

**Fayetteville Advertising and
Promotion Commission**

June 17, 2019

2:00 p.m.

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

Commissioners: Matthew Petty, Chairman; Katherine Kinney; Todd Martin; Ching Mong; Robert Rhoads; Chrissy Sanderson; Sarah Bunch

Staff: Molly Rawn, Executive Director; Sally Fisher, Finance Director; Hazel Hernandez, Vice President Marketing and Communications

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Approval of May 2019 minutes
- III. New Business
 - A. Marketing Report – Hazel Hernandez, Sells Agency
 - B. Executive Director's report
 1. HMR and financial report
 2. Staffing Changes: New hires, promotions, open positions
 3. Clinton House Museum attendance updates
 - C. Eugene Sargant and Octavio Logo mural presentation and vote
 1. See attached memo allocating \$10,000 to fund this mural. This was discussed at the May meeting and tabled until the artists could present a model.
- IV. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners

Fayetteville Advertising and Promotion Commission

Minutes from May 2019 Meeting

May 20, 2019

Commissioners Present: Matthew Petty, Chair; Robert Rhoads; Katherine Kinney; Chrissy Sanderson;
Sarah Bunch

Commissioners Absent: Ching Mong; Todd Martin

Staff Present: Molly Rawn, Executive Director
Sally Fisher; Hazel Hernandez

I. Call to Order

Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on May 20, 2019 at 2:01 p.m. There was a quorum present.

II. Old Business

- A.** Chairman Petty asked for approval of the February 2019 minutes. There was no March meeting and this approval had been tabled in April to allow more time for review. Commissioner Robert Rhoads moved to approve the minutes. His motion was seconded by Commissioner Chrissy Sanderson. The motion was approved.
- B.** Chairman Petty asked for approval of the April 2019 minutes. Commissioner Rhoads noted that Mike Sells name was misspelled in the Marketing Report section. He then moved to approve the minutes. His motion was seconded by Commissioner Chrissy Sanderson. The motion was approved.

III. New Business

A. Marketing Report

- 1.** Charlie Gocio of The Sells Agency presented the marketing report.
 - a.** Paid search is down, but organic search is up.
 - b.** Great numbers are anticipated for a while longer.

B. Executive Director's Report

- 1. HMR and Financial Reports**
- 2. Staffing Announcements**
 - a. Open Full-Time Positions**
 - (1)** Sports Sales Manager, Experience Fayetteville
 - (2)** Sales Manager, Fayetteville Town Center
 - b. New Hires**
 - (1)** Will Henderson, Facilities Services Manager, Fayetteville Town Center/All Units
 - (2)** Amy Stockton, Operations Director, Experience Fayetteville
 - c. Promotions**
 - (1)** Hazel Hernandez, Vice President of Sales and Marketing.

d. Looking Ahead

- (1) General Manager, Fayetteville Town Center, to be posted in June.

3. Grant Announcements

a. Cycling Coordinator Grant

- (1) A grant was submitted in early May to the Walton Family Foundation to hire a full-time cycling coordinator. We asked for support for salary, benefits, travel, and related personnel costs over a three-year period as follows: 75% funding in year one; 50% funding in year two; 25% funding in year three.
- (2) We expect to hear back with a funding decision before the June Commission meeting.
- (3) This has been planned since last Fall and the funds required of EF to onboard this person have been budgeted.

b. Cyclocross Series Grant

- (1) We were invited to apply for grant funding from the Walton Family Foundation for financial support enabling us to host, produce, and promote a series of three cyclocross events in Fayetteville, including a Category II Cyclocross event in 2019; an international race in 2020, which will hopefully be a world cup; and the UCI World Championships in 2022.
- (2) The grant application is expected to be completed prior to the June Commission meeting.
- (3) Receiving the grant funds will likely necessitate contracting with a consultant and/or race organizer to lead the event efforts.
- (4) Commissioner Rhoads asked for quantification of the grant. Rawn said approximately 10,000 actual attendees with hundreds of thousands viewing.

4. Sports

a. Ironman

- (1) Fayetteville is one of four finalist cities in competition to host the Ironman Triathlon for a three-year series beginning in 2020.
- (2) Data from Ironman measures \$10 million in economic impact for a race series and an influx of 10,000 athletes, media, and spectators over a four-day period.
- (3) We have hosted the Ironman staff on two site visits and expect to hear of a final decision in June, before the next Commission meeting.

b. NCAA Golf National Championships

- (1) Events were happening during the May Commission meeting at the Blessings Golf Club. EF staff has partnered with the Springdale, Rogers, and Bentonville tourism bureaus to represent the region and set up a welcoming station.
- (2) EF staff has been working to welcome arriving media from the Golf Channel and other outlets, as well as providing welcoming items for more than 1,100 athletes and coaches.

