



**Rogers Advertising and Promotions Commission
June Meeting Minutes
Wednesday, June 9, 2021**

1. Attendance:

Commissioners Present: Mark Kruger (Chair), Larry Cooper, Barney Hayes, David Faulkner, Joe Murfin

Commissioners Absent: 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 May 2021 minutes

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

5. Financial Report

a. Murfin reported on the May financials and Shaw made comments.

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

6. Director's Report

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

b. Shaw reported on Arkansas Tourism being in NWA to discuss regional marketing initiatives.

c. Shaw reported on other meetings that have taken place to work together regionally.

d. Parker reported on social media and website stats.

e. Parker reported on upcoming meeting with Miles Partnership to discuss the marketing budget for the remainder of 2021.

f. Parker reported on a blogger that is writing an article about Rogers.

g. Wiggins reported on sales goals and groups coming up and prospecting.

h. Wiggins reported that he and Webb will attend Southeast Tourism Society Marketing College next week. Wiggins will graduate this year.

i. Webb reported on an uptick in fall tournament dates picking up and continuing to prospect.

7. CEF Funding

a. United Pentecostal Church International – 2021 North American Bible Quiz Tournament – \$10 per room night

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

ii. Motion to fund at the \$10 per actualized room night in Rogers by Hayes. Second by Murfin. Motion approved unanimously. Cooper abstained.

b. National Association of Development Organizations – 2021 SW Regional Economic Development Association Annual Conference – \$10 per room night

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

ii. Motion to fund at the \$10 per actualized room night in Rogers by Faulkner. Second by Murfin. Motion approved unanimously. Cooper abstained.

c. K + K Veterinary Supply – 2021 Fall Trade Show – \$10 per room night

i. Shaw presented information and gave history.

ii. Motion to fund at the \$10 per actualized room night in Rogers by Murfin. Second by Hayes. Motion approved unanimously. Cooper abstained.



- d. K + K Veterinary Supply – 2022 Spring Buyer’s Market – \$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Motion to fund at the \$10 per actualized room night in Rogers by Faulkner. Second by Cooper. Motion approved unanimously.

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. A&P Commission Hotelier Position
 - i. Kruger presented applications for Bare and Panchal.
 - 1. Shaw reported that this is an open hotelier position for the Rogers A&P Commission.
 - ii. Motion to accept the application from Kasey Bare by Faulkner. Second by Hayes. Motion approved unanimously.
 - 1. The recommendation will go to the City of Rogers next.
- b. Proposed Changes to City of Rogers Ordinance 17-45 Regarding Short Term Rentals
 - i. Shaw presented proposed changes to Commission. Kruger, Hayes, and Burns made comments.
 - ii. Commission recommends that the ordinance prepared by Watkins go to City Council after
 - iii. Motion to recommend that the ordinance prepared by Watkins go to City Council after changes of the City of Rogers Ordinance 17-45 are made by Faulkner. Second by Cooper. Motion approved unanimously.

11. Adjourn

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

Respectfully Submitted,

Kelly Parker

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