



**Rogers Advertising and Promotions Commission
November Meeting Minutes
Wednesday, November 11, 2020**

1. Attendance:

Commissioners Present: Mark Kruger (Chair), Larry Cooper, David Faulkner, Barney Hayes, 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 October minutes

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

5. Financial Report

a. Murfin reported on the October financials. Shaw made comments.
i. Motion to accept by Faulkner. Second by Orr. Motion approved unanimously.

6. Director's Report

- a. Shaw reported on the advocacy issues currently going on.
 - i. \$50 million interruption grant was approved to include hotels, restaurants, attractions, salons, barbershops, private event venues, etc.
 - ii. Webinar hosted by Secretary Hurst on Friday giving details about the grant.
 - iii. The grant opens Monday, November 16th at 8am and closes on Wednesday, November 25th at 11:59pm.
 - iv. This is not first come first serve. All applications will be reviewed, and decisions are expected to be made in December.
- b. Shaw continues to attend the regional tourism meetings each month.
- c. Shaw attended the Issue 1 rally at the AMP. Issue 1 did pass in the election.
- d. Shaw reported on the STR data for occupancy, ADR, and REVPAR for YoY.
- e. Shaw reported on the updated dashboard sales numbers and tax collections.
- f. Murfin reported on the update for the world's largest Daisy BB Gun. It was approved at last night's council meeting to put on the side of the building. Completion and installation TBD.
- g. Parker reported on collaboration with the Chamber and DTR, Inc. on a shopping campaign for November and December.
- h. Parker reported on website content, social media content, and tasks that Palmerin and her have been working on in the last month.
 - i. Wiggins reported on prospecting, working to sell new business, and looking long-term.
- j. Webb reported on meeting over 30 planners at a virtual tradeshow and building out his pipeline for future business.
- k. Nichols asked about sports facilities and when they will open. Staff reported most recent update was Q2 in 2021. Shaw reported that specific questions from hoteliers can reach out to City Hall for additional details. Burns offered that he and Shaw have met with the Mayor about sports facilities. Shaw offered to facilitate a meeting with the Mayor and Rogers A & P hoteliers for discussion.

7. CEF Funding

- a. Great Plains Leadership for Christ – 2021 Annual Conference - \$10,000
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to fund event at \$13 per actualized room night in Rogers by Nichols. Second by Murfin. Motion approved unanimously. Cooper abstained.
- b. Perfect Timing Baseball – Chad Wolff Classic - \$10 per room night
 - i. Shaw presented information and gave history. Webb made comments.
 - ii. Motion to fund event at \$10 per actualized room night in Rogers by Hayes. Second by Cooper. Motion approved unanimously.

8. Sponsorship

- a. None

9. Old Business

- a. 2021 Budget
 - i. Shaw presented the proposed 2021 budget to the commission. Murfin and Kruger made comments.
 - ii. Motion to approve the proposed 2021 budget by Hayes. Second by Murfin. Motion approved unanimously.

10. New Business

- a. CARES Act Funding for DMOs
 - i. Shaw reported on updates for the Advertising & Promotion Commissions, Convention and Visitors Bureau, and Public Convention/Concert Facilities CARES Act funding. Hayes, Burns, and Nichols made comments.
 - ii. Motion to approve Visit Rogers and the Rogers Advertising & Promotion Commission applying for the CARES Act Funding for Advertising & Promotion Commissions, Convention and Visitors Bureau, and Public Convention/Concert Facilities CARES Act funding by Cooper. Second by Nichols. Motion approved unanimously.
- b. December Commission Meeting
 - i. Shaw asked the commission if they would like to take December off and resume in January 2021. Reports would still be provided if no meeting is held.
 - ii. Motion to forgo the December Rogers A&P Commission Hayes. Second by Murfin. Motion approved unanimously.

11. Adjourn

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

Respectfully Submitted,

Kelly Parker

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