



Rogers Advertising and Promotions Commission
May Meeting Minutes
Wednesday, May 13, 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
Guests: Raymond Burns

2. Meeting Called to order: Kruger

3. Public Comment:

a. None

4. Action on April minutes

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

5. Financial Report

a. Murfin reported on the April 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. Shaw also reported on social media and website stats.
- b. Shaw reported on delivering hand sanitizers to hotels, restaurants, and attractions in partnership with The City of Rogers and the Rogers-Lowell Area Chamber of Commerce.
- c. Shaw reported on working to keep the morale up and push out positive content.
- d. Shaw reported on several RFPs that have come through in the last few weeks. The staff is being opportunistic on our selling approach.
- e. Shaw reported that the Walmart AMP is still on target to open on June 11th as of today.
- f. Shaw reported on the new co-op in-state focus for June 2020 that is designed to encourage in-state travel.
 - i. Nichols asked about incentivizing groups that are postponing or cancelling.
 - ii. Wiggins responded with updates from groups that he has spoken with recently. Groups are worried at this point if attendees will show up.
 - iii. Cooper responded that he is hearing about safety as well. Said very few groups are just cancelling, more postponements for next year instead.
- g. Wiggins reported on May, June, and July group activity.
 - i. Nichols asked about postponement vs. cancellation.
 - ii. Wiggins responded that it has been a mix depending on the type of event.
- h. Wiggins reported on working with current clients and trying to get events re-booked.
- i. Wiggins reported on working in the CRM to get a great sales pipeline in order for when the proper time to reach out will be.
- j. Parker reported on National Travel & Tourism Week.
- k. Parker reported on the partnership with the Chamber on Economic Development Week.
- l. Parker reported on working with Palmerin to update and refresh content on the website especially outdoor and leisure content.
- m. Parker reported on working on updates sales collateral for the sales team.
- n. Webb reported that he is keeping an eye on park openings for June tournaments.
- o. Webb reported on RFPs that he is working on.
- p. Webb reported on working in CRM with Wiggins.



7. CEF Funding

- a. The Poultry Federation – 61st Annual Poultry Festival – \$20,000
 - i. Shaw presented information and gave history. Wiggins and Kruger made comments.
 - ii. Motion to fund the event at the \$20,000 amount by Faulkner. Second by Murfin. Motion approved unanimously. Cooper abstained.

8. Sponsorship

- a. None

9. Old Business

- a. A&P Tax Collection Deferment Policies
 - i. Shaw presented documents about tax collections for the commission to review.
 - ii. Motion to approve the three documents submitted to commission by Cooper. Second by Murfin. Motion approved unanimously.

10. New Business

- a. Shaw reported that hand sanitizer will be available at the Pinnacle Hills Promenade for sale on Saturday and Sunday.
- b. Faulkner reported that the mall is 50% back open.

11. Adjourn

Next meeting is June 10, 2020 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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