



**Rogers Advertising and Promotions Commission
February Meeting Minutes
Wednesday, February 10, 2021**

1. Attendance:

Commissioners Present: Mark Kruger (Chair), Larry Cooper, David Faulkner, Joe Murfin
Commissioners Absent: Barney Hayes, Annette Nichols, Laura Orr
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 January 2021 minutes

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

5. Financial Report

a. Murfin reported on the January 2021 financials and Shaw and Cooper made comments.
i. Motion to accept by Cooper. Second by Faulkner. Motion approved unanimously.

6. Director's Report

- a. Shaw, Wiggins, and Parker presented the Visit Rogers 2020 Annual Report.
 - i. Kruger, Murfin, and Cooper made comments.
- b. Shaw reported on the hotel tax revenue and reviewed the dashboard.
- c. Shaw reported on attending industry committee meetings with Wiggins.
- d. Shaw reported on the industry newsletter that Visit Rogers will be putting out quarterly.
- e. Shaw reported on the new Allegiant flight out of XNA with a direct flight to Austin.
- f. Shaw reported on an invitation-only film festival that will be held in downtown Rogers in May. It will be a one-day festival.
- g. Parker reported that she and Palmerin have been updating website content, listings in Simpleview, social media, and marketing projects.
- h. Parker reported on working with the Chamber Marketing and Communications team on putting together the digital version of this year's The Good Life.
- i. Wiggins reported on sales goals and their prospecting plan.
- j. Webb reported on his prospecting plan as well and continuing to build the pipeline.
- k. Shaw reported that Wiggins was promoted to Director of Sales and Parker was promoted to Director of Marketing & Communications.

7. CEF Funding

- a. Daisy Outdoor Products – Daisy 2021 BB Gun National Championship – \$22,500
 - i. Shaw & Wiggins presented information and gave history. Murfin & Cooper abstained.
- b. Arkansas Emergency Management Association – AEMA 2021 Annual Conference – \$4,500
 - i. Shaw presented information and gave history. Cooper abstained.
- c. Motion to table both funding requests until next meeting due to lack of quorum for each request by Faulkner. Second by Kruger. Motion approved unanimously.

8. Sponsorship

a. None



9. Old Business

- a. None

10. New Business

- a. Shaw reported on the upcoming Arkansas Governor's Conference on Tourism.

11. Adjourn

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

Respectfully Submitted,

Kelly Parker

Kelly Parker