



Rogers Advertising and Promotions Commission  
November Meeting Minutes  
Wednesday, November 13, 2019

**1. Attendance:**

Commissioners Present: Barney Hayes, David Faulkner, Annette Nichols, Laura Orr, Larry Cooper, Joe Murfin, Laura Orr

Commissioners Absent: Mark Kruger

Staff Present: J.R. Shaw, Ronnie Webb, Luke Wiggins, Luz Palmerin

Guests: Susie Kardas, Raymond Burns

**2. Meeting Called to order:** Faulkner

**3. Public Comment:**

- a. None

**4. Action on October minutes**

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

**5. Financial Report**

- a. Murfin reported on the October financials and Faulkner.
  - i. Motion to accept by Orr. Second by Cooper. Motion approved unanimously.
- b. Shaw and John Evans Landmark CPA reported on 2018 audit presentation
  - i. Motion to accept by Murfin. 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 from the Miles Partnership report.
- b. Shaw updated the commission on hiring Ronnie Webb as the Destination Sales Manager.
- c. Wiggins discussed two recent site visits. Cooper commented.
- d. Palmerin discussed new digital assets she is updating for the meetings market.

**7. CEF Funding**

- a. Solution Tree – 2020 Culture Keepers PLC – \$10,000
  - i. Shaw presented information and gave history. Wiggins made comments.
  - ii. Motion to fund event at \$10 per actualized room night by Orr. Second by Murfin. Motion approved unanimously. Cooper abstains.

**8. Sponsorship**

- a. None

**9. Old Business**

- a. None

**10. New Business**

- i. Shaw presented 2020 travel and tradeshow budget
- ii. Shaw presented 2020 marketing budget. Discussing new projects. Comments made by Cooper, Murfin, Nichols.
- iii. Staff was asked to leave as budget was discussed.
- iv. Motion to approve budget as submitted for 2020 by Hayes. Second by Nichols.
- v. Motion to fund 2020 Walmart AMP Sponsorship when invoiced out of reserve funds at \$100,000 by Cooper. Second by Murfin. Motion approved unanimously.
- vi. Motion to approve RLEDC contract by Murfin. Second by Cooper. Motion approved unanimously.

**11. Adjourn**

Next meeting is December 11, 2019 at 4pm. Faulkner adjourned meeting.

Respectfully Submitted,

*Luke Wiggins*

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