



Rogers Advertising and Promotions Commission  
October Meeting Minutes  
Wednesday, October 10, 2018

**1. Attendance:**

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

**2. Meeting Called to order:**

Kruger

**3. Public Comment:**

a. None

**4. Action on September minutes**

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

**5. Financial Report**

a. Murfin reported on the September financials and Shaw made comments.  
i. Motion to accept by Faulkner. Second by Wright. 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 upcoming events such as craft fair weekend and Razorback football games.
- c. Shaw reported on the monthly and year to date Miles reports on website stats, top landing pages, top traffic sources, and top cities by sessions.
- d. Shaw reported on hosting the new UK representative in Rogers for a site visit while he was touring Arkansas and Northwest.
- e. Shaw and Wiggins attended the Arkansas Hospitality Association in Little Rock last month.
- f. Visit Rogers will be adding to the team to continue helping with branding, social media, media, and content development.
- g. Shaw reported on the quarterly hoteliers meeting with our Rogers partners.
- h. Visit Rogers will be meeting their new account representative with Miles Partnership next week and begin planning for next year.
- i. Marketing plan and budget preparation will begin this month and presented to the commission in November and December.
- j. Shaw reported on Visit Rogers new brand channel on the Arkansas.com website.
- k. Wiggins reported on attending ASAE, a client event in Little Rock in partnership with the Embassy Suites, and on-site visits over the past month.
- l. Parker reported on tradeshow within the last month, NCAA events, and upcoming site visits.

**7. CEF Funding**

- a. Arkansas Youth of the Pentecostal Church – 2018 Holiday Youth Convention – \$10,000
  - i. Shaw presented information and gave history. Wright made comments.
  - ii. Motion to accept \$10,000 by Wright. Second by Murfin. Motion approved unanimously.
- b. BOMA – 2018 Southwest Regional Conference – \$5,000
  - i. Shaw presented information and gave history. Faulkner and Murfin made comments.
  - ii. Motion to fund at \$10 per room night by Faulkner. Second by Murfin. Motion approved unanimously.



- c. SSUSA – 2019 Midwest Championship Tournament – \$10,000
  - i. Shaw presented information and gave history.
  - ii. Motion to accept \$5,000 bid fee and up to \$5,000 in field maintenance to Rogers Parks & Recreation by Murfin. 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 November 14, 2018 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

Kelly Parker