



Rogers Advertising and Promotions Commission
April Meeting Minutes
Wednesday, April 11, 2018

1. Attendance:

Commissioners Present: Mark Kruger, Joe Murfin, David Faulkner, David Lang, Laura Orr, Buddy Wright, Annette Nichols

Commissioners Absent: None

Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins

Guests: Kasey Bare

2. Meeting Called to order:

Kruger

3. Public Comment:

a. None

4. Action on March minutes

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

5. Financial Report

a. Murfin reported on the March financials and Shaw made comments.

i. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

6. Director's Report

a. Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw also reported on social media and website stats.

b. Shaw reported on the 2018 sales goals and room nights through the first quarter

c. Shaw reported on tourism inquiries and that Visit Rogers will add a Destination Guide widget to the homepage of the website. Craft Fair Guides will be available in just a few weeks. Those will be distributed out to all hotels once received.

d. Shaw reported on the hotel tax collections for March and the quarter year to date.

e. Shaw reported on Miles Partnership Monthly and Quarterly Google Analytics.

f. Shaw reported that a video shoot will take place in May in partnership with Miles Partnership.

g. Shaw reported on the "ride status" from IMBA that the regional is applying for a Regional Gold Ride Status. If approved, it would be able to be announced at IMBA's 30th birthday being held in Bentonville this summer.

h. Wiggins reported on attending MAKO Conference in Branson, MO next week. He will attend the HelmsBriscoe conference in May.

i. Wiggins reported on collaboration with local hotels, prospecting, and doing a sales blitz.

j. Shaw reported on the collaboration meeting held at the Embassy Suites sales team last week.

k. Shaw reported on the next hotelier meeting being held at the Holiday Inn & Suites tomorrow.

l. Parker reported on upcoming trade shows and face-to-face appointments.

m. Parker reported on NCAA bids, USA bids, and prospects.

n. Parker reported on two recent site visits held at the Embassy Suites and Rogers facilities.

o. Shaw reported on the new banner project that will take place in Rogers for branding and events.

7. CEF Funding

a. BikeNWA - Natural State Criterium Series - Brick Street Crit - \$10,000

i. Shaw presented information and gave history. Lang, Kruger, Faulkner, Nichols & Parker made comments.

ii. Motion to accept \$10,000 by Lang. Second by Murfin. Motion approved unanimously.

b. Arkansas USSSA - Arkansas USSSA State Tournament - \$1,500

i. Shaw presented information and gave history. Lang, Nichols & Parker made comments.

ii. Motion to accept \$1,500 by Faulkner. Second by Lang. Motion approved unanimously.

c. Arkansas Association of Chiefs of Police - 51st Annual Convention - \$5,000

i. Shaw presented information and gave history. Lang, Orr & Murfin made comments.

ii. Motion to accept \$5,000 by Murfin. Second by Orr. Motion approved unanimously. Lang abstained.



8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. Commission needs to select a Vice Chair.
 - i. Motion to elect Faulkner as the Vice Chair by Murfin. Second by Land. Motion approved unanimously.

11. Adjourn

Next meeting is May 9, 2018 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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