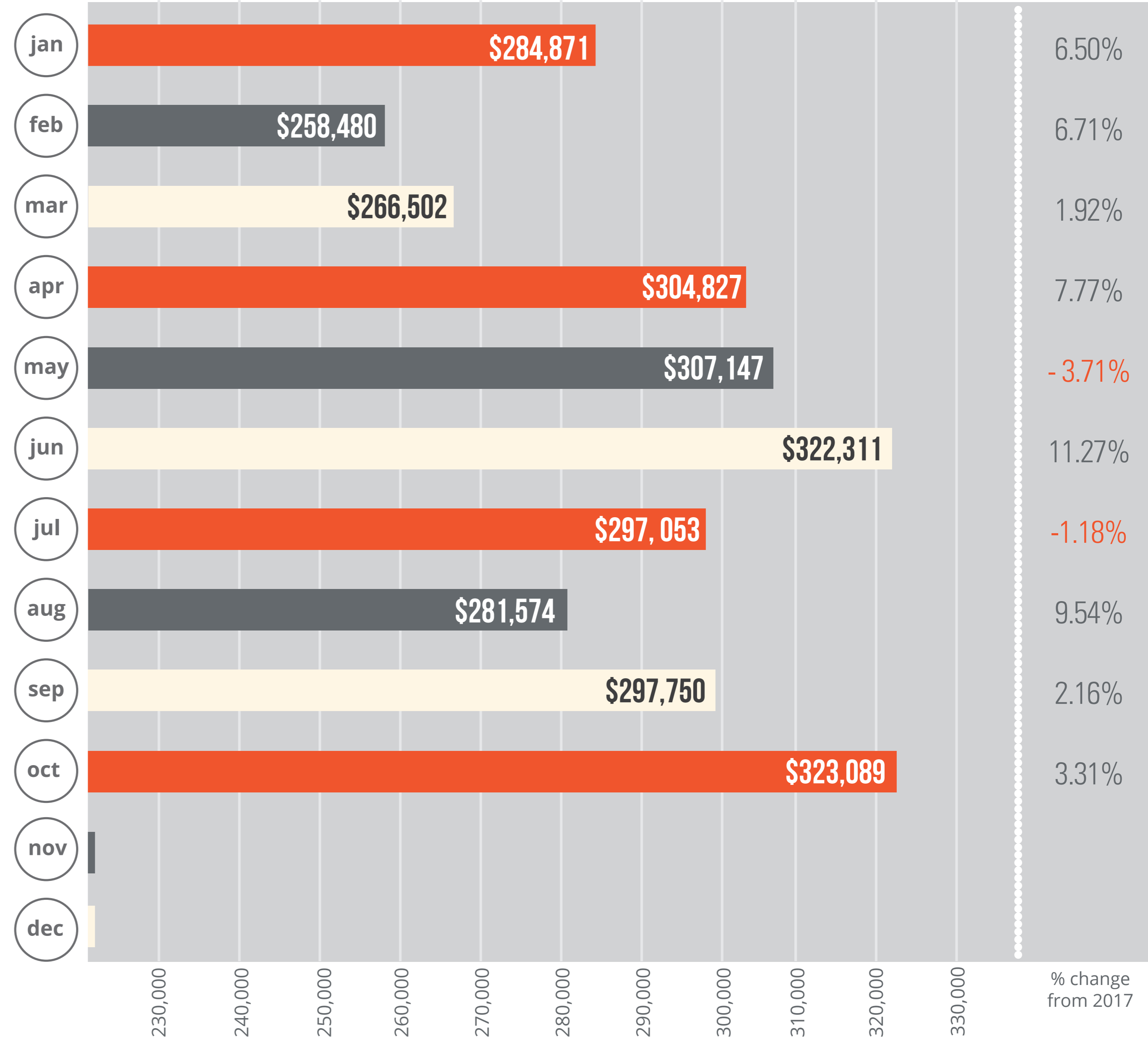
\$323,089

Total HMR Collected

Previous YTD (Jan-Oct) HMR Tax Collection Totals

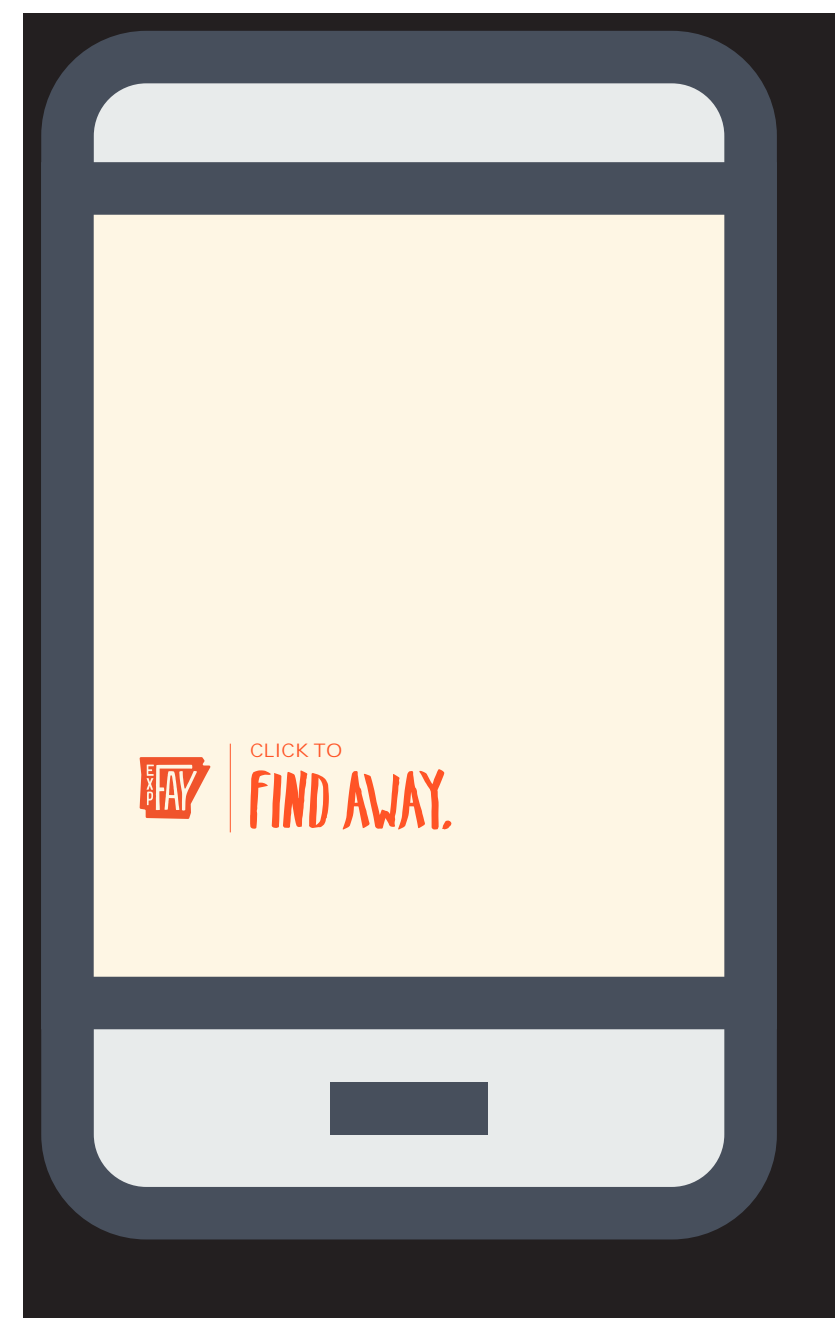
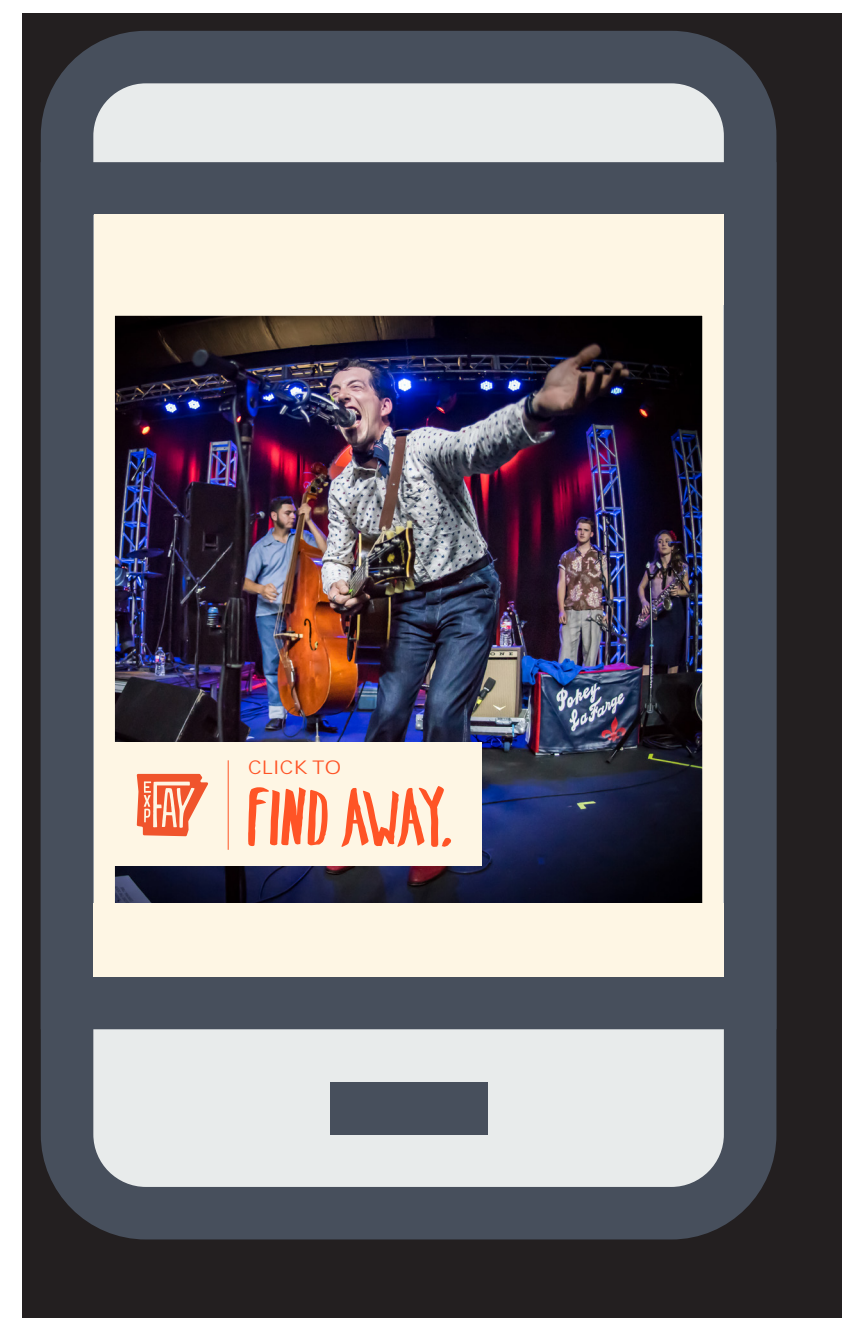
