



**Rogers Advertising and Promotions Commission
June Meeting Minutes
Wednesday, June 10, 2020**

1. Attendance:

Commissioners Present: Mark Kruger (Chair), Larry Cooper, Barney Hayes, David Faulkner, Joe Murfin

Commissioners Absent: Annette Nichols, Laura Orr

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 May minutes

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

5. Financial Report

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

6. Director's Report

- a. Shaw reported that the financial report in the packet were April numbers. We are hopeful that April was the bottom and we start to see increases next month which would be May numbers.
- b. Shaw reported on the hotel tax revenue and reviewed the dashboard.
- c. Parker reported on the social media and website stats.
 - i. Murfin made comments on the top metros using the website
 - ii. Shaw responded about marketing to the drive market and that about 50% are still uneasy to travel and many locals are still hesitant for visitors in their cities.
- d. Parker reported on continuing to update website content and social media to focus on the drive markets and in-state travel.
- e. Wiggins gave an update on sales numbers and figures.
- f. Wiggins went through June events and gave an update on each one.
- g. Wiggins reported on the prospecting plan and the CRM clean-up of accounts
- h. Webb reported on NW Arkansas Productions had several events cancelled in the spring and is hoping to reschedule a few tournaments in October.
- i. Webb reported on working on the prospecting plan as well.

7. CEF Funding

- a. None

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. Presentation of 2019 Longwoods Research Findings
 - i. Shaw went through the Executive Summary of the research



11. Adjourn

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

Respectfully Submitted,

Kelly Parker

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