



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

**1. Attendance:**

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

**2. Meeting Called to order:**

Kruger

**3. Public Comment:**

- a. Oath of Office
  - i. Moore informed the commission that Bare will need to be sworn in in person at the next meeting or at a Rogers City’s Council meeting.

**4. Action on March 2022 minutes**

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

**5. Financial Report**

- a. Shaw reported on the March financials. Kruger made comments.
  - i. Motion to accept by Hayes. Second by Murfin. Motion approved unanimously.

**6. Director’s Report**

- a. Shaw reported on the hotel tax revenue and reviewed the dashboard.
- b. Shaw reported on the Rogers-Lowell Area Chamber of Commerce annual banquet in March.
- c. Shaw reported on our team being invited to a “Shareholders Preview” meeting in May.
- d. Parker reported on social media and website stats.
- e. Parker reported on attending Destination Capitol Hill in Washington D.C. with her Emerging Leaders Program.
- f. Wiggins reported on attending KCMPI event in Kansas City last week and sales numbers for this year thus far.

**7. CEF Funding**

- a. The Poultry Federation – 2022 Festival – \$25,000
  - i. Shaw presented information and gave history.
  - ii. Motion to fund at \$10 per actualized room night in Rogers by Hayes. Kruger made comments.
  - iii. Amended Motion to fund at \$25,000 by Hayes. Second by Murfin. Motion approved unanimously.
- b. Arkansas Emergency Management Association – 2022 Annual Conference – \$5,000
  - i. Shaw presented information and gave history. Wiggins and Murfin made comments.
  - ii. Motion to fund at \$10 per actualized room night in Rogers by Murfin. Second by Bare. Motion approved unanimously.
- c. Arkansas Realtors Association – 2024 Annual Conference – \$4,230
  - i. Shaw presented information and gave history.
  - ii. Motion to fund at \$10 per actualized room night in Rogers by Murfin. Second by Hayes. Motion approved unanimously.



**8. Sponsorship**

- a. None

**9. Old Business**

- a. None

**10. New Business**

- a. Measuring Economic Impact
  - i. Shaw reported on how Visit Rogers will be moving forward with bringing a contact for tracking economic impact with a calculator from Destinations International to the commission.

**11. Adjourn**

Next meeting is May 11, 2022, at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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