



Rogers Advertising and Promotions Commission
June Meeting Minutes
Wednesday, June 13, 2018

1. Attendance:

Commissioners Present: Mark Kruger, David Faulkner, Joe Murfin, Annette Nichols, Laura Orr, Buddy Wright
Commissioners Absent: None
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
Guests: Kasey Bare and Whitney Rudder

2. Meeting Called to order:

Kruger

3. Public Comment:

a. None

4. Action on May minutes

a. Motion to accept by Orr. Second by Wright. Motion approved unanimously.

5. Financial Report

a. Murfin reported on the May financials and Shaw made comments and corrected a line item from the financials under Human Resources. Nichols made comments about the Marketing line items.
i. Motion to accept as amended by Shaw by Wright. Second by Faulkner. 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. Shaw reported on the goals and actuals for the 2018 Lead Goals. Shaw reminded the commission that the goals were based off of a 5-year past history and will be re-evaluated for 2019 tracking.
- c. Shaw reported on the recent and upcoming events with room nights attached to the bookings.
- d. Visit Rogers new Trails Maps are complete and being distributed.
- e. Shaw reported on the Miles report with data from the website.
- f. Shaw reported on our performance on Google with new photography that has been added.
- g. Shaw reported on Visit Rogers being a part of the Leaders Conference back in May.
- h. Visit Rogers and the Candlewood Suites hosted the NWA Meeting and Travel Professional Network in May. Faulkner was on the panel to talk about Rogers as well as Tom Allen from Sage, and Jon Allen from Onyx Coffee Lab.
- i. Shaw represented Visit Rogers at IPW International Tradeshow to meet with tour operators to bring inbound international groups to the United States.
- j. Shaw attended the Google Street View Summit at Google Headquarters.
- k. Shaw reported on the video shoot that Video Rogers just had that included Hobbs State Park, Downtown Rogers, restaurants, etc. There will be at least 3 videos created from the footage.
- l. Visit Rogers had a photo crew out on Beaver Lake yesterday with a guided tour to get some action photography for the outdoor and fishing marketing.
- m. Wiggins reported on a promo feature that went out to over 6,000 planners. He did an interview that will go out to more planners as well that will tell them more about working with Visit Rogers and the area.
- n. Visit Rogers staff has been putting the word out about Top Golf coming to the area.
- o. Parker reported on NCAA Baseball Regionals which brought in 3 teams and fans to Rogers, video shoot, and attending TAP Dance 2018 group tour show.



7. CEF Funding

- a. None

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. Motion to move the next meeting date to Wednesday, August 1, 2018 at 4pm by Wright. Second by Murfin. Motion approved unanimously.
- b. Shaw will be sending a notification to hoteliers that a vacancy on the commission is available and applications will be accepted.

11. Adjourn

Next meeting is August 1, 2018 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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