



Rogers Advertising and Promotions Commission
February Meeting Minutes
Wednesday, February 12, 2020

1. Attendance:

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

2. Meeting Called to order:

Kruger

3. Public Comment:

a. None

4. Action on January minutes

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

5. Financial Report

a. Murfin reported on the January financials and Shaw made comments.
i. Motion to accept by Orr. 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, website stats, and the Miles Partnership media report.
- b. Shaw reported on meeting with potential partnerships with iHeartMedia.
- c. Visit Rogers met with the Walmart AMP, XNA, and NWA Arts Council for future planning and collaborating for 2020 with each organization.
- d. Parker reported on graduating from the Southeast Tourism Society Marketing College program with her Travel Marketing Professional accreditation at STS Connections this week.
- e. Parker reported on compiling information for the annual plan and creating the plan.
- f. Parker reported on social media management and content for the website.
- g. Parker reported on being accepted to the XNA Ambassador program.
- h. Wiggins reported on attending Destinations International Sales & Services Summit last week.
- i. Wiggins reported on winning a large bid for Rogers for 2023.
- j. Wiggins reported on meeting with Arkansas Trucking for their 2020 event.
- k. Webb reported on working with tour and sports leads from the past few tradeshows.
- l. Shaw reminded the commission to save the date for May 7th for Visit Rogers Annual Tourism Talk and NWA Meeting Travel Professionals event.
- m. Shaw reported on the 2019 Annual Report and presented the report to the commissioners.

7. CEF Funding

- a. Perfect Timing – Chad Wolfe Classic Baseball Tournament – \$10 per room night
 - i. Shaw presented information and gave history. Faulkner made comments.
 - ii. Motion to accept \$10 per actualized room night in Rogers by Murfin. Second by Cooper. Motion approved unanimously.
- b. The Poultry Federation – Poultry Symposium for Production & Processing – \$5,000
 - i. Shaw presented information and gave history. Name, Name & Name made comments.
 - ii. Motion to accept the request at the \$5,000 amount by Faulkner. Second by Murfin. Motion approved unanimously. Abstention from Cooper.
- c. Bikes, Blues & BBQ – 2020 Bikes, Blues & BBQ Motorcycle Rally – \$10,000
 - i. Shaw presented information and gave history. Faulkner, Cooper & Parker made comments.
 - ii. Motion to approve the request at the \$10,000 amount by Cooper. Second by Murfin. Motion unanimously opposed.



8. Sponsorship

- a. Arkansas Crappie Masters – 2020 Beaver Lake Tournament – \$1,000
 - i. Shaw presented information and gave history. Faulkner, Cooper & Parker made comments.
 - ii. Motion to accept the \$1,000 sponsorship request by Faulkner. Second by Cooper. Motion approved unanimously.

9. Old Business

- a. None

10. New Business

- a. None

11. Adjourn

Next meeting is March 11, 2020 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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