



Rogers Advertising and Promotions Commission  
April Meeting Minutes  
Wednesday, April 10, 2019

**1. Attendance:**

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

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

- a. Shaw introduced new Visit Rogers staff, Cordova, Tourism Sales Manager, to the commission.

**3. Public Comment:**

- a. None

**4. Action on March minutes**

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

**5. Financial Report**

- a. Murfin reported on the March financials and Shaw made comments.
  - i. Motion to accept by Cooper. Second by Faulkner. 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 announced that Wiggins was selected by Destinations International as a 30 Under 30 recipient for 2019-20.
- c. Shaw reported a new page added into the media report that shows metrics for the Arkansas.com website.
- d. Shaw reported on the Rogers Cycling Festival putting on the Brick Street Criterium race for 2019.
- e. Shaw reported on Visit Rogers helping the State Tourism office host the IITA event.
- f. Shaw reported on the NCAA Men's and Women's Golf Championships in May.
- g. Parker reported on NCAA Championship and how the DMO's will service the group
- h. Parker reported on attending LBC last month on City and Local Government
- i. Parker reported on past site visits for group tours
- j. Wiggins reported on upcoming conventions he will be attending
- k. Wiggins reported on upcoming groups that will be in house and offering assistance to

**7. CEF Funding**

- a. Arkansas State Parks – National Association of State Parks Directors 2019 Conference – \$10,000
  - i. Shaw presented information and gave history.
  - ii. Motion to accept the funding request in full at the \$10,000 request by Faulkner. Second by Hayes. Motion approved unanimously. Cooper abstained.

**8. Sponsorship**

- a. None

**9. Old Business**

- a. Music Branding Program Update
  - i. Motion to accept the agreement between Visit Rogers and Marketing Through Music by Nichols. Second to Cooper. Motion approved unanimously.

**10. New Business**

- a. Auditor for Visit Rogers



- i. Motion to accept Landmark as the auditor for Visit Rogers for 2018 by Cooper. Second to Hayes. Motion approved unanimously.
  - b. Representation for Visit Rogers
    - i. Motion to accept Watkins, Boyer, Gray, & Curry, PLLC. as representation for Visit Rogers as needed by Faulkner. Second to Murfin. Motion approved unanimously.
- 11. Adjourn**
  - Next meeting is May 8, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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