



Rogers Advertising and Promotions Commission
March Meeting Minutes
Wednesday, March 9, 2022

1. Attendance:

Commissioners Present: Kasey Bare, Larry Cooper, Barney Hayes, Joe Murfin, Laura Orr
Commissioners Absent: Mark Kruger (Chair), David Faulkner
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
Guests: None

2. Meeting Called to order: Hayes

3. Public Comment:

a. None

4. Action on February 2022 minutes

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

5. Financial Report

a. Shaw reported on the February financials.
i. Motion to accept by Murfin. Second by Orr. Motion approved unanimously.

6. Director's Report

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard and mentioned the 2021 report presented at the Arkansas Governor's Conference on Tourism last week.
- b. Shaw reported on the Chamber Spotlight Series that focused on tourism economic impact with a panel including representatives from Bikes, Blues & BBQ, LPGA, and Walton Family Foundation to discuss trails.
- c. Shaw reported on the Chamber and Visit Rogers hosting a Workforce Development start-work meeting with the Rogers Public School, NWACC, Brightwater, Walmart AMP, Embassy Suites, and the University of Arkansas.
- d. Shaw is attending a workshop meeting tomorrow to discuss the strategic planning for the Bella Vista new welcome center for the new bypass.
- e. Wiggins reported on a large group coming in on Friday and hosting an event at Topgolf.
- f. Wiggins reported on upcoming services for groups, speaking on a panel at ASAE next week, attending the Destinations International Sales & Services Summit in two weeks, and continuing to prospect for new business.
- g. Parker reported on the website and social media report.
- h. Parker reported on working with the Chamber to help produce the 2022-23 Destination Guide, working with the Chamber and Bikes, Blues & BBQ team on messaging for this year's event, content for the website, paid social posts, and short-term rental processes.
- i. Shaw updated on short-term rentals and how collections are going.

7. CEF Funding

- a. American Water Works Association – 2022 Southwest Section Annual Conference – \$3,000
 - i. Shaw presented information and gave history. Wiggins made comments.
 - ii. Motion to fund at \$10 per room night per actualized room night in Rogers by Murfin. Second by Orr. Motion approved unanimously.



- b. The Poultry Federation – 2022 Poultry Symposium for Production & Processing – \$6,500
 - i. Shaw presented information and gave history. Murfin made comments.
 - ii. Motion to fund at \$6,500 by Murfin. Second by Orr. Motion approved unanimously. Cooper abstained.

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. A&P Commission Election of Officers
 - i. Thank you to Murfin for his years of service of Treasurer for the A&P Commission.
 - ii. Slate
 - 1. Kruger – Chair
 - 2. Hayes – Vice Chair
 - 3. Faulkner – Treasurer
 - iii. Motion to approve the slate by Orr. Second by Cooper. Motion approved unanimously.

11. Adjourn

Next meeting is April 13, 2022 at 4pm. Hayes adjourned meeting.

Respectfully Submitted,

Kelly Parker

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