

**Fayetteville Advertising and
Promotion Commission**

June 26, 2023

Location: Fayetteville Town Center, 15 W. Mountain Street

Commissioners: Todd Martin, Chair, Tourism & Hospitality Representative
Katherine Kinney, Tourism & Hospitality Representative
Chrissy Sanderson, Tourism & Hospitality Representative
Elvis Moya, Tourism & Hospitality Representative
Andrew Prysby, Commissioner at-large
Sarah Bunch, City Council Representative
Sonia Harvey, City Council Representative

Staff: Molly Rawn, CEO

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Review and approval of May minutes.
- III. New Business
 - A. CEO Report. An executive overview of the previous month
 1. RFP issued for Tourism Master Plan
 2. Tourism Incentive funding request form live on website
 - B. Financial Report. Jennifer Walker, Vice President of Finance
 - C. Marketing Report. Sarah King, VP of Marketing and Communications
 - D. Vote. Purchase of *Fayetteville is my Favoriteville* trademark and associated assets. Contract and Memo attached.
 - E. Vote. Contract with Arrivalist for tourism insight platform. Execute agreement for services including Arrivalist Trip and Arrivalist Lodging for a period of one year for \$45,000. Contract and memo attached.
 - F. Additions to the agenda may be added upon request from a majority of the commissioners.
- IV. Adjourn