



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

1. Attendance:

Commissioners Present: Mark Kruger (Chair), Barney Hayes, David Faulkner, Joe Murfin, Laura Orr
Commissioners Absent: Larry Cooper, Annette Nichols
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
Guests: None

2. Meeting Called to order: Kruger

3. Public Comment:

a. None

4. Action on February minutes

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

5. Financial Report

a. Murfin reported on the February financials and Shaw made comments.
i. Motion to accept by Hayes. Second by Faulkner. Motion approved unanimously.

6. Director's Report

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard and Miles Report. Shaw also reported on social media and website stats.
- b. Shaw reported on the reconstruction of the meetings portion of the website.
- c. Shaw reported on the plan for a research study for 2019.
- d. Shaw reported on the Arkansas Governor's Conference held in Hot Springs last month.
- e. Shaw reported on the Rogers hotelier meeting held last month.
- f. Shaw reported on staff attending the NWA Meeting & Travel Professionals event.
- g. Shaw reported on Tourism Talk that was held last week.
- h. Shaw reported on the Art Space discussion that is being held.
- i. Wiggins reported on past site visits in the past month.
- j. Wiggins reported on attending ASAE lunch in Little Rock and made sales calls.
- k. Parker reported on attending Leadership Benton County State Government Session in Little Rock.
- l. Parker reported on attending Travel South Domestic Showcase to meet group tour planners.
- m. Parker reported on past and upcoming site visits.

7. CEF Funding

- a. Poultry Federation – 2019 Poultry Symposium – \$5,000
 - i. Shaw presented information and gave history. Orr, Wiggins, & Faulkner made comments.
 - ii. Motion to accept \$5,000 by Murfin. Second by Hayes. Motion approved unanimously.
- b. Daisy Outdoor Products – 2019 Daisy National BB Gun Championship – \$22,500
 - i. Shaw presented information and gave history. Murfin, Hayes & Faulkner made comments.
 - ii. Motion to accept \$22,500 by Faulkner. Second by Orr. Motion approved unanimously. Murfin abstained from the vote.



8. Sponsorship

- a. None

9. Old Business

- a. Music Branding Program Update
 - i. Shaw has finalized the agreement with Marketing Through Music.
 - ii. Commission would like to see the contract go through the City Attorney for a final look through.

10. New Business

- a. None

11. Adjourn

Next meeting is April 10, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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