- c. We assisted with a tournament at AAO. AAO frequently welcomes 2,000 athletes on a tournament weekend.

5. Theatre

- a. Walton Arts Center Artosphere is coming up June 10-19 in Fayetteville and throughout NWA.
- b. Theatre Squared opens its doors to the public this August. A&P Commissioners are invited to attend the grand opening in June, with further information available soon.

- C. Discussion:** Potential UA School of Art lease of Walker Stone House - Calvin White, Associate Dean, Fulbright College, University of Arkansas
1. The UA Art Dept. is having lack of infrastructure issues
 2. They need more physical space
 3. Chairman Petty would like to see something fund and engaging at the Walker Stone House.
 4. The UA Art Dept. needs are appropriate to our use of the house.
 5. Chairman Petty is excited about the timing for the U of A to use the house.
 6. Commissioner Rhoads noted that since our purchase of the house, we've challenged ourselves and staff for the "exact perfect use."
 7. Commissioners Sanderson and Katherine Kinney like the U of A proposal.

B. Executive Director's Report (cont.)

6. Cultural Arts Corridor

a. Planning Committee

- (1) E.D. Rawn has been serving on the planning committee for the Cultural Arts Corridor and making sure tourism remains a part of the conversation.
 - (a) E.D. Rawn stated that it is being called Cultural Arts Corridor because that is the name that was on the ballot, but that branding could be done to come up with a better name.
 - (b) She mentioned the possibility of the Commission leading a quest for a new name.
- (2) E.D. Rawn has specifically been asked by City staff to lead conversations regarding programming both the civic space (West Avenue parking lot) and the Fay Jones Woods.

b. Research

- (1) Amy Stockton and E.D. Rawn spent two days in early May visiting with consultants D.R. Horne to identify the programming and marketing potential of the project.
- (2) They also spent time discussing if the A&P Commission had the ability to lead programming and branding of the space in the long term.
- (3) Chairman Petty said resource constraints need to be addressed and the City should possibly pay the A&P Commission to pursue it.

c. Next Steps

- (1) It is the intention of City leadership to consider contracting with the A&P Commission to develop and implement programming services for those spaces.
- (2) Before that discussion moves forward with the City, E.D. Rawn needs to know if the A&P Commission supports leading the efforts for programming development and branding/identity of the corridor project.

D. Town Center Lighting Renovation (Memo from Executive Director and Town Center General Manager)

1. The Fayetteville Town Center has spent thousands of dollars on service calls to troubleshoot and repair the obsolete lighting system over the past five years.
2. After seeking quotes and receiving four bids, it is recommended that Curtis Stout Energy Solutions be hired for the lighting overhaul.
 - a. The lobby lights are permanently on.
 - b. Three panels in the ballroom don't work properly.
 - c. The fixtures and bulbs need to be replaced.
3. Commissioner Rhoads made a motion to approve the proposal. His motion was seconded by Commissioner Kinney. The motion was approved.

E. Vote on Budget Reclassification for Public Art (Memo from Executive Director)

1. The Spring 2019 A&P Funding included \$15,000 to Bike NWA for production of *Oz Cross*, a cyclocross event in Fayetteville in Fall of 2019.
2. Bike NWA is no longer producing that specific event and those funds will not be expended.
3. E.D. Rawn made the following recommendations for reallocation of the \$15,000:
 - a. \$2,500 to OORC for the commission of a mural at Gregory Park related to cycling.
 - b. \$2,500 to purchase the Hank Kaminsky sculpture that currently resides outside the visitors center.
 - c. A third reallocation would be \$10,000 for a three-dimensional mural to be located in the alley between the Fenix Gallery and the Arvest Bank building. E.D. Rawn asked to not consider this item at this time because we need to see a model of the project.
4. Chairman Petty noted that reallocation amounts less than \$20,000 usually do not need Commission approval.
5. Commissioner Rhoads asked why the allocation can't be carried over and reallocated in the next Grant Funding cycle. Chairman Petty explained that funds are expended in the budget year or they go away at the end of the year.
6. Commissioner Sanderson made a motion to approve the budget reallocation of \$15,000. Her motion was seconded by Commissioner Rhoads. The motion passed.

F. Vote on Contract for Public Art (Memo from Executive Director)

1. The Commission budgeted \$25,000 in 2019 for Public Art.
2. Experience Fayetteville has been in conversations with Monument Studio, LLC DBA Fellow Human Gallery about a public art project this summer.
3. This idea has been presented to the Fayetteville Arts Council, and while we do not need their official approval, they are supportive of the project.
4. The Executive Director recommended the Commission approve a contract for services for \$25,000 with Monument Studio to secure the artist, supervise the work, purchase the materials, manage the logistics, and plan the marketing for a public art activation in the Summer of 2019.
5. Commissioner Sanderson made a motion to authorize the Executive Director to execute a contract. Her motion was seconded by Commissioner Rhoads. The motion passed.

