



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

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

**5. Financial Report**

- a. Murfin reported on the February 2021 financials and Shaw and Cooper made comments.
  - i. Motion to accept by Hayes. Second by Nichols. Motion approved unanimously.

**6. Director's Report**

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard.
- b. Shaw reported on meeting with the University of Arkansas Athletic Department to introduce Ronnie to the team and discuss partnerships for future events.
- c. Shaw reported on meeting with the Walmart AMP and Walton Arts Center to discuss looking at future events and our partnership for this year.
- d. Shaw reported that the Visit Rogers staff attended the Arkansas Governor's Conference on Tourism attending two days of educational sessions.
- e. Shaw reported on the meeting with the Rogers Mayor and Rogers Parks & Recreation meeting to discuss tournament play on the facilities.
  - i. Nichols thanked the Visit Rogers team for helping to facilitate the conversations with the Mayor and Parks & Recreation.
- f. Parker reported on website stats, social media, marketing projects in the works, and newsletters that went out and will be going out soon.
- g. Wiggins reported on prospecting and building the sales pipeline.
- h. Webb reported that April 9<sup>th</sup> tournaments will be able to begin play at the Rogers facilities and continue to prospect.
  - i. Cooper asked about baseball for the April 9<sup>th</sup> date.
  - ii. Shaw thanked Jim White and City Hall for their help.
  - iii. Nichols thanked everyone again.

**7. CEF Funding**

- a. Daisy Outdoor Products – 2021 Daisy BB Gun National Championships – \$22,500
  - i. Shaw presented information and gave history.
  - ii. Motion to accept funding at the requested amount of \$22,500 by Faulkner. Second by Orr. Motion approved unanimously. Cooper and Murfin abstained.
- b. Arkansas Emergency Management Association – AEMA 2021 Annual Conference – \$4,500
  - i. Shaw presented information and gave history. Wiggins made comments.
  - ii. Motion to accept funding at \$10 per actualized room night in Rogers by Nichols. Second by Murfin. Motion approved unanimously. Cooper abstained.

- c. The Poultry Federation – 61<sup>st</sup> Annual Poultry Festival - \$25,000
  - i. Shaw presented information and gave history. Wiggins made comments.
  - ii. Motion to accept funding at the requested amount of \$25,000 by Murfin. Second by Hayes. Motion approved unanimously. Cooper abstained.
- d. Senior Softball-USA – Senior Softball Midwest Championships - \$10,000
  - i. Shaw presented information and gave history.
  - ii. Motion to accept funding at the requested amount of \$10,000 by Cooper. Second by Faulkner. Motion approved unanimously.
- e. Teach Them Diligently – 2021 Midwest Convention - \$20,000
  - i. Shaw presented information and gave history. Wiggins made comments.
  - ii. Motion to accept funding on a sliding scale at \$7,500 and \$15 per additional room picked up in Rogers in excess of 500 rooms by Murfin. Second by Hayes. Motion approved unanimously. Cooper abstained.
- f. Omega Psi Phi Fraternity – 87<sup>th</sup> Ninth District Meeting - \$10 per room night
  - i. Shaw presented information and gave history. Webb, Cooper, Nichols, and Wiggins made comments.
  - ii. Motion to accept funding at \$10 per actualized room night in Rogers by Faulkner. Second by Cooper. Motion approved unanimously.

**8. Sponsorship**

- a. Breakaway Cycling – OZ CX (NWA CX) Rogers Cyclocross - \$2,500
  - i. Shaw presented information and gave history. Murfin and Cooper made comments.
  - ii. Motion to sponsor event at the amount of \$2,500 by Nichols. Second by Orr. Motion approved with a 5 to 2 vote.

**9. Old Business**

- a. None

**10. New Business**

- a. Cooper reported that the NCAA track and field teams are in town this week.
- b. Faulkner reported on a few changes in tenants at the Pinnacle Hills Promenade Mall.

**11. Adjourn**

Next meeting is April 14, 2021 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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