



**Rogers Advertising and Promotions Commission
September Meeting Minutes
Wednesday, September 8, 2021**

1. Attendance:

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

Commissioners Absent: None

Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins

Guests: Raymond Burns, John Evans, Vickie Grotts

2. Meeting Called to order: Kruger

3. Public Comment:

- a. None

4. Action on August 2021 minutes

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

5. Financial Report

- a. Murfin reported on the August financials and Shaw and Kruger made comments.
 - i. Motion to accept by Faulkner. Second by Hayes. Motion approved unanimously.
- b. 2020 Audit Presentation by John Evans from Landmark CPA
 - i. Evans presented the 2020 audit for Visit Rogers. Good, clean opinion on the financial entries. Grotts and Shaw made comments.
 - ii. Motion to approve the 2020 Visit Rogers Audit as submitted by Landmark CPA by Hayes. Second by Bare. Motion approved unanimously.
- c. A&P Financial Reporting Method Recommendation by John Evans from Landmark CPA
 - i. Evans reported on current A&P financial reporting method of modified accrual basis versus modified cash basis. Shaw and Kruger made comments.
 - ii. Motion to adopt modified cash accounting method effective January 1, 2022 by Faulkner. Second by Murfin. Motion approved unanimously.

6. Director's Report

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard.
- b. Shaw reported on the open Destination Sales Manager position.
- c. Shaw updated on the contract with LodgingRevs.
- d. Shaw updated on the large multi-day event and that it will not materialize in 2022, however, the City of Rogers is committed to looking into making that event happen in 2023.
- e. Shaw reported on the 2022 Cyclocross Championship, the World Cup in late 2021, and the World Championships in early 2022.
- f. Shaw reported on the most recent hotelier meeting.
- g. Shaw reported on working with Miles Partnership on EDA Grants.
- h. Parker reported on social media and website stats.
- i. Parker reported on attending ESTO, the Emerging Leaders program she was accepted into via U.S. Travel Association and working on updating website content and planning social media for fall and the upcoming holidays.
- j. Wiggins reported on hitting sales goals for the year, pickup from August, speaking presentations over the last month, workforce help for our partners at Arkansas Arts Academy, and a site visit with Emory Sapp this week.
- k. Shaw reported on Visit Rogers 2022 planning meeting.



7. CEF Funding

- a. None

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. STR Collections Plan

- i. Shaw reported on the short-term collections plan.

- 1. Steps:

- a. Secure a business license.

- b. Get inspected.

- c. Go online and register with A&P Commission to pay the appropriate taxes.

- 2. Compliance – need to formally approve compliance rules.

- ii. Motion to approve the collection from Rogers short-term rental properties effective January 1, 2022, in addition to the hotel tax already collected by Murfin. Second by Faulkner. Motion approved unanimously.

- iii. Chair made a resolution to have staff seek legal advice for collections not paid by monthly deadlines.

- 1. Resolution approved unanimously.

11. Adjourn

Next meeting is October 13, 2021 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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