



Rogers Advertising and Promotions Commission
September Meeting Minutes
Wednesday, September 9, 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, Luke Wiggins, Ronnie Webb, and Raymond Burns
Guests: Alex Golden (Northwest Arkansas Democrat Gazette)

2. Meeting Called to order:

Kruger

3. Public Comment:

a. None

4. Action on August minutes

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

5. Financial Report

a. Murfin reported on the August financials and Shaw made comments.
i. Motion to accept by Faulkner. Second by Cooper. 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 market trends and possibilities over the next two months.
c. Shaw discussed LPGA and potential motorcycle tourism in region despite cancellation of Bikes Blues and BBQ festival.
d. Shaw reviewed advocacy efforts concerning potential CARES act funding through State Legislature.
e. Shaw discussed advocacy efforts concerning potential PPP funding on federal level.
f. Wiggins reported on the added importance of prospecting efforts by Visit Rogers sales team to build the pipeline for future years while hotels have limited staff.
g. Webb reported on participating in the Sports Business Exchange and SMERF prospecting efforts.

7. CEF Funding

a. Pentecostal Youth of Arkansas – \$10,000
i. Shaw presented information and gave history. Murfin and Wiggins made comments.
ii. Motion to accept \$10,000 with \$10 per room for every room night picked up in excess of 1,000 room nights by Murfin. Second by Faulkner. Cooper abstained. Motion approved.

8. Sponsorship

a. None

9. Old Business

a. None

10. New Business

a. Rogers Entertainment districts
i. Shaw presented information and explained the boundaries of the proposed entertainment districts.
ii. Shaw discussed request for Visit Rogers purchasing the first round of cups for the entertainment district.
iii. Faulkner, Kruger, Murfin, Barney, Cooper commented on wanting to continue the discussion of purchasing the cups and revisiting later down the road.
b. Future Meeting Format



- i. Discussed and decided to move a hybrid meeting format. Details on attending in person will be sent in advance of the commission meeting next month.

11. Adjourn

Next meeting is October 14, 2020 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Luke Wiggins

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