



Rogers Advertising and Promotions Commission
September Meeting Minutes
Wednesday, October 10, 2019

1. Attendance:

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

2. Meeting Called to order:

Kruger

3. Public Comment:

a. None

4. Action on September minutes

a. Motion to accept by Faulkner. Second by Nichols. Motion approved unanimously. Hayes abstained.

5. Financial Report

a. Shaw reported on the September financials and Faulkner 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 from the Miles Partnership report.
- b. Shaw updated the commission on the Destination Sales Manager open positions.
- c. Shaw reported on Visit Rogers participating in the Chamber mission, vision, and values
- d. Shaw reported on the international inbound session happening on Friday in Bentonville.
- e. Shaw reported on the upcoming hotel meeting.
- f. Shaw reported on his learning from the Google Street View event.
- g. Wiggins reported on last month's sales and services and upcoming site visits.
- h. Parker reported on attending Arkansas Hospitality Association Tradeshow and Dinner in Little Rock.
- i. Parker reported on last month's group tour and future bookings for their group.
- j. Parker reported on updating content, events, and the website as we gear up for the holiday season.
- k. Parker reported on Outside Bike Magazine being in town and Visit Rogers providing lunch for them.
- l. Palmerin reported on upcoming events and last month's services for groups.

7. CEF Funding

- a. United Pentecostal Youth of Arkansas – 2019 Annual Youth Convention – \$10,000
 - i. Shaw presented information and gave history. Wiggins and Faulkner made comments.
 - ii. Motion to fund event at \$10,000 plus \$10 per actualized room night over 1,000 room nights as requested by Hayes. Second by Faulkner. Motion approved unanimously.

8. Sponsorship

a. None

9. Old Business

- a. October Destination NEXT Results Presentation Workshop
 - i. Shaw, Kruger, Nichols, Wiggins, Parker, and Faulkner made comments about the workshop.
 - ii. Green presented observations from the workshop.



10. New Business

a. Amplify Approval and Funding

- i. Shaw presented information and gave background of program. Kruger, Nichols, and Hayes made comments.
- ii. Motion to approve the Amplify project as presented for a total of \$50,000 to be split between two fiscal years with the first \$25,000 coming from the reserve funds and the second \$25,000 built into the budget for 2020 and Shaw and Burns to be the gatekeeper for travel expenses by Hayes. Second by Faulkner. Motion approved unanimously.

11. Adjourn

Next meeting is November 13, 2019 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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