

Rogers Advertising and Promotions Commission
July Meeting Minutes
Wednesday, July 8, 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 June minutes

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

5. Financial Report

- a. Murfin reported on the June 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 travel and tourism industry updates.
 - i. Longwoods International reported that 75% are changing their travel plans again – the highest since May. Support for opening from local business dropped to 34%. 59% do not feel safe traveling outside of their community.
- b. Visit Rogers team was able to tour the Walmart AMP yesterday. We were able to discuss future events in the renovated facility.
- c. Shaw reported about the entertainment district discussions that were had over the last month.
- d. Shaw reported on the AirBnB discussions that Visit Rogers has had with the City of Rogers.
- e. Shaw reported on the hotel tax revenue and reviewed the dashboard.
- f. Parker reported on the social media and website stats.
- g. Parker reported on updates on the website and within social media.
- h. Parker reported on beginning updates on the Arkansas.com website for Rogers.
- i. Wiggins reported on cancellations and staying on top of rescheduled events.
- j. Wiggins reported on prospecting and the sales pipeline.
- k. Webb reported on prospecting and upcoming definite business.

7. CEF Funding

- a. Oklahoma Rural Broadband Association – OTA 2022 Summer Conference - \$10 per room night
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to fund event at \$10 per actualized room night as requested by Murfin. Second by Orr. Motion approved unanimously. Cooper abstained.

8. Sponsorship

- a. None

9. Old Business

- a. None



10. New Business

a. Revised 2020 Budget Presentation

- i.** Shaw presented a revised budget for the remainder of the 2020 year.
- ii.** Motion to approve the budget as presented by Murfin. Second by Cooper. Motion approved unanimously.

11. Adjourn

Next meeting is August 12, 2020 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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