



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

**1. Attendance:**

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

**2. Meeting Called to order:**

Kruger

**3. Public Comment:**

a. None

**4. Action on June minutes**

- a. Change on the minutes to update that Barney Hayes was present at the June meeting.
- b. Motion to accept the amended minutes by Hayes. Second by Cooper. Motion approved unanimously.

**5. Financial Report**

- a. Murfin reported on the June financials. Shaw made comments.
  - i. Shaw requested to move \$10,000 from 513 Incentive Funding A&P to 515 Contract Services
  - ii. Shaw requested to move \$10,000 from 524 Promotions to 515 Contract Services
  - iii. Shaw request to move \$10,000 from 526 Sponsorship to 515 Contract Services
  - iv. Commissioners agreed to table the financial requests until hearing the Destination NEXT proposal later in the meeting.
  - v. Motion to accept the June financials as reported 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. Wiggins reported on the annual Poultry Festival event that occurred in June. Cooper and Parker made additional comments.
- c. Thompson and Kardas reported on the past 3 years on the Visit Rogers and Miles Partnership partnership – website launch, Google portal, research campaigns, digital metrics, and how to move forward. Cooper, Nichols, Wiggins, Parker, and Shaw made comments.
- d. Parker reported on LPGA and Senior Softball USA events from June and July.
- e. Parker reported on website content updates and social media.
- f. Wiggins reported on Daisy Nationals from early July and Arkansas Trucking Association coming in this weekend.
- g. Wiggins reported on the upcoming ASAE event in Little Rock.
- h. Wiggins reported on the team being at Destinations International in St. Louis at the end of July.
- i. Shaw reported on the co-branding landing page on the Visit Rogers website with the Walmart AMP.
- j. Shaw reported on the Google programming event that was held at the end of June.
- k. Shaw reported on presenting to the Rogers-Lowell Area Chamber of Commerce Executive Committee that highlighted what the Visit Rogers team had done from the last two months.
- l. Cooper asked about Topgolf. Wiggins and Parker made comments.

**7. CEF Funding**

- a. Great Plains – 2020 Training for Christ Annual Convention - \$10,000
  - i. Shaw presented information and gave history. Wiggins and Nichols made comments.
  - ii. Motion to accept \$13 per actualized room night by Nichols. Second by Murfin. Motion approved unanimously. Cooper abstained.

**8. Sponsorship**

- a. None

**9. Old Business**

- a. Audit
  - i. Burns presented on approving the auditors for Visit Rogers as Landmark for a 5-year commitment.
  - ii. Motion to accept Landmark at the auditors for Visit Rogers for the next 5 years by Cooper. Second by Faulkner. Motion approved unanimously.

**10. New Business**

- a. Destination NEXT Presentation
  - i. Shaw presented the proposal for participating in the Destination NEXT assessment at \$17,400. Comments made by Burns, Wiggins, Nichols, Faulkner, and Cooper.
  - ii. Motion to approve Visit Rogers moving forward with the Destination NEXT program at \$17,400 by Faulkner. Second by Cooper. Motion approved unanimously.
- b. Shaw requested to \$10,000 from 513 Incentive Funding A&P to 515 Contract Services, \$10,000 from 524 Promotions to 515 Contract Services, and \$10,000 from 526 Sponsorship to 515 Contract Services
  - i. Comments made by Cooper.
  - ii. Motion to approve the move of \$10,000 from 513 Incentive Funding A&P to 515 Contract Services, \$10,000 from 524 Promotions to 515 Contract Services, and \$10,000 from 526 Sponsorship to 515 Contract Services by Hayes. Second by Murfin. Motion approved unanimously.
- c. Sound of Rogers
  - i. Kruger reported on the Sound of Rogers event. The event was well received and looks to see growth. Shaw made comments.

**11. Adjourn**

Next meeting is August 14, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

Kelly Parker