



Rogers Advertising and Promotions Commission  
October Meeting Minutes  
Wednesday, October 14, 2020

**1. Attendance:**

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

Commissioners Absent: None

Staff Present: Raymond Burns, J.R. Shaw, Luke Wiggins, Ronnie Webb,

Guests: None

**2. Meeting Called to order:** Kruger

**3. Public Comment:**

a. None

**4. Action on September minutes**

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

**5. Financial Report**

a. Murfin reported on the September financials.

i. Motion to accept by Hayes. Second by Cooper. Motion approved unanimously.

**6. Director's Report**

a. Shaw presented draft budget and will bring for approval next month. Talked about controlling expenses and preparing for a tough 2021.

b. Shaw talked about AMP potential performances and our contract.

c. Shaw reported on potential revenues for 2021.

d. Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw also reported on social media and website stats.

e. Webb and Wiggins reported on sales efforts.

f. Visit Rogers and Embassy Suites NWA won Readers' Choice Award from ConventionSouth Magazine

g. Shaw updated on advocacy efforts and \$50 million of CARES Act money for hospitality businesses.

**7. CEF Funding**

a. Solution Tree – \$10 per room night

i. Shaw presented information and gave history. Wiggins made comments.

ii. Motion to accept \$10 per room night by Faulkner. Second by Murfin. Cooper abstained. Motion approved unanimously.

**8. Sponsorship**

a. None

**9. Old Business**

a. None

**10. New Business**

a. None

**11. Adjourn**

Next meeting is November 11, 2020 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Luke Wiggins*

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