E.D. Rawn mentioned that our Theatre Squared donor recognition will be as Fayetteville A&P Commission.

Chairman Petty adjourned the meeting at 3:17 p.m.

Respectfully submitted,
Sally Fisher, Finance Director

Fayetteville A&P Commission

Balance Sheet

As of May 30, 2019

ASSETS

Current Assets

Cash	783,868.52
Investments	1,166,224.43
Accounts Receivable	367,051.73
Prepays and Deposits	50,400.22
Merchandise Inventory	<u>14,045.35</u>

Total Current Assets 2,381,590.25

Other Assets

Building, Land and Capital Improvements	2,551,563.60
Construction in Progress (ExpFay)	<u>11,061.60</u>

TOTAL ASSETS 4,944,215.45

LIABILITIES AND EQUITY

Liabilities 221,000.62

Equity

Fund Balance	4,660,297.72
Net Revenue	<u>62,917.11</u>

Total Equity 4,723,214.83

TOTAL LIABILITIES AND EQUITY 4,944,215.45

Fayetteville A&P Commission
Income Statement - Consolidated
Month Ending May 31, 2019

	Actual	Budget	Over/(Under) Budget	Percent of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue	1,481,346.94	3,571,688	(2,090,341.06)	41%
Rental Revenue	292,643.71	867,500	(574,856.29)	34%
Event Revenue	8,264.75	56,000	(47,735.25)	15%
Clinton House Museum Revenue	7,479.28	28,500	(21,020.72)	26%
Visitor Center Store Revenue	3,048.71	17,500	(14,451.29)	17%
Parking Revenue	12,409.20	28,000	(15,590.80)	44%
Advertising Revenue	12,525.00	25,100	(12,575.00)	50%
Interest and Investment Revenue	269,292.68	16,700	252,592.68	1613%
Total Revenue	2,087,010.27	4,610,988	(2,523,977.73)	45%
Expenses				
Rental Expenses	34,646.71	74,000	(39,353.29)	47%
Event Expenses	18,596.17	72,500	(53,903.83)	26%
Clinton House Museum	18,591.40	43,950	(25,358.60)	42%
Visitor Center Store	983.46	18,500	(17,516.54)	5%
Marketing Expenses	597,970.06	1,046,097	(448,126.94)	57%
Payroll	481,143.31	1,437,817	(956,673.69)	33%
Office and Administrative Expenses	334,833.50	823,339	(488,505.50)	41%
Facilities	477,762.60	1,088,620.00	(610,857.40)	44%
Total Expenses	1,964,527.21	4,604,823	(2,640,295.79)	43%
Net Income/(Loss) Before Other Revenue and Expenses	122,483.06	6,165	116,318.06	
Other Expenses				
Depreciation Expense	59,565.95	0	59,565.95	
Net Income/(Loss)	62,917.11	6,165	56,752.11	
Changes to Assets and Capital Improvements				
Major Capital Purchases	11,061.60	11,062	(0.40)	
Net Change	51,855.51		56,752.51	

