

**Fayetteville Advertising and
Promotion Commission**

October 25, 2021

Location: Virtual Public Meeting, via Zoom. Register in advance for this webinar.

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

Staff: Jennifer Walker, Vice President of Finance; Tina Archer Cope,
Vice President of Sales and Ashley Cane, Marketing Manager
Brannon Pack, Director of Cycling Tourism; Amy Stockton,
Director of Operations

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Review and approval of August 2021 minutes. There was no meeting in September 2021.
- III. New Business
 - A. CEO Report. An executive overview of the previous month.
 - B. Financial Report. Jennifer Walker, Vice President of Finance
 - C. Marketing Report. A recap of marketing activity and website metrics for the past two months. Ashley Cane, Marketing Manager
 - D. UCI Cyclo-Cross World Cup Recap. The event was held Wednesday, October 13th at Centennial Park. Brannon Pack, Director of Cycling Tourism.
 - E. Vote. Communications Contract renewal. Seeking approval for the CEO to renew a three-year contract with Cox Communications as the organization's internet and telephone provider. Memo attached. Amy Stockton, Director of Operations.
 - F. Vote. Mobile Visitors Center. Approval to allocate \$150,000 toward the procurement and outfitting of a mobile visitors center. Memo attached. Jennifer Walker, Vice President of Finance.
 - G. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners.
- IV. Announcements: Next meeting as scheduled, Monday, November 22 at 2:00 p.m. in person at the Fayetteville Town Center.
- V. Adjourn