

Rogers Advertising and Promotions Commission  
April Meeting Minutes  
Wednesday, April 8, 2020

**1. Attendance:**

Commissioners Present: Mark Kruger (Chair), Larry Cooper, Barney Hayes, David Faulkner, Joe Murfin, Annette Nichols, Laura Orr  
Commissioners Absent: 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 March minutes**

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

**5. Financial Report**

a. Murfin reported on the March financials.

i. Motion to accept by Cooper. Second by Faulkner. Motion approved unanimously.

b. 2020 Budget Adjustments

i. Shaw presented an adjusted budget due to COVID-19 with estimates on revenue and an operating side from expenses.

ii. Shaw updated the commissioners on industry webinars that the team has been attending.

iii. Shaw asked for the hoteliers input on what they are seeing.

1. Cooper suggested doing a deep dive in the next 60 days.

2. Orr agreed that the next 60 days occupancy will be very low. June is not gaining additional reservations at this point.

iv. Shaw updated on events and attractions from meetings Visit Rogers has had in the last week.

v. Shaw gave updates on what the staff's plan are for the next 60 days.

vi. Kruger recommended that we should vote on the adjusted budget and look at it again this summer.

1. Shaw responded that this is just a forecast and could be reinstated if things take a turn back in the market for the good.

vii. Murfin asked for clarity on if these adjustments essentially mean at this time Visit Rogers would come in under budget.

1. Shaw confirmed and replied later this year he would bring another budget to be approved at a later date this year.

viii. Hayes asked about the agreement with the AMP.

1. Shaw responded that we spoke with them yesterday and asked about breaking up the payments for 2020 and 2021, a two-year payment plan.

ix. Cooper asked about the music program contract with Kenny Lamb.

1. Shaw responded that the contract was expired and will not be renewed.

x. Cooper asked if we have any other contracts like the music program out there.

1. Shaw reported that we have contracts with software and items like that but are working with getting those paid as we can. We have gone through two rounds of cut already with marketing dollars with Miles Partnership and will probably have a third cut.

**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 reported that the staff is working mostly remote at this point.
- c. Parker reported working with Palmerin on cleaning up Simpleview on the Member Partner side.
- d. Parker reported to working on updating content on the website and giving it a refresh with imagery and aspirational wording.
- e. Parker reported to getting the CrowdRiff galleries added to the homepage, restaurant page, and things to do page.
- f. Parker reported on helping to call and email all of the Chamber members and discussed how Visit Rogers has split up the hotels to call and check in.
- g. Wiggins reported on working with the Embassy Suites sales staff on events for 2020.
- h. Wiggins reported on working through the prospecting plan and updating thousands of events to cleanup and prospect for when it is appropriate to start reaching out again
- i. Shaw reported that the Visit Rogers team has been in contact with every event scheduled for 2020 to check in and see how they are doing and what the status of their event is.
- j. Webb reported on working through the prospecting plan as well.
- k. Webb reported on being in contact with Parks & Recreation.

**7. CEF Funding**

- a. None

**8. Sponsorship**

- a. None

**9. Old Business**

- a. None

**10. New Business**

- a. A&P Tax Collection Deferment Policies
  - i. Shaw reported that this commission has not in the past taken action on late payments from hotels.
  - ii. Hayes recommended that Shaw and Burns meet with the Mayor of Rogers on this.
  - iii. Kruger recommended that we come up with a plan that would get us through this crisis.
  - iv. Cooper agreed with Kruger to be able to defer payments for a while and be good partners through this hardship and set that precedent.
  - v. Hayes agreed, but wanted to make sure we are not violating any state statues.
  - vi. Faulkner mentioned that the taxes collected do not belong to the hotels and is meant to come to the A&P Commission.
  - vii. Burns agreed to check to make sure we are not violating any state statues.
  - viii. Shaw reported that some DMOs have tied restrictions to when the taxes had to be paid.
  - ix. Kruger suggested we table until next month to research the legalities.

**11. Adjourn**

Next meeting is May 13, 2020 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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