



Rogers Advertising and Promotions Commission  
December Meeting Minutes  
Wednesday, December 12, 2018

**1. Attendance:**

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

**2. Meeting Called to order:**

Kruger

**3. Public Comment:**

a. None

**4. Action on November minutes**

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

**5. Financial Report**

a. Murfin reported on the November financials and Shaw made comments.  
i. Motion to accept by Wright. Second by Orr. 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 Rogers Historical Museum re-grand opening tomorrow at 11am.
- c. Shaw and Parker reported on Travel South International tradeshow from last month.
- d. Shaw reported on the Google My Business phase 2 with Miles and updating research for 2019.
- e. Shaw is interviewing candidates for the Tourism Sales Manager position that is currently open.
- f. Wiggins reported on recent site visits that have visited Rogers.
- g. Wiggins will be at ASAE next week and will do sales calls during his visit.
- h. Wiggins reported on recent groups that have been in Rogers.
- i. Parker passed out the 2019 commission meeting dates.
- j. Parker reported on Visit Rogers attending the NWA Travel and Meeting Professional event last month.
- k. Parker reported on group tours coming to Rogers this month.
- l. Shaw thanked our hotels, restaurants, and attractions for their partnerships with Visit Rogers this year.

**7. CEF Funding**

- a. Southeast Museum Conference – 2022 Annual Conference – \$20,000
  - i. Shaw presented information and gave history. Wiggins, Kruger, Orr, Wright, and Murfin made comments.
  - ii. Motion to accept \$10,000 by Murfin. Second by Wright. Motion approved unanimously.

**8. Sponsorship**

a. None

**9. Old Business**

a. None



**10. New Business**

- a. Motion to move January meeting to the 16<sup>th</sup> by Faulkner. Second by Murfin. Motion approved unanimously.
- b. Commission thanked Buddy Wright for his years of service on the A&P Commission as he retires from the City of Rogers City Council.

**11. Adjourn**

Next meeting is January 16, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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