

Advertising and Promotion Commission
July 17, 2017
2:00 p.m.

Location: Fayetteville Town Center, Director's Room
15 W Mountain Street Fayetteville, AR

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

Executive Director: Molly Rawn

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Approval of May 2017 minutes
 - B. Approval of July 2017 special meeting minutes
- III. New Business
 - A. HMR report
 - B. Executive Director's report
 1. Marketing update
 2. Town Center activity
 3. Walker Stone House activity
 - C. Authorization needed to change signatory information on the Experience Fayetteville bank account
- IV. Agenda Additions

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

Fayetteville Advertising and Promotion Commission

Minutes from Special Session

July 5, 2017

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

Staff Present: Molly Rawn, Sally Fisher, Hazel Hernandez, Dacre Whitaker

I. Call to Order

Chairman Matthew Petty called the special session meeting of the Fayetteville Advertising and Promotion Commission to order on July 5, 2017, at 2:00 p.m.

II. New Business

- A.** Vote to approve scope of work from Just Kids, LLC for curation and production of public art.
 - 1.** Chairman Petty stated that the terms are fair to the Commission.
 - a.** We need help with marketing and promotion of the project.
 - b.** We want to have all the artists here at the same time for what is a good time of year.
 - c.** Just Kids, LLC needs to get started quickly.
 - d.** There could be some potential changes to the contract.
 - e.** We want the project to be the week before the annual Roots Festival.
 - 2.** Commissioner Ching Mong asked about compensation and the timeline, as well as other costs. Executive Director Rawn stated that the artists would be provided a per diem and housing.
 - 3.** Commissioner Behrend asked if the artists and locations would be announced ahead of time.
 - 4.** Commissioner Rhoads noted that we have done our due diligence and asked about reference checks. Executive Director Rawn said there has been a definite increase in tourism value for other communities who have undertaken similar projects.
- B.** Commissioner Rhoads made the motion to approve working with Just Kids, LLC. His motion was seconded by Commissioner Adella Gray. The motion was approved.
 - 1.** Attorney Vince Chadick noted that the motion authorizes negotiation of the contract's material terms and scope of work. If there need to be material changes made to the contract, Executive Director Rawn will notify the Commission.

Chairman Petty adjourned the meeting at 2:17 p.m.

Respectfully submitted,
Sally Fisher, Finance Director
Experience Fayetteville

Fayetteville Advertising and Promotion Commission

Minutes from June Meeting

June 19, 2017

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

Staff Present: Molly Rawn, Sally Fisher, Hazel Hernandez, Angie Albright

I. Call to Order

Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on June 19, 2017, at 2:00 p.m.

II. Old Business

Chairman Petty asked for approval of the May 2017 minutes. Commissioner Todd Martin moved to approve the minutes. His motion was seconded by Commissioner Adella Gray. The motion was approved.

III. New Business

A. Clinton House Museum Update

1. Museum Director Angie Albright reported on the upcoming "Bloom" event to benefit the First Ladies Garden at the Museum on June 29.
2. Director Albright also noted that the Museum received a media mini-grant from the Arkansas Humanities Council (AHC) in the amount of \$2,000. They also have an AHC operations grant awaiting approval in the amount of \$2,300.
3. The Museum has hired a part-time employee who is working on projects targeting elementary student.
4. Director Albright reported that donations are comparable to previous months, but attendance is up considerably.

B. Executive Director's Report

1. Executive Director Rawn reviewed the HMR Report: \$318,984 collected.
2. Executive Director Rawn briefly reviewed the Balance Sheet and Income Statement presented in the A&P packet.

C. Marketing Presentation

Mike Sells of The Sells Agency presented their marketing report, noting that the changes were expected due to the launch of our new brand.

D. Review of Contract with Just Kids

1. We don't have a contract yet.
2. Executive Director Rawn noted that public art funds were earmarked in 2015 for the 2016 budget that were intended to be flexible for the firm selected to curate the art and garner media attention.
3. There was considerable discussion regarding aspects of the contract and who would be tasked with the duty of recruiting artists and jurying the submissions.
4. Executive Director Rawn noted that there will be a minimum of five sites and artists selected, with at least two being local artists.
5. Chairman Petty noted that the primary focus is to promote the City of Fayetteville.
6. Executive Director Rawn was tasked with working with Just Kids to pursue a contract/agreement with them.

Chairman Petty adjourned the meeting at 3:04 p.m.