April Activity

\$42,696 + **\$265,167**
Lodging Restaurant

\$19,013

Prior Dues Collected

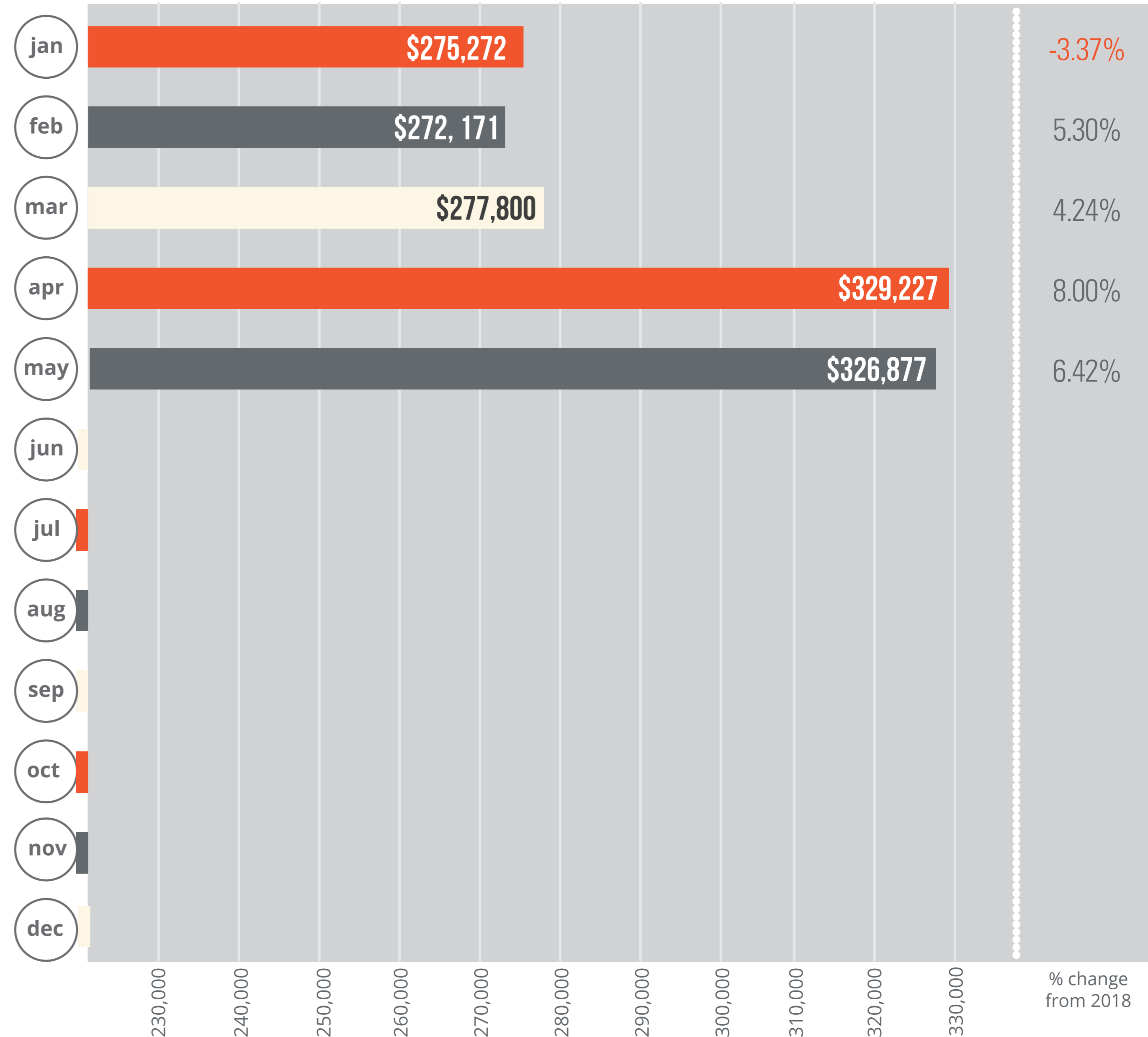
\$326,877

Total HMR Collected

Previous YTD (Jan-May) HMR A&P Tax Collection Totals

2015	2016	2017	2018	2019
\$1,206,231	\$1,328,654	\$1,373,024	\$1,421,827	\$1,481,347
11.10%	10.15%	3.33%	3.55%	4.19%
% change over previous year				

Monthly A&P Tax Collections 2019**



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

Fayetteville A&P Commission

Memo

To: Fayetteville Advertising and Promotion Commissioners

From: Molly Rawn, Executive Director, Fayetteville Advertising and Promotion Commission

Date: May 16, 2019; June 14, 2019

Re: Budget Adjustment related to Public Art

Background: In April 2019, the Advertising and Promotion Commission approved the Spring funding amounts which included \$15,000 to Bike NWA for production of *Oz Cross*, a cyclocross event in Fayetteville in the Fall of 2019.

Bike NWA is no longer producing that specific cyclocross event and thus we will not be expending those funds.

It is my recommendation that we move the \$15,000 from the grant funding account to the public art account. I recommend spending the money as follows:

- ~~\$2,500 to OORC for the commission of a mural at Gregory Park related to cycling. The A&P Commission would be funding the art, OORC would be in charge of its execution and hiring of the artist, and the city would be the owner as it is located on city property. This project was presented to the Fayetteville Arts Council May 15, 2019 and moves on to the Parks and Recreation Advisory board.~~ **Approved May 20, 2019**
- **\$10,000 for a three-dimensional mural from Eugene Sargent and Octavio Logo located in the alley between the Fenix Gallery and the Arvest Bank Building. This is a \$20,000 project but the artist has secured a matching donation from the building owner, who will match the A&P support 1:1. The artists will be responsible for securing all appropriate permissions from the owner and ensuring the project complies with the sign ordinance.** **Tabled in May, up for vote June 17, 2019**
- ~~\$2,500 to purchase the Hank Kaminsky sculpture that currently resides outside the visitors center. We do not own the piece and we would like to bring it inside the visitors center after the renovation to represent the artistic nature of Fayetteville. Owning the piece allows us to ensure that it is properly cared and also displayed in a safe manner.~~ **Approved May 20, 2019**