



**Rogers Advertising and Promotions Commission
January Meeting Minutes
Wednesday, January 13, 2021**

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 November 2020 minutes

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

5. Financial Report

- a. Murfin reported on the November 2020 financials.
 - i. Motion to accept by Nichols. Second by Cooper. Motion approved unanimously.
- b. Murfin reported on the 2020 budget line-item adjustments. Shaw made comments.
 - i. Shaw requested to move \$1,100 from line-item 511 to line-item 522.
 - ii. Shaw requested to move \$1,000 from line-item 511 to line-item 514.
 - iii. Shaw requested to move \$6,000 from line-item 511 to line-item 516.
 - iv. Shaw Requested to move \$1,300 from line-item 511 to line-item 542.
 - v. Motion to accept the movement of funds: \$1,100 from 511 to 522, \$1,000 from 511 to 514, \$6,000 from 511 to 516, and \$1,300 from 511 to 542 on the December 2020 financials by Faulkner. Second by Murfin. Motion approved unanimously.
- c. Murfin reported on the December 2020 financials and Shaw made comments.
 - i. Motion to accept the December 2020 financials as amended by Cooper. Second by Nichols. Motion approved unanimously.
- d. Shaw reported on the CARES Act Funding for DMOs.
 - i. Visit Rogers received \$100,434.42 from the Arkansas CARES Act Relief Package for Advertising and Promotions Commissions and Destination Marketing Organizations.

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 meeting with Eiger Marketing Group and updates on LPGA 2021 scheduled for September. No update on the BITE event at this time.
 - i. Nichols asked for us to share the dates with her team.
- c. Shaw reported on meeting with several off-site venues throughout Northwest Arkansas on bringing in new types of events.
- d. Shaw reported that the team visited the Ozark Highlands Nature Center in Rogers.
- e. Shaw reported from the STR Report that total revenue is still down over 50% for the year.
- f. Wiggins updated the Commission on their goal of contacting over 1,000 planners.
- g. Wiggins reported on being named on 4 different committees within the industry.
- h. Webb reported on prospecting and working with local facilities to bring in more diverse sports to the area.
- i. Webb reported that he is in contact with the Rogers Parks & Recreation Department on facility updates.

- j. Webb reported on attending a virtual sports tradeshow.
- k. Parker reported on she and Palmerin working on the 2021 content plan and 2021 newsletter schedule for leisure, meetings, and sports.
- l. Parker reported that Visit Rogers will be participating in the 2021 National Plan For Vacation Day through the U.S. Travel Association on social media on January 26th.
- m. Parker reported on continuing to update the COVID-19 webpage on the Visit Rogers website.
- n. Parker reported on participating on a committee within the group tour sector.
- o. Cooper asked for an update on the Walmart AMP schedule.
 - i. Shaw gave updates that he is in conversation with the AMP and will update when he knows more.

7. CEF Funding

- a. None

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. RLEDC Contract
 - i. Shaw presented the RLEDC 2021 contract.
 - ii. Kruger made a comment about the convention center being listed as the John Q. Hammons Convention Center.
 - iii. Motion to approve the amended agreement as submitted by Hayes. Second by Murfin. Motion approved unanimously.
- b. Statement of Financial Interest
 - i. Commissioners need to be completed and filed by January 31, 2021 with the City of Rogers.
- c. Rogers Convention Center
 - i. The name change was official at the end of last year with a press release that went out yesterday.
- d. 2021 Rogers A&P Commission Meeting Schedule
 - i. Meetings will continue on the 2nd Wednesday of each month at 4pm.

11. Adjourn

Next meeting is Wednesday, February 10, 2021 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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