Respectfully submitted,
Sally Fisher, Finance Director
Experience Fayetteville

\$289,497

Current HMR Collected

\$169

Prior Dues Collected

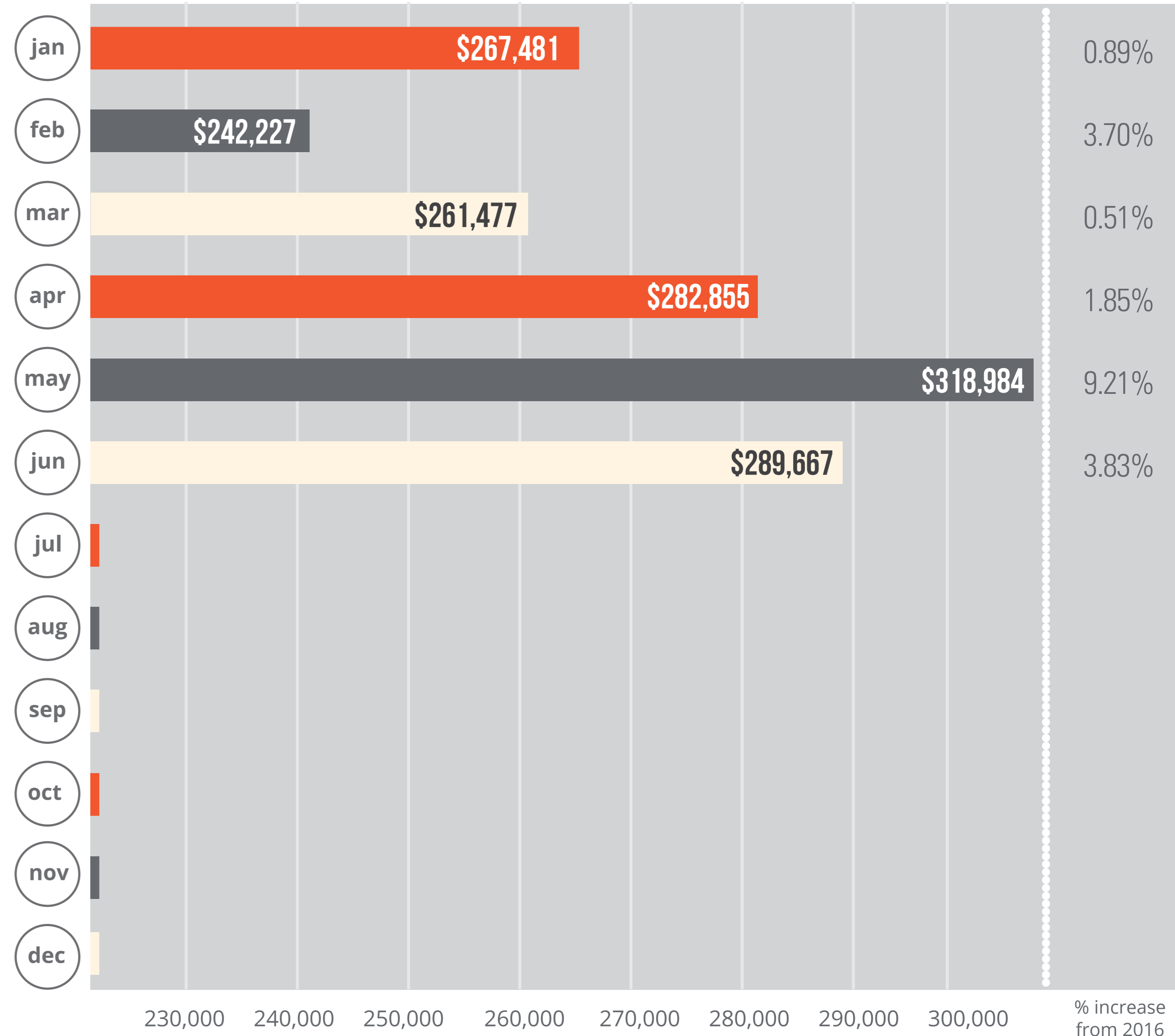
\$289,667

Total HMR Collected

Previous YTD (Jan-Jun) HMR Tax Collection Totals

2013	2014	2015	2016	2017
\$1,288,210	\$1,329,517	\$1,471,210	\$1,607,642	\$1,662,691

Monthly HMR Tax Collections 2017



*27 HMR accounts currently past due

MARKETING REVIEW

JANUARY-JUNE 2017 VS JANUARY-JUNE 2016

Overall Users:

127,589 VS **110,241**: **+16%**

Landing-Page Pageviews:

61,002 VS **14,134**: **+332%**

% New Sessions

87.7% VS **79.7%**: **+7.99%**

Guide Requests:

8,153 VS **10,686**: **-24%**

Guide Web-Requests:

5,635 VS **4,848**: **+16%**

ONLINE SEARCH

PAID SEARCH:

June 2017 Only

Impressions:

81,751

Clicks:

5,042

CTR:

6.17%

- Mobile: 81%

- Computer: 13%

- Tablet: 6%

January-June 2017
VS January-June 2016

+224%

PAID SEARCH Y.O.Y.:

June 2017 VS June 2016

+341%

ORGANIC SEARCH:

June VS May

+26%

GEO-FENCING

Target Areas

XNA and **TLS**

NWA hotels

April - June

Impressions:

428,437

CPM:

\$5.72

Clicks:

958

CTR:

.22%

ADVERTISING EXAMPLES



WHEN YOU WANT TO TAP INTO SOMETHING NEW,
FIND AWAY.

IPA at West Mountain Brewing Co.

EXPERIENCE
FAYETTEVILLE
.COM

Southwest Brewing News



WHEN THE LEAVES CHANGE, BUT YOUR TOUR HASN'T,
FIND AWAY.

Every fall, our leaves turn to beautiful colors. But, your group may be just as interested in how we change barley, wheat and apples. With 10 microbreweries and even a cidery, the Fayetteville Ale Trail will give your fall-color tour a great finish. To plan your tour, call Julie Pennington at 800-766-4626.

EXPERIENCE **FAYETTEVILLE**.COM

Group Travel Leader



"I DO SOLEMNLY SWEAR" STARTED WITH "I DO."

Before Bill and Hillary ever took an oath for public office, they took an oath to each other at their home in Fayetteville. Now called the Clinton House Museum, you can even see a replica of Hillary's wedding dress. Now with FREE admission, see where their life in public service began. Then, enjoy the sights and sounds of the entertainment capital of Northwest Arkansas.

CLINTON HOUSE MUSEUM
Clintonhousemuseum.org

Arkansas Times