



**Rogers Advertising and Promotions Commission  
October Meeting Minutes  
Wednesday, October 13, 2021**

**1. Attendance:**

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

Commissioners Absent: Kasey Bare, Laura Orr

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

Guests: None

**2. Meeting Called to order:** Kruger

**3. Public Comment:**

- a. None

**4. Action on September 2021 minutes**

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

**5. Financial Report**

- a. Murfin reported on the September 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 attended a meeting with the State Tourism Office with regional partners.
- c. Shaw attended the Arkansas Travel Council meeting last month. Arkansas Hospitality Association Executive Director is leaving.
- d. Shaw mentioned our past signature Chamber events over the last week and our upcoming Minority Expo that is being held tomorrow.
- e. Parker reported on social media and website stats and reported on content and marketing initiatives for Q4.
- f. Wiggins reported on selling and setting up groups for 2022.

**7. CEF Funding**

- a. AGATE – 2022 AGATE Conference – \$3,100
  - i. Shaw presented information and gave history. Wiggins and Cooper made comments.
  - ii. Motion to fund the event at \$10 per actualized room night in Rogers by Faulkner. Second by Murfin. Motion approved unanimously. Cooper abstained.
- b. FreightWaves – 2022 Future of Supply Chain Conference – \$15,000
  - i. Shaw presented information and gave history. Wiggins, Hayes, and Cooper made comments.
  - ii. Motion to fund the event at \$10 per actualized room night in Rogers by Hayes. Second by Faulkner. Motion approved unanimously. Cooper abstained.
- c. TRS Healthcare – TRS All-In-Meeting – \$1,000
  - i. Shaw presented information and gave history. Wiggins made comments.
  - ii. Motion to fund the event at \$10 per actualized room night in Rogers by Murfin. Second by Faulkner. Motion approved unanimously. Cooper abstained.

**8. Sponsorship**

- a. None



## **9. Old Business**

### **a. Short-Term Rental Update**

- i.** Commission approved the short-term rental collections at the last meeting.
- ii.** Question of compliance came up at the last meeting. Shaw updated from the legal representative and Bill Watkins has recommended that we follow the State statute for collections. Watkins is working with the City of Rogers attorneys to draft an order for this process. An ordinance will have to pass through Rogers City Council.
- iii.** Onboarding – Vickie Grots and Shaw have met with the onboarding team to Rogers’s setup.
- iv.** Parker reported on website changes for adding short-term rentals to the site.
- v.** Burns reported that we will need to update all hotels on this new process for reporting.
- vi.** Cooper asked when this will roll out. Shaw reported this will roll out January 1, 2022.
- vii.** Hayes recommended that we start letting short-term rentals about the changes to come.
- viii.** Cooper mentioned letting these short-term rentals know what they will receive from Visit Rogers from advertising.

## **10. New Business**

### **a. 2022 Budget Draft**

- i.** Shaw presented the proposed 2022 budget to commissioners. Kruger and Cooper made comments. Budget final approval tabled until November meeting.

## **11. Adjourn**

Next meeting is November 10, 2021 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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