



Rogers Advertising and Promotions Commission
August Meeting Minutes
Wednesday, August 14, 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, Luz Palmerin
Guests: None

2. Meeting Called to order: Kruger

3. Public Comment:

a. None

4. Action on July minutes

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

5. Financial Report

a. Murfin reported on the July financials and Shaw made comments.
i. Motion to accept by Cooper. 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 staff attending the Arkansas Hospitality Association meeting in Fayetteville – AHA is looking to start a NWA Chapter.
- c. Shaw reported on attending Destinations International – Wiggins was awarded 30 Under 30.
- d. Shaw reported being a part of a tourism roundtable with the NWA Business Journal.
- e. Shaw reported on the Chamber Vision 100 roundtables.
- f. Shaw reported on upcoming video projects for Visit Rogers.
- g. Shaw gave up update on the Destinations NEXT program that was approved last month – survey launches next Tuesday, August 20th.
- h. Wiggins reported on group services from July.
- i. Wiggins reported on attending ASAE Executives – Visit Rogers used the AMP partnership tickets to do a drawing for meeting planners at the event.
- j. Wiggins reported on upcoming tradeshow with meeting planner.
- k. Parker reported on Senior Softball and Iron Warriors Motorcycle Club events held in July.
- l. Parker thanked Shaw and Murfin for welcoming a group tour while she was out.
- m. Parker reported on Destinations International conference in July.
- n. Parker reported on Educational Seminar for Tourism Organizations (ESTO) that begins Saturday.
- o. Parker reported on Visit Rogers hosting the NWA Meeting Travel Professionals event tomorrow at the Arkansas Public Theatre.
- p. Palmerin reported on updating content on the website.
- q. Shaw reported that Palmerin will be coming on part-time through her last semester of college

7. CEF Funding

- a. Poultry Federation – 2019 Arkansas Nutrition Conference – \$5,000
 - i. Shaw presented information and gave history. No comments made.
 - ii. Motion to accept \$5,000 as requested by Hayes. Second by Murfin. Motion approved unanimously. Cooper abstained.

- b. NWA Beautiful Girls – 2019 NWA Beautiful Girls Retreat – \$10 per room night
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to accept \$10 per actualized room night by Faulkner. Second by Murfin. Motion approved unanimously. Cooper abstained
 - c. The Restored Church of God – 2019 Feast of Tabernacles – \$7,890
 - i. Shaw presented information and gave history. Wiggins and Nichols made comments.
 - ii. Motion to accept \$10 per actualized room night by Murfin. Second by Orr. Motion approved unanimously. Cooper abstained.
- 8. Sponsorship**
- a. None
- 9. Old Business**
- a. None
- 10. New Business**
- a. September Meeting Date Change
 - i. Request to commission is to move the meeting back one week to September 18th.
 - ii. Commission agreed to the 18th.
 - b. October Destination NEXT Results Presentation Workshop and Monthly Meeting
 - i. Visit Rogers would like to host the workshop on Wednesday, October 9th. We would start at 2pm for a 2-hour workshop, conduct the workshop, and then go straight into the October A&P meeting around 4pm.
- 11. Adjourn**
- Next meeting is September 18, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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