

**Fayetteville Advertising and
Promotion Commission**

January 27, 2020

2:00 p.m.

Location: **Fayetteville Town Center 15 West Mountain, Fayetteville, AR**

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

Staff: Molly Rawn, Chief Executive Officer

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Approval of December 2019 minutes
 - B. Budget presentation and approval of 2020 budget. *This item was held over from December due to insufficient time to review.*
- III. New Business
 - A. Election of Chairperson. *Per A&P Commission by-laws, a chairperson is to be selected by the members and is to serve a one-year term. Any commissioner in good standing may serve as chair; there are no limits to how many times a commissioner can serve.*
 - B. CEO's Report
 - 1. December HMR Collections and 2019 year-end financials
 - 2. Unit updates: FTC, CHM, Experience Fayetteville
 - 3. Walker Stone House lease with Art Ventures
 - 4. Quarterly planning for 2020
 - C. Tourism Funding requests. *Experience Fayetteville staff have allocated \$120,000 in the proposed budget for tourism funding grants for events occurring in calendar year 2020. There was not a fall 2019 grant cycle; the deadline was pushed to January. As of the agenda printing, staff has received requests totaling \$312,341.*
 - D. Vote: Proposal from BKD CPA's and Advisors to perform 2019 and 2020 audit. *BKD performed the 2018 audit.*
 - E. Vote: Extension of advertising agency of record contract. *CEO proposes a one-year renewal to the 2018 contract with Sells Agency at the existing rates.*
 - F. Presentation: 2019 marketing year in review; Drew Finkbeiner, Sells Agency
- IV. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners