



Rogers Advertising and Promotions Commission
January Meeting Minutes
Wednesday, January 16, 2019

1. Attendance:

Commissioners Present: Mark Kruger (Chair), Larry Cooper, Barney Hayes, David Faulkner, Joe Murfin, Annette Nichols, Laura Orr
Commissioners Absent: None
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
Guests: None

2. Meeting Called to order: Kruger

- a. Welcome to new commissioner appointed to the Rogers A&P Commission, Barney Hayes.

3. Public Comment:

- a. None

4. Action on December minutes

- a. Motion to accept by Murfin. Second by Faulkner. Motion approved unanimously.

5. Financial Report

- a. Murfin reported on the December financials and Shaw made comments.
 - i. Motion to accept by Hayes. Second by Nichols. Motion approved unanimously.

6. Director's Report

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw also reported on social media and website stats.
- b. All sales goals were surpassed in 2018.
- c. Discussion of bumping up business for January in the future.
- d. Hotel meeting will be scheduled for February.
- e. Visit Rogers team attended the grand re-opening of the Rogers Historical Museum.
- f. Shaw reported on the year to date report from Miles Partnership on website users, sessions, pageviews, bounce rate, and average session duration.
- g. Shaw reported on the media report from Miles Partnership that highlights our digital campaign from 2018.
- h. Annual Tourism Talk will be Friday, March 8th.
- i. Wiggins reported on a site visit from earlier in the month.
- j. Wiggins reported on visiting Little Rock to prospect new business and he will be attending PCMA for continuing networking and prospect.
- k. Wiggins reported on updating the meetings portion of the website.
- l. Parker reported on meeting with hotel sales managers about the sports and group tour markets to update them on bookings, prospects, and upcoming tradeshow potential.
- m. Parker reported on American Bus Association beginning next week. She will be representing Visit Rogers and selling Rogers and Northwest to tour operators from all over the country.
- n. Parker reported that Visit Rogers will be sending collateral with the University of Arkansas and Octagon to a Golf Expo in Tulsa. This is to help promote the upcoming NCAA Men's & Women's Golf Championships being held in May at The Blessings in Fayetteville.

7. CEF Funding

- a. K+K Veterinary Services – K+K Veterinary Services 2019 Spring Buyer's Market – \$3,500
 - i. Shaw presented information and gave history.
 - ii. Motion to accept funding at the amount of \$3,500 by Faulkner. Second by Nichols. Motion approved unanimously.

- b. K+K Veterinary Services – K+K Veterinary Services 2019 Fall Trade Show – \$7,500
 - i. Shaw presented information and gave history.
 - ii. Motion to accept funding at the amount of \$10 per actualized room night by Murfin. Second by Hayes. Motion approved unanimously.
 - c. Great Plains – 2019 Great Plains Leadership Training for Christ – \$7,500
 - i. Shaw presented information and gave history.
 - ii. Motion to accept funding at the amount of \$10 per actualized room night by Nichols. Second by Murfin. Motion approved unanimously.
 - d. Arkansas Trucking Association – 2019 Arkansas Trucking Association Championship – \$15,000
 - i. Shaw presented information and gave history. Cooper and Shaw made comments.
 - ii. Motion to accept funding at the amount of \$15,000 by Orr. Second by Faulkner. Motion approved unanimously.
- 8. Sponsorship**
a. None
- 9. Old Business**
a. None
- 10. New Business**
a. None
- 11. Adjourn**
Next meeting is February 13, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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