



**Rogers Advertising and Promotions Commission
February Meeting Minutes
Wednesday, February 9, 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: Raymond Burns

2. Meeting Called to order: Kruger

3. Public Comment:

- a. None

4. Action on January 2022 minutes

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

5. Financial Report

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

6. Director's Report

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard.
- b. Shaw reported on the UCI Cyclocross event in Fayetteville last month.
- c. Shaw reported on hosting a hotelier meeting last week.
- d. Shaw mentioned the dates for the Arkansas Governor's Conference on Tourism – February 27 to March 2, 2022.
- e. Wiggins reported on working with the sports market for upcoming spring and summer events as well as a few NCAA events.
- f. Wiggins reported on prospecting and meetings and conventions he is currently working on.
- g. Wiggins reported on the hotel meeting and things are about to start picking up for his markets.
- h. Parker reported on collaborating with the Chamber marketing on working to produce The Good Life Destination guide and the end of the year social media report.
- i. Parker reported on completed the Visit Rogers 2021 Annual Report, paid social media accounts, and working on the short-term rental accounts.
- j. Shaw reported on the February Spotlight Series that will focus on Tourism as Economic and Community Development – February 25, 2022.
- k. Shaw reported that on March 4, 2022, we will kick off our Hospitality Workforce Meeting.
- l. Shaw presented the Visit Rogers 2021 Annual Report.

7. CEF Funding

- a. AVC Conventions – 2022 NWA Comic Con – \$10 per room night
 - i. Shaw presented information and gave history. Wiggins, Parker, and Faulkner made comments.
 - ii. Motion to approve \$10 per actualized room night in Rogers by Murfin. Second by Faulkner. Motion approved unanimously. Cooper abstained.



- b. Arkansas Farm Bureau – 2022 Officers & Leaders Conference – \$10 per room night
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to approve \$10 per actualized room night in Rogers by Hayes. Second by Murfin. Motion approved unanimously. Cooper abstained.
- c. Summit Truck/Rush Truck Center – 2022 AR Bus Training Expo and Vendor Showcase – \$2,000
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to approve \$10 per actualized room night in Rogers by Faulkner. Second by Murfin. Motion approved unanimously. Cooper abstained.
- d. Bass Cat – 2022 Owners Invitational Tournament – \$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Motion to approve \$10 per actualized room night in Rogers by Cooper. Second by Hayes. Motion approved unanimously.

8. Sponsorship

- a. None

9. Old Business

- a. Shaw reported that Visit Rogers is exploring internally on how we can measure the impact of some of these larger events.
- b. Hayes asked how collections were going with short-term rentals. Shaw reported that things were going well, and he is working with short-term rental owners to get them setup in the platform and added to our website. Cooper asked where that is coded on the budget. Shaw reported it is under contracts.

10. New Business

- a. None

11. Adjourn

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

Respectfully Submitted,

Kelly Parker

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