



**Rogers Advertising and Promotions Commission  
January Meeting Minutes  
Wednesday, January 13, 2022**

**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: None

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

**3. Public Comment:**

a. None

**4. Action on November 2021 minutes**

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

**5. Financial Report**

- a. Murfin reported on the November financials and Shaw made comments.
  - i. Motion to accept by Faulkner. Second by Hayes. Motion approved unanimously.
- b. Murfin reported on the December financials and Shaw made comments.
  - i. Motion to accept by Faulkner. Second by Hayes. Motion approved unanimously.
- c. Shaw presented line-item adjustments.
  - \$350 from line-item 543
  - \$100 to line-item 512
  - \$250 to line-item 514
  - i. Motion to accept by Murfin. Second by Cooper. Motion approved unanimously.

**6. Director's Report**

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard. Discussed the sales figures and groups in during November and December. Shaw also reported on social media and website stats.
- b. Shaw reported on the short-term rental collection status. 96 properties have been identified and the majority have begun the process of registration.
- c. Shaw reported on meeting with Bikes, Blues, and BBQ.
- d. Wiggins reported on sales and services efforts.
- e. Parker reported on marketing statistics.

**7. CEF Funding**

- a. National Association of State Aviation Officials – NASA0 92<sup>nd</sup> Annual Convention & Tradeshow – \$5,000
  - i. Shaw presented information and gave history.
  - ii. Motion to accept \$10 per actualized room night in Rogers by Hayes. Second by Murfin. Motion approved unanimously. Cooper abstained.
- b. Daisy – National BB Gun Championship Match – \$22,500
  - i. Shaw presented information and gave history.
  - ii. Motion to accept \$22,500 by Faulkner. Second by Hayes. Motion approved unanimously. Cooper abstained. Murfin abstained.
- c. Emery Sapp & Sons – \$12,000
  - i. Shaw presented information and gave history.
  - ii. Motion to accept \$10 per actualized room night in Rogers by Faulkner. Second by Hayes. Motion approved unanimously.

- d. Arkansas Healthcare Association – 2022 ACHA Fall Conference – \$2,700
  - i. Shaw presented information and gave history.
  - ii. Motion to accept \$10 per actualized room night by Hayes. Second by Murfin. Motion approved unanimously. Cooper abstained.
- e. Arkansas UMC Conference – 2022 Veritas Youth Worship Conference – \$8,000
  - i. Shaw presented information and gave history.
  - ii. Motion to accept \$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. None

**10. New Business**

- a. None

**11. Adjourn**

Next meeting is February 9, 2022 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Luke Wiggins*

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