



**Rogers Advertising and Promotions Commission**  
**April Meeting Minutes**  
**Wednesday, April 14, 2021**

**1. Attendance:**

Commissioners Present: Larry Cooper, Barney Hayes, David Faulkner, Joe Murfin, Laura Orr  
Commissioners Absent: Mark Kruger (Chair), Annette Nichols  
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins, Ronnie Webb  
Guests: Raymond Burns

**2. Meeting Called to order:**

Faulkner

**3. Public Comment:**

a. None

**4. Action on March 2021 minutes**

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

**5. Financial Report**

a. Murfin reported on the March financials and Shaw, Cooper, Orr, Faulkner, Murfin, and Hayes made comments.

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

**6. Director's Report**

a. Shaw reported on the hotel tax revenue and reviewed the dashboard.

b. Shaw participated in a workshop in Lowell in March about arts and entertainment.

c. Shaw worked with the Chamber team on the 99<sup>th</sup> Annual Chamber Celebration where the *Song Unsung* was debuted.

d. Shaw reminded the group about our May 6<sup>th</sup> NWA Travel Meeting Professionals event and annual Tourism Talk event.

e. Wiggins reported that business is picking up and groups are looking to book.

f. Webb reported on prospecting updates with sports and religious groups.

g. Parker reported on social media and website stats.

h. Parker reported on working on NWA Travel Meeting Professionals event and National Travel and Tourism Week.

i. Parker reported that she and Palmerin are working on several marketing projects, social media planning, content for the website, and newsletters.

j. Shaw reported on the Destination Insider newsletter that will begin going out soon.

**7. CEF Funding**

a. Summit Truck Group – 2021 Summit Bus Expo – \$2,000

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

ii. Motion to fund the event at \$2,000 by Murfin. Second by Hayes. Motion approved unanimously. Cooper abstained.

b. Arkansas USSSA Sports – 2021 Arkansas USSSA State Championship – \$1,500

i. Shaw presented information and gave history.

ii. Motion to fund event at \$1,500 by Cooper. Second by Murfin. Motion approved unanimously.



**8. Sponsorship**

- a. Natural State Beer Company – 2021 Oktoberfest Fundraiser – \$2,000
  - i. Shaw presented information and gave history. Parker, Faulkner, Murfin, Cooper, and Hayes made comments.
  - ii. No motion was presented.

**9. Old Business**

- a. None

**10. New Business**

- a. None

**11. Adjourn**

Next meeting is May 12, 2021 at 4pm. Faulkner adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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