

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
Wednesday, August 10, 2016

1. Attendance:
 - Commissioners Present: Mark Kruger, Kate Reeves, Buddy Wright, Matt Disheroon, Joe Murfin
 - Commissioners Absent: David Faulkner, David Lang
 - Staff Present: J.R. Shaw, Erin Jernigan
 - Guests: April Robertson, Jamaikhan Dickey, Martin Thoma, Suzanne Sage, Lance Duncan, Sara Sparks
2. Meeting Called to order: Kruger
3. Public Comment: Introduction of Guests
4. Action on July minutes
 - Motion to accept by Wright. Second by Reeves. Motion approved unanimously.
5. Financial Report
 - Murfin and Shaw reported on the July financials. Motion to accept by Reeves. Second by Wright. Motion approved unanimously.
6. Director's Report
 - Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw also reported on social media and website stats. Unique visits were down 29.86% and page views were down 35.48% in July. Blog views were up 2,268 views from June to July. MO Radio Station website was the top referral page and Dallas was the top referral city in July. Shaw also mentioned an upcoming hotel sales training on August 16. Invitation is open to all Rogers hotels. Shaw made comments on Brick Street Criterium which saw roughly 200 in attendance. The attendance number was lower than expected due to weather and first year, but said it has potential to grow in 2017 and future years. Shaw mentioned attending the DMAI Convention in Minneapolis, MN. He will also drive to Little Rock on Friday, August 12 for the Regional CVB/DMO meeting. Shaw reviewed Senior Softball USA Regional Tournament hosted in Rogers. The event brought almost 1,152 rooms to Rogers and close to 700 rooms expanding into surrounding cities. Murfin and Wright suggested holding a wrap up conversation with client to discuss ideas on how to keep room majority in Rogers.
 - Jernigan reported on convention sales. She attended PCMA Heartland Chapter and will be attending Connect Marketplace in Dallas at the end of August. She also touched on sales tactics for the convention sales department.
 - Thoma and Sage highlighted current and future marketing efforts. Shaw mentioned the three-year contract with Visit Rogers will end this year. Thoma and Sage reported current statistics on website and future goals on how to increase page views and unique visits.
7. CEF Funding
 - a. Poultry Federation Symposium - \$2,500
 - i. Shaw presented information and gave history. Motion to accept \$2,500 night by Murfin. Second by Wright. Motion approved unanimously.
 - b. Poultry Federation Nutrition - \$3,500
 - i. Shaw presented information and gave history. Motion to accept \$3,500 by Murfin. Second by Reeves. Motion approved unanimously.
 - c. AR UMC Council on Youth Ministries – \$18,000
 - i. Shaw presented information and gave history. Motion to accept \$10 per room night by Reeves. Second by Murfin. Motion approved unanimously.
 - d. Arkansas Bass Team Trail Host Proposal – \$5,000
 - i. Shaw presented information and gave history. Murfin, Reeves, Disheroon and Kruger made comments. Motion to move to table by Wright. Second by Reeves. Motion approved unanimously.
8. Sponsorship
 - None.
9. Old Business

None.

10. New Business

None.

11. Adjourn

Next meeting is September 7, 2016 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,



Erin Jernigan