



**Rogers Advertising and Promotions Commission
May Meeting Minutes
Wednesday, May 12, 2021**

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 April 2021 minutes

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

5. Financial Report

a. Murfin reported on the April financials and Shaw and Cooper 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 reported on meeting with the Walmart AMP.
- c. Shaw reported on the City of Rogers 140th Anniversary celebration events coming up.
- d. Shaw reported on Miles Partnership helping us develop a recovery campaign.
- e. Parker reported on social media and website stats.
- f. Parker reported on content, summer planning, social media planning, Visit Rogers Annual Tourism Talk and NWA Travel Meeting Professionals Q2 Meeting, and Tourism Month.
- g. Wiggins reported on sales efforts and prospecting.
- h. Wiggins updated on cancellations and events still occurring for 2021.
 - i. Faulkner made comments about the fall craft fairs.
- i. Webb reported on the sports and religious markets and recent site visits.
- j. Webb reported on an upcoming virtual sports tradeshow he will partake in next week.

7. CEF Funding

- a. Arkansas Association of Alternative Educators – 2021 AAEA Annual Conference – \$10 per
 - i. Shaw presented information and gave history. Wiggins and Hayes made comments.
 - ii. Motion to fund at \$10 per room night actualized in Rogers by Hayes. Second by Nichols. Motion approved unanimously. Cooper abstained.
- b. The Restored Church of God – 2021 Feast of the Tabernacles Celebration – \$10 per
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to at \$10 per room night actualized in Rogers by Faulkner. Second by Murfin. Motion approved unanimously.
- c. Rogers Public School – Great 8 Classic Girls Basketball Tournament – \$3,000
 - i. Shaw presented information and gave history.
 - ii. Motion to fund event at \$3,000 by Cooper. Second by Murfin. Motion approved unanimously.

8. Sponsorship

a. None

9. Old Business

a. None



10. New Business

a. None

11. Adjourn

Next meeting is June 9, 2021 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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