



**Rogers Advertising and Promotions Commission
August Meeting Minutes
Wednesday, August 11, 2021**

1. Attendance:

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

2. Meeting Called to order: Kruger

a. Shaw reported to the commission that today is Ronnie's last day with Visit Rogers. Webb made comments.

3. Public Comment:

a. None

4. Action on July 2021 minutes

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

5. Financial Report

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

6. Director's Report

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard.
- b. Shaw reported on the Visit Rogers team meeting with the Fort Smith CVB and Convention Center team.
- c. Shaw reported on working with the City of Rogers with the Ozark Outdoors Foundation and bring a new cycling event to Rogers.
- d. Shaw reported on working with Brian Crowne from the Walmart AMP with a multi-day event with U.S. Tours to bring in motorcoach groups to Rogers.
- e. Shaw reported on working with CJRW on working on a co-op for advertising in the State's tourism guide for 2022.
- f. Shaw reported that Webb and Wiggins met with AAO in Rogers about bringing more tournaments in Rogers. Wiggins reported that they are building a new fieldhouse on the property within the next year.
- g. Parker presented the monthly marketing report.
- h. Wiggins reported on transitioning Webb's clients to him, a site visit he facilitated earlier this week, and working to close a few contracts he has been working on for a while.
- i. Shaw and Wiggins reported on the ASAE ticket giveaway and other clients he has given tickets to for Walmart AMP concerts. Kruger, Cooper, and Faulkner made comments.
- j. Shaw reported that the Destination Sales Manager position has been posted to several channels.

7. CEF Funding

- a. Arkansas Sheriff's Association – 2022 Annual Summer Conference – \$5,000
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to accept \$10 per actualized room night in Rogers by Faulkner. Second by Murfin. Motion approved unanimously. Cooper abstained.
- b. Perfect Timing – Chad Wolff Classic – \$10 per room night
 - i. Shaw presented information and gave history. Wiggins, Cooper, and Faulkner made comments.
 - ii. Motion to accept \$10 per actualized room night in Rogers by Hayes. Second by Cooper. Motion approved unanimously.

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. STR Collections & Compliance Contract with LODGINGRevs
 - i. Shaw gave background and information about collecting short-term rentals and recommended we begin a contract with LODGINGRevs. Hayes, Cooper, Kruger, Burns, Parker, and Faulkner made comments.
 - ii. Motion to approve Visit Rogers to contract with LODGINGRevs by Faulkner. Second by Hayes. Motion approved unanimously.
- b. Daisy Airgun Museum Support Request
 - i. Shaw gave history and presented the request for support to the commission. Murfin made comments. Murfin left the meeting for discussion. Hayes, Faulkner, Kruger, Parker, Burns, and Shaw made comments. Motion to proceed with the \$500 request with the legal council approval by Faulkner. Second by Cooper. Motion approved unanimously. Murfin abstained. Shaw to have Bill Watkins, commission legal representative, review the request.

11. Adjourn

Next meeting is September 8, 2021 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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