



Rogers Advertising and Promotions Commission  
September Meeting Minutes  
Wednesday, September 18, 2019

**1. Attendance:**

Commissioners Present: Mark Kruger (Chair), Larry Cooper, David Faulkner, Joe Murfin  
Commissioners Absent: Barney Hayes, Annette Nichols, Laura Orr  
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins, Luz Palmerin  
Guests: Ryan Thompson, Susie Kardas, Jennifer Moore, Cody Kemp

**2. Meeting Called to order:**

Kruger

**3. Public Comment:**

- a. Cody Kemp and Jennifer Moore introduced themselves.

**4. Action on August minutes**

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

**5. Financial Report**

- a. Murfin reported on the August financials and Shaw made comments.
  - i. Motion to accept by Faulkner. Second by Cooper. 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. Kardas went through the Miles Partnership monthly report.
- c. Microsite on Arkansas.com is performing really well month to month.
- d. Parker reported on attending SPORTS The Relationship Conference and bringing Parks & Recreation to help learn about the tradeshow Visit Rogers attends.
- e. Parker reported on a group tour that visited Daisy Airgun Museum on a mystery trip.
- f. Parker reported on meeting with AAO and learning more about their facilities they are building.
- g. Parker reported on attending Arkansas Hospitality Association next week.
- h. Wiggins reported on attending Connect Association.
- i. Wiggins reported on attending ASAE in Little Rock and calling on clients.
- j. Wiggins reported on groups that were in over the last month.
- k. Wiggins reported on how great the AMP tickets have been to reach potential clients.
- l. Shaw reminded the commission to please fill out the DNEXT survey.
- m. Palmerin reported on the articles that she helped facilitated.

**7. CEF Funding**

- a. Trout Unlimited – 2019 Annual Meeting – \$5,000
  - i. Shaw presented information and gave history. Wiggins comments made.
  - ii. Motion to fund event at \$10 per actualized room night as requested by Faulkner. Second by Murfin. Motion approved unanimously. Cooper abstained.
- b. Mr. Bass of Arkansas – 2019 Arkansas Classic & 2020 Featured Tournament – \$10,000
  - i. Shaw presented information and gave history. Kemp, Cooper, and Shaw made comments.
  - ii. Motion to fund at the \$5,000 level for each event totaling \$10,000 by Murfin. Second by Faulkner. Motion approved unanimously. Cooper abstained.
- c. Rogers Public Schools – 2019 Great 8 Classic Girls Basketball Tournament – \$6,986.79
  - i. Shaw presented information and gave history. NAME made comments.
  - ii. Motion to fund tournament at \$3,000 by Faulkner. Second by Murfin. Motion approved unanimously. Cooper abstained.



**8. Sponsorship**

- a. None

**9. Old Business**

- a. October Destination NEXT Results Presentation Workshop and Monthly Meeting
  - i. Will be held October 9<sup>th</sup>. Workshop will begin at 2pm in the Baggett-Trammel Conference Room at the Rogers-Lowell Area Chamber of Commerce. Monthly meeting will begin at 4pm as normally scheduled.

**10. New Business**

- a. Miles Presentation – Amplify
  - i. Thompson presented the Amplify project to the commission.

**11. Adjourn**

Next meeting is October 9, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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