



Rogers Advertising and Promotions Commission
June Meeting Minutes
Wednesday, June 19, 2019

1. Attendance:

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

2. Meeting Called to order:

Kruger

3. Public Comment:

a. None

4. Action on May minutes

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

5. Financial Report

a. Murfin reported on the May financials and Shaw and Kruger 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. Shaw also reported on social media and website stats.
- b. Shaw reported on a joint meeting with the Chamber and Ozark Regional Transit for upcoming event transportation needs.
- c. Shaw reported on going to IPW with the Arkansas team where they had over 50 appointments with international operators.
- d. Shaw reported on hosting a post FAM tour after Travel South International Showcase in December.
- e. Shaw took part in the STS Congressional Summit and Fly In discussing tourism issues on the Hill.
- f. The team has been focusing on customer service for in-house groups this summer.
- g. Parker reported on NCAA Golf and Baseball Super Regional that Rogers hosted teams in May and June.
- h. Parker reported on attending TAP Dance where she had 30 face to face appointments with planners.
- i. Wiggins reported on HelmsBriscoe/ABC conference he attended and had face to face meetings with planners.
- j. Wiggins reported on ASAE annual convention coming up next month.
- k. Wiggins reported on Poultry Federation being in town last week.
- l. Wiggins reported on Destinations International that the team will be attending in July.
- m. Shaw reported on the Sound of Rogers event that will be held on Friday, June 21st.
- n. Shaw reported on the Google Local Marketing Academy that Visit Rogers will host on Tuesday, June 25th.

7. CEF Funding

a. None

8. Sponsorship

a. None

9. Old Business

a. None



10. New Business

- a. Google Street View Summit
 - i. Shaw reported on the 2019 Summit

11. Adjourn

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

Respectfully Submitted,

Kelly Parker

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