



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

1. Attendance:

Commissioners Present: Kasey Bare, Larry Cooper, David Faulkner, Joe Murfin, Laura Orr
Commissioners Absent: Mark Kruger (Chair), Barney Hayes
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins, Ronnie Webb
Guests: None

2. Meeting Called to order: Faulkner

- a. Shaw welcomed new commissioner Kasey Bare.

3. Public Comment:

- a. None

4. Action on June 2021 minutes

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

5. Financial Report

- a. Murfin reported on the June financials and Shaw made comments.
i. Motion to accept by Orr. Second by Cooper. Motion approved unanimously.
- b. Shaw and Murfin requested the below for line-item adjustments to the budget:
i. Move \$5,000 from line-item 543 Continuing Education
Move \$25,000 from line-item 520/527/529 Meals/Travel/Tradeshaw
Move \$5,500 from line-item 524 Promotions
Move \$2,000 from line-item 525 Public Relations
TO:
Line-item 550 Human Resources +\$10,000
Line-item 512/522 Bank Charges/Supplies +2,500
Line-item 515/541/542 Contract/Accounting +\$25,000
ii. Cooper made comments.
iii. 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 film crews being in town working on marketing projects and potential new creative campaigns.
c. Shaw reported on staff attending the ribbon cutting at Rendezvous Junction Brewery and discussed the impact of new developments in the Uptown area.
d. Shaw reported on his meeting with the NWA Council and XNA about an upcoming marketing campaign.
e. Parker presented the monthly and mid-year year marketing reports.
f. Wiggins reported on prospecting, attending ASAE in Fayetteville, and upcoming events.
g. Webb reported on July events and servicing groups.
h. Wiggins reported on working with hoteliers about obtaining hotel pickup for better forecasting in the future. Shaw, Murfin, Faulkner, and Cooper made comments.



7. CEF Funding

- a. Arkansas Society of Human Resources Managers – 2021 ASHRM HR Conference and Expo – \$10 per actualized room night in Rogers
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to accept \$10 per actualized room night in Rogers by Murfin. Second by Bare. Motion approved unanimously. Cooper abstained.
- b. The Poultry Federation – 2021 Arkansas Nutrition Conference – \$5,000
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to accept \$5,000 by Murfin. Second by Bare. Motion approved unanimously. Cooper abstained.
- c. Arkansas Seed Dealers – 2022 Annual Summer Convention Expo – \$1,500
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to accept \$10 per actualized room night in Rogers by Murfin. Second by Bare. Motion approved unanimously. Cooper abstained.

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. The Rogers Daisy Airgun Museum – Murfin
 - i. Murfin announced the opportunity to leave your legacy on or near the World's Largest Daisy BB Gun. Contact Joe or the museum for any more information.
- b. 2021 Arkansas Travel Guide – Murfin
 - i. Would like to see Visit Rogers have an ad in this publication in the future.
 - ii. Shaw and Faulkner made comments.
- c. Shaw reported that the ordinance for the lodging verbiage was approved at City Council.

11. Adjourn

Next meeting is August 11, 2021 at 4pm. Faulkner adjourned meeting.

Respectfully Submitted,

Kelly Parker

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