



Rogers Advertising and Promotions Commission
August Meeting Minutes
Wednesday, August 1, 2018

1. Attendance:

Commissioners Present: Mark Kruger, David Faulkner, Joe Murfin, Laura Orr, Buddy Wright
Commissioners Absent: Annette Nichols
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
Guests: Larry Cooper

2. Meeting Called to order: Kruger

3. Public Comment:

a. None

4. Action on June 2018 minutes

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

5. Financial Report

a. Murfin reported on the mid-year financial report from January - June and Shaw made comments.
i. Motion to accept 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 attending the Arkansas Bike Summit.
- c. Shaw reported on the videos being produced that will be released very soon.
- d. Shaw reported on the Destinations International annual convention that the team attended – educational and networking opportunities
- e. Shaw traveled to D.C. for a Congressional Summit with Southeastern Tourism Society and then he attended a media marketplace.
- f. Shaw reported on the 2019 Arkansas State Tourism offices ad buy opportunities.
- g. Wiggins reported on STS Marketing College attending on his first year.
- h. Wiggins reported on attending ASAE Annual Convention in Hot Springs and then PCMA Annual Conference in Tulsa.
- i. Wiggins reported on recent conventions that have been in Rogers
- j. Parker reported on Going On Faith FAM Tour and conference.
- k. Parker reported on bidding for a USA Cycling event for 2019 and 2020.
- l. Parker reported on recent sporting events that have been held in Rogers.
- m. Parker reported on the Rogers Cycling Festival.
- n. Shaw reported on the June and July dashboards for 2018 lead goals, tourism inquiries, social media stats, and website stats.
- o. Shaw reported that trail maps are in and distributed out in the community.
- p. Shaw presented sponsorship opportunity for a Visit Rogers Brand Channel on Arkansas.com. Discussion by all.
 - i. Motion to approve sponsorship of the Visit Rogers Brand Channel on Arkansas.com at the \$30,000 level by Faulkner. Second by Murfin. Motion approved unanimously.
 - ii. Motion to move \$30,000 from line item 513 Incentive Funding A&P to line item 511 Marketing by Murfin to support Brand Channel sponsorship. Second by Orr. Motion approved unanimously.



7. CEF Funding

- a. Senior Softball USA – 2018 Midwest Championships – \$5,000
 - i. Shaw presented information and gave history. Orr & Parker made comments.
 - ii. Motion to accept \$5,000 by Faulkner. Second by Murfin. Motion approved unanimously.
- b. The Poultry Federation – 2018 Arkansas Nutrition Conference – \$5,000
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to accept \$5,000 by Murfin. Second by Orr. Motion approved unanimously.
- c. Solution Tree – 2019 Response to Intervention Workshop – \$10 per room night
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to accept \$10 per actualized room night by Orr. Second by Murfin. Motion approved unanimously.
- d. Southern Assoc. of Collegiate Registrars & Admissions Officers – 2018 Annual Conf. – \$15,000
 - i. Shaw presented information and gave history. Wiggins, Wright, Murfin, and Faulkner made comments.
 - ii. Motion to fund \$10,000 plus \$10 per actualized room night over 1,000 rooms by Murfin. Second by Faulkner. Motion approved unanimously.

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. Online Travel Agencies Lawsuit
 - i. Motion to approve joining the Online Travel Agencies Lawsuit by Murfin. Second by Orr. Motion approved unanimously.
- b. A&P Commission Vacancy
 - i. Cooper made comments about his qualifications and expertise in the industry.
 - ii. Motion to recommend to city council that Larry Cooper fill vacant hotelier commission seat by Wright. Second by Faulkner. Motion approved unanimously.
- c. September Meeting Date Change
 - i. Motion to accept the date change to September 5, 2018 at 4pm by Faulkner. Second by Murfin. Motion approved unanimously.
- d. Shaw reported on the recent forgery of checks from the Rogers A&P Commission. Murfin was instrumental in getting the account closed and transferred to a new account. The funds have been returned and Rogers Police Department is investigating.

11. Adjourn

Next meeting is September 5, 2018 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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