



Rogers Advertising and Promotions Commission  
March Meeting Minutes  
Wednesday, March 11, 2020

**1. Attendance:**

Commissioners Present: David Faulkner, Larry Cooper, Barney Hayes, Joe Murfin, Annette Nichols, Laura Orr  
Commissioners Absent: Mark Kruger (Chair),  
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins, Ronnie Webb  
Guests: Bailie Sonnentag, Kim Lancaster, Kelly Black, Kyndra Hill, Molly Kross-Vinson

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

**3. Public Comment:**

a. None

**4. Action on February minutes**

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

**5. Financial Report**

a. Murfin reported on the February financials and Shaw made comments.  
i. Motion to accept by Hayes. Second by Nichols. Motion approved unanimously.

**6. Director's Report**

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard.
- b. Shaw met with city planners regarding short-term rentals.
- c. Visit Rogers team attended the NWA Travel Meeting Professionals event in Springdale last month.
- d. Shaw reported on attending the Momentary opening.
- e. Shaw and Parker will meet with Octagon tomorrow for 2020 LPGA planning.
- f. Visit Rogers team attended the Arkansas Governor's Conference in Fort Smith last year.
- g. Parker reported on adding content to the website and doing a website audit.
- h. Parker reported on social media, website stats, and the Miles Partnership media report.
- i. Wiggins reported on upcoming leads that were awarded to Rogers.
- j. Wiggins reported on site visits from last month and attending ASAE next week.
- k. Webb reported on attending Travel South Domestic Showcase and Webb will be attending Christian Meetings Conventions Association next week.
- l. Shaw opened a discussion on the Coronavirus
  - i. Messaging from tourism industry professionals was shared
  - ii. Links were shared
  - iii. Messaging that our doors are open
  - iv. Know and understand contracts
  - v. Stay in the know on CDC updates
  - vi. Shaw asked the public if they had any comments to add
    - 1. Lancaster, Sonnentag, and Kross-Vinson made comments

**7. CEF Funding**

- a. Fishers of Men Ministries, Inc. – 2020 District 8 Championship – \$3,000
  - i. Parker presented information and gave history. Nichols, Murfin, Cooper, Faulkner, and Shaw made comments.
  - ii. Motion to fund at the \$3,000 level by Cooper. Second by Murfin. Motion approved unanimously.



- b. Kayak Bass Fishing – Beaver Lake Trail – \$4,250
  - i. Parker presented information and gave history. Hayes, Nichols, Faulkner & Shaw made comments.
  - ii. Motion to fund at the \$4,250 level amount by Murfin. Second by Orr. Motion approved unanimously.
- c. Arkansas Society of Human Resource Management – 2020 State Conference & Expo – \$10 per room night
  - i. Wiggins presented information and gave history. Murfin, Faulkner & Shaw made comments.
  - ii. Motion to accept \$10 per actualized room Hayes amount by Nichols. Second by Orr. Motion approved unanimously. Cooper and Murfin abstained.

**8. Sponsorship**

- a. None

**9. Old Business**

- a. None

**10. New Business**

- a. None

**11. Adjourn**

Next meeting is April 8, 2020 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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