



Rogers Advertising and Promotions Commission
November Meeting Minutes
Wednesday, November 14, 2018

1. Attendance:

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

2. Meeting Called to order: Faulkner

3. Public Comment:

- a. Introduction of guests

4. Action on October minutes

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

5. Financial Report

- a. Murfin reported on the October 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 from the Miles Partnership report.
- b. Wiggins reported on recent site visits within the last month. Thank you to our local partners for their participation. Wiggins reported on two upcoming site visits before the end of the year.
- c. Parker reported on the video shoot Visit Rogers completed.
- d. Parker reported on a recent site visit in the sports market.
- e. Shaw reported on Parker being named the Marketing Communication Manager at Visit Rogers.
- f. Shaw reported that the Tourism Sales Manager job will be posted very soon.
- g. Shaw reported on the new park design for Frisco Park becoming Railyard Park in downtown Rogers.
- h. Shaw reported on Main Street Rogers coming under the RLACC umbrella in January 2019 and will become Downtown Rogers, Inc.

7. CEF Funding

- a. Shepherd's Chapel – 2019 Shepherd's Chapel Passover Convention – \$7,000
 - i. Shaw and Wiggins presented information and gave history.
 - ii. Motion to accept the \$7,000 request and \$10 per actualized room night over 700 rooms by Murfin. Second by Orr. Motion approved unanimously.

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. 2019 Visit Rogers Marketing Budget presented by Taylor from Miles Partnership
- b. 2019 Budget Presentation presented by Shaw
 - i. Comments made by Murfin and Phillips. Motion to accept the 2019 budget by Wright. Second by Murfin. Motion approved unanimously.

11. Adjourn

Next meeting is December 12, 2018 at 4pm. Faulkner adjourned meeting.

Respectfully Submitted,

Kelly Parker

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