



Rogers Advertising and Promotions Commission  
September Meeting Minutes  
Wednesday, September 5, 2018

**1. Attendance:**

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

**2. Meeting Called to order:** Kruger

**3. Public Comment:**

a. None

**4. Action on August minutes**

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

**5. Financial Report**

a. Murfin reported on the August financials 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 the Visit Rogers Dashboard and the Miles Marketing report.  
c. Shaw reported on the upcoming NCAA events Visit Rogers will be involved with.  
d. Shaw reported on meeting with the WAC and AMP on sponsorship and partnering opportunities.  
e. Shaw reported on the International market and an upcoming site visit in Arkansas.  
f. Wiggins reported on upcoming groups, past site visits, AHA & ASAE, and HelmsBriscoe activity.  
g. Parker reported on past tradeshow, sales, upcoming events, and upcoming tradeshow.

**7. CEF Funding**

a. Basscat Boats – 2019 Owners Invitational Tournament– \$20,000  
i. Shaw presented information and gave history. Orr, Nichols & Faulkner made comments.  
ii. Motion to accept \$20,000 with a proper tracking mechanism for room nights by Nichols. Second by Murfin. Motion approved unanimously.  
b. Arkansas Sheriff's Association – 2019 Summer Conference – \$5,000  
i. Shaw presented information and gave history. Wiggins, Faulkner & Name made comments.  
ii. Motion to accept at the \$5,000 level and any room nights over 500 will gain an additional \$10 per room night by Faulkner. Second by Nichols. Motion approved unanimously.

**8. Sponsorship**

a. None

**9. Old Business**

a. None

**10. New Business**

a. None

**11. Adjourn**

Next meeting is October 10, 2018 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*