



Rogers Advertising and Promotions Commission  
February Meeting Minutes  
Wednesday, February 13, 2019

**1. Attendance:**

Commissioners Present: Mark Kruger (Chair), Larry Cooper, David Faulkner, Joe Murfin, Annette Nichols, Laura Orr  
Commissioners Absent: Barney Hayes  
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins  
Guests: Kenny Lamb

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

**3. Public Comment:**

a. None

**4. Action on January minutes**

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

**5. Financial Report**

a. Murfin reported on the January financials and Shaw made comments.  
i. Motion to accept by Faulkner. Second by Nichols. 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 and tourism inquiries.  
b. Tourism Talk will be on March 8, 2019 at Crabby's Seafood Bar & Grill beginning at 8:30am.  
c. Shaw debuted the 2019 sales goals for all markets.  
d. Shaw reported on Miles Partnership monthly report for website stats.  
e. Shaw reported on the website research project through Miles Partnership.  
f. Shaw reported on attending Legislative Day in Little Rock with Arkansas Hospitality Association.  
g. Shaw gave an update on the Brick Street Crit.  
h. Wiggins reported on PCMA banquet in Kansas City and upcoming being sent out.  
i. Parker reported on American Bus Association appointments, Legislative Day, and upcoming bids.

**7. CEF Funding**

a. Arkansas Conference Council on Youth Ministry – Veritas Worship Conference – \$8,000  
i. Shaw presented information and gave history. Murfin made comments.  
ii. Motion to accept funding at the \$10 per actualized room night tracked by Nichols. Second by Murfin. Motion approved unanimously.  
b. Arkansas Association for Instructional Media – 2019 AAIM Annual Conference – \$5,000  
i. Shaw presented information and gave history. Nichols made comments.  
ii. Motion to accept funding at the \$10 per actualized room night tracked by Faulkner. Second by Orr. Motion approved unanimously.  
c. First Baptist Church of Benton – 2019 Crossover Marriage Retreat – \$1,400  
i. Shaw presented information and gave history. Nichols, Orr, Faulkner, and Wiggins made comments.  
ii. Motion to accept funding at the \$10 per actualized room night by Murfin. Second by Cooper. Motion approved unanimously.  
d. North American Membrane Society – 2021 Annual Meeting – \$8,000  
i. Shaw presented information and gave history. Murfin, Faulkner, Cooper, and Nichols made comments.



- ii. Motion to accept funding at \$6,000 and an additional \$10 per room night for any room nights over 600 rooms actualized by Murfin. Second by Cooper. Motion approved unanimously.

**8. Sponsorship**

- a. None

**9. Old Business**

- a. None

**10. New Business**

- a. Music/Audio Branding Proposal

- i. Motion to accept and not exceed \$26,000 for the year for production needs, plus the \$24,000 for the retainer (\$2,000 per month) by Faulkner. Second by Orr. Motion approved unanimously.

**11. Adjourn**

Next meeting is March 13, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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