



Rogers Advertising and Promotions Commission
August Meeting Minutes
Wednesday, August 12, 2020

1. Attendance:

Commissioners Present: Mark Kruger (Chair), Larry Cooper, David Faulkner, Barney Hayes, Joe Murfin, Laura Orr
Commissioners Absent: Annette Nichols
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins, Ronnie Webb
Guests: Raymond Burns, John Evans, Stephanie Collins

2. Meeting Called to order:

Kruger

3. Public Comment:

- a. None

4. Action on July minutes

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

5. Financial Report

- a. Murfin reported on the July financials and Shaw and Cooper made comments.
 - i. Motion to accept by Cooper. Second by Hayes. Motion approved unanimously.
- b. 2019 Audit Presentation – Landmark
 - i. Shaw introduced Evans to present the findings from the audit.
 - ii. Evans presented the 2019 Audit Presentation facilitated by Landmark.
 - iii. Motion to accept the report as submitted by Hayes. Second by Cooper. Motion approved unanimously.

6. Director's Report

- a. Shaw reported on what the budget will look like for the remainder of the year and what tax collections could look like through the rest of 2020.
- b. Shaw presented the director's report and reported on travel and tourism industry updates.
- c. Wiggins reported on sales goals numbers and rescheduled business.
- d. Shaw reported upcoming events coming to the area at the end of the month.
- e. Shaw reported on YTD numbers from the STR Report.
- f. Wiggins reported on RFPs still coming in, working to sell, and prospect.
- g. Wiggins reported on Arkansas Trucking Association's event being in town next week.
- h. Webb reported on being on a virtual tradeshow schedule the last few weeks.
- i. Webb reported on postponements and continuing to sell.
- j. Cooper asked about youth sports.
 - i. Shaw reported that the facilities are still closed and updated the commission on his meeting with the Mayor.
 - ii. Shaw reported the relationship building with Arkansas Athletes Outreach (AAO) and partnership opportunities and with the Rogers Public Schools for partnership opportunities as well.
- k. Cooper asked about airport traffic.
 - i. Shaw reported they are down 70%. Nationally, air travel is down 73%.
- l. Parker presented the marketing report.
- m. Parker reported on updating website and CRM system that links to the website with Palmerin over the last month.
- n. Cooper asked about the bike market.
 - i. Shaw reported on several articles on the website and that we are sharing those out to encourage them to use the trails and amenities.

- o. Shaw announced the virtual music festival that we will participate in with Experience Fayetteville and Visit Bentonville. Filming at the Walmart AMP will be tomorrow for Rogers.

7. CEF Funding

- a. Rogers Public Schools Athletic Dept. – 2020 Great 8 Classic Girls Basketball Tournament - \$6,000
 - i. Shaw presented information and gave history. Murfin, Cooper, Kruger, Faulkner, and Hayes made comments.
 - ii. Motion to fund event at \$2,200 as a sponsorship of the event, plus \$10 per room night up to a total of \$3,000 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. None

11. Adjourn

Next meeting is September 9, 2020 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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