



Rogers Advertising and Promotions Commission
January Meeting Minutes
Wednesday, January 15, 2020

1. Attendance:

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

2. Meeting Called to order: Kruger

3. Public Comment:

a. Welcome to Hanna Lairy the new Public Relations Manager at the City of Rogers.

4. Action on December minutes

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

5. Financial Report

a. Murfin reported on the **December** financials and Shaw, Cooper, and Faulkner 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. Shaw attended Arkansas Hospitality Association meetings in Little Rock.
- c. Planning has begun for May NWA Tourism Marketing Professionals event to be held in Rogers.
- d. Visit Rogers team welcomed Secretary Stacy Hurst to Rogers.
- e. Shaw and Parker will attend Parks & Tourism Commission meeting tomorrow in Bentonville.
- f. Visit Rogers will have a content planning meeting tomorrow.
- g. Walmart AMP 2020 strategy session next week.
- h. Visit Rogers participated in training for Arrivalist and CrowdRiff.
- i. Parker and Webb attended American Bus Association this week meeting with tour operators.
- j. Parker reported on social media metrics and content for the website.
- k. Wiggins reported on visiting Little Rock seeing clients with the Embassy Suites sales team.
- l. Wiggins reported on starting with 2020 sales calls and responding to RFPs.
- m. Webb reported on attending his first tradeshow in the group market.
- n. Shaw reported on the Amplify program and that the preview will be available at the February meeting.
- o. Shaw reported on the 2020 plans for the Sound of Rogers.

7. CEF Funding

- a. Arkansas Conference Council Youth Ministry – 2020 Veritas Worship Conference – \$8,000
 - i. Shaw presented information and gave history. Nichols & Cooper made comments.
 - ii. Motion to accept \$10 per actualized room night by Nichols. Second by Orr. Motion approved unanimously. Cooper abstained.
- b. Arkansas Trucking Association – 2020 Annual Business Conference – \$10 per actualized room night
 - i. Shaw presented information and gave history. Wiggins, Nichols & Cooper made comments.
 - ii. Motion to accept \$10 per actualized room night by Hayes. Second by Murfin. Motion approved unanimously. Cooper abstained.
- c. Senior Softball USA – 2020 SSUSA Midwest Championships
 - i. Shaw presented information and gave history. Parker made comments.

- ii. Motion to accept \$5,000 for the requested bid fee and \$10 per actualized room night for any rooms over 500 by Faulkner. Second by Murfin. Motion approved unanimously.
- d. Daisy Manufacturing – 2020 Daisy Nationals BB Gun Championships – \$22,500
 - i. Shaw presented information and gave history.
 - ii. Motion to accept funding at the full \$22,500 amount by Hayes. Second by Orr. Motion approved unanimously. Cooper and Murfin abstained.
- e. Arkansas Emergency Management Association – 2020 Annual Conference – \$4,000
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to accept \$10 per actualized room night by Murfin. Second by Faulkner. Motion approved unanimously. Cooper abstained.
- f. Pontiac-Oakland Cars International – 2022 Annual POCI Convention – \$35,000
 - i. Shaw presented information and gave history. Murfin, Wiggins & Nichols made comments.
 - ii. Motion to accept \$30,000 with a minimum pickup of 1,500 room nights with a sliding scale percentage payment if pickup if lower by Nichols. Second by Orr. Motion approved unanimously. Cooper abstained.
- 8. Sponsorship**
 - a. None
- 9. Old Business**
 - a. None
- 10. New Business**
 - a. Meeting Date Change
 - i. No change at this time in the date and time of the Rogers A&P Meetings
- 11. Adjourn**

Next meeting is February 12, 2020 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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