



Rogers Advertising and Promotions Commission
April Meeting Minutes
Wednesday, April 10, 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, Luke Wiggins
Staff Absent: Kelly Parker, Jesse Cordova
Guests: None

2. Meeting Called to order: Kruger

3. Public Comment:

a.

4. Action on March minutes

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

5. Financial Report

a. Murfin reported on the April 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.
- b. Shaw reported on the NCAA Men's and Women's Golf Championships in May and recent Bass Cat Tournament.
- c. Shaw reported on the ongoing content audit of the website.
- d. Shaw reported on the current state of the Google DMO program now moving into phase two, which is a more hands on training of local business through an online portal with Miles.
- e. Shaw reported on photo shoot at Embassy with Poultry Symposium.
- f. Shaw reported on intern coming in the summer.
- g. Wiggins reported on upcoming conventions he will be attending
- h. Wiggins reported on upcoming groups that were in house

7. CEF Funding

- a. The Poultry Federation – Poultry Festival 2019 – \$25,000
 - i. Shaw presented information and gave history.
 - ii. Motion to accept the funding request in full at the \$25,000 request by Murfin. Second by Faulkner. Motion approved unanimously. Cooper abstained.
- b. NW Arkansas Sports Productions – USSSA 12AA Championships 2019 – \$1,500
 - i. Shaw presented information and gave history.
 - ii. Motion to accept the funding request at \$10 per room actualized room Faulkner. Second by Orr. Motion approved unanimously.
- c. AR Association of Chiefs of Police – Annual Convention 2019 – \$5,000
 - i. Shaw presented information and gave history.
 - ii. Motion to accept the funding request in full at the \$5,000 request by Murfin. Second by Nichols. Motion approved unanimously. Cooper abstained.
- d. Next Gen Dance—Competition & Convention 2019 – \$20,000
 - i. Shaw presented information and gave history.

- ii. Motion to accept the funding request in full at the \$5,000 with \$10 per room for every room in excess of 500 actualized request by Nichols. Second by Murfin. Motion approved unanimously. Cooper abstained
- e. Ozark Off Road Cyclists—Battle for Townsend’s Ridge Race – \$1,000
 - i. Shaw presented information and gave history.
 - ii. Motion to accept the funding request in full at the \$1,000 by Nichols. Second by Cooper. Motion approved unanimously.
- 8. Sponsorship**
 - a. None
- 9. Old Business**
 - a. None
- 10. New Business**
 - a. Walmart AMP Partnership
 - i. Motion to accept Walmart Amp partnership at \$100,000 a year for 10 years by Faulkner. Second by Nichols. Motion approved unanimously.
- 11. Adjourn**

Next meeting is June 19, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Luke Wiggins

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