

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
Wednesday, August 9, 2017

1. Attendance:
 - Commissioners Present: David Faulkner, David Lang, Joe Murfin, Buddy Wright
 - Commissioners Absent: Mark Kruger and Matt Disheroon
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Tom Sissom, Lawrence Taylor, Randi Rogers, Susie Kardas, Raymond Burns
2. Meeting Called to order: Murfin
3. Public Comment: Daisy Nationals BB Gun Championship Match follow up presentation by Lawrence Taylor from Daisy Outdoor
4. Action on July minutes
 - Motion to accept by Lang. Second by Wright. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the July financials. Shaw made comments on July financials. Lang made comments. Motion to accept by Wright. Second by Faulkner. Motion approved by unanimously.
6. Director's Report
 - Shaw reported on the hotel tax revenue and reviewed the dashboard. Lang and Shaw made comments about the upcoming fall football schedule. Shaw also reported on social media and website stats. Blog views were up 1,317 views from June to July. Facebook/Social was the top referral page and Dallas was the top referral city in July. Shaw reported on the new CRM system Visit Rogers will be using moving forward, Simpleview. Staff was trained on CRM last week with onsite training. A partner extranet training was also held to educate our partners on the new CRM and how they will be able to update their own content for the website. Kate Reeves has taken a new position with Element Hotel in Bentonville. She has tendered her letter of resignation to the Rogers A&P. The seat is currently unfilled, however, applications are being accepted to fill the role. Jernigan mentioned her resignation with Visit Rogers. Thursday, August 10th will be her last day. Parker reported on upcoming trade shows and the sports market. Parker reported on group tour updated and on groups coming to Rogers in the next few months. Kardas reported on Miles Partnership website, paid media, and social media statistics. Rogers reported on the bounce rates and session duration for the website.
7. CEF Funding
 - a. The Poultry Federation - 2017 Arkansas Nutrition Conference – \$3,500
 - i. Shaw presented information and gave history. Motion to fund \$3,500 by Wright. Second by Faulkner. Motion approved unanimously. Lang abstained.
 - b. The Poultry Federation - 2017 Annual Live Poultry