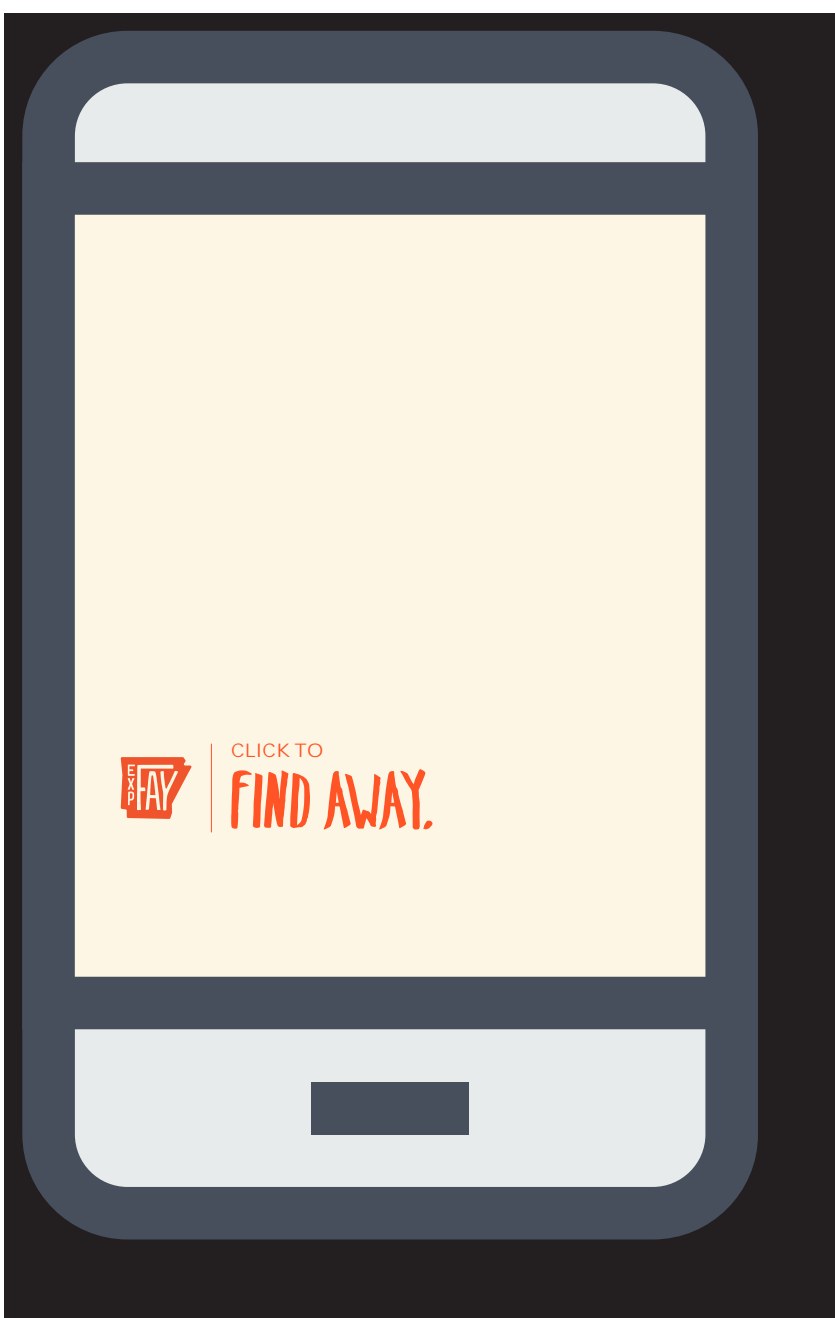
2014	2015	2016	2017	2018
\$2,268,495	\$2,509,831	\$2,712,783	\$2,824,533	\$2,943,604
3.48%	10.64%	8.09%	4.12%	4.22%
% change over previous year				

Monthly A&P Tax Collections 2018**



** This represents one half of the total HMR collections. The other half supports the Parks and Recreation department.

172,709
232
.13%
28,708
6.02
65%



PAID SEARCH Oct. 2018

Consumer/Leisure

Impressions: **45,398**

Clicks: **3,153**

CTR: **6.95%**

CPC: **\$0.82**

Spanish

Impressions: **10,456**

Clicks: **636**

CTR: **6.08%**

CPC: **\$1.45**

Town Center

Impressions: **9,357**

Clicks: **370**

CTR: **3.95%**

CPC: **\$2.00**