



**Rogers Advertising and Promotions Commission
November Meeting Minutes
Wednesday, November 10, 2021**

1. Attendance:

Commissioners Present: Mark Kruger (Chair), Kasey Bare, Larry Cooper, Barney Hayes, David Faulkner, Joe Murfin
Commissioners Absent: Laura Orr
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
Guests: Raymond Burns

2. Meeting Called to order:

Kruger

3. Public Comment:

a. None

4. Action on October 2021 minutes

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

5. Financial Report

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

6. CEF Funding

- a. Arkansas Youth United Pentecostal Church – 2021 Holiday Youth Convention – \$10,000
 - i. Shaw presented information and gave history.
 - ii. Motion to fund event at \$10 per actualized room night in Rogers by Hayes. Second by Murfin. Motion approved unanimously. Cooper abstained.
- b. Great Plains Leadership – 2022 GPL Training For Christ Conference – \$10,000
 - i. Shaw presented information and gave history. Wiggins and Murfin made comments.
 - ii. Motion to fund event at \$6,000 and \$10 per actualized room night for every room night more than 600 in Rogers by Murfin. Second by Hayes. Motion approved unanimously. Cooper abstained.
- c. Solution Tree – 2022 Culture Keepers Conference – \$2,500
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to fund event at \$10 per actualized room night in Rogers by Murfin. Second by Bare. Motion approved unanimously.
- d. Solution Tree – 2022 RTI at Work Institute – \$4,300
 - i. Shaw presented information and gave history.
 - ii. Motion to fund event at \$10 per actualized room night in Rogers by Faulkner. Second by Murfin. Motion approved unanimously.

7. New Business

a. 2022 Budget

- i. Shaw presented the 2022 proposed budget again to commissioners
 - 1. Kruger, Cooper, and Hayes made comments.
- ii. Motion to accept the 2022 budget as presented by Cooper. Second by Bare. Motion approved unanimously.

- b. RLEDC Contract
 - i. Burns explained what the contract is and that no changes have been made for 2022.
 - ii. Motion to accept the RLEDC contract by Murfin. Second by Hayes. Motion approved unanimously.
 - c. Commissioners Up for Reappointment
 - i. Laura Orr and Kasey Bare's positions are up for reappointment. Motion to recommend to the Mayor of Rogers the reappointment of Laura Orr and Kasey Care by Cooper. Second by Faulkner. Motion approved unanimously. Bare abstained.
- 8. Director's Report**
- a. Shaw reported on the hotel tax revenue and reviewed the dashboard.
 - b. Shaw reported on attending the Arkansas Athletes Outreach ribbon cutting, participating in the Chamber's Minority Expo, hosting the Arkansas Department of Tourism Communications Team, hosting the new NATA marketing agency team while in market, attending the Matrix Racquet Club ribbon cutting, and the team attended the quarterly NWA Travel Meeting and Professional event.
 - c. Shaw reported on the STR year to date numbers.
 - d. Wiggins reported on attending ASAE in Little Rock and his sales calls he made while there, prospects he is working on, and prepping for 2022 with his sales pipeline.
 - e. Parker reported on social media and website stats, content for the website, and current marketing projects.
 - f. Shaw reported on where we are on the short-term rental project and what's to come in the next coming months as far as communication and next steps. Parker showed the landing page that lives on Visit Rogers's website for more information for property owners.
- 9. Sponsorship**
- a. None
- 10. Old Business**
- a. None
- 11. Adjourn**
- Next meeting is December 8, 2021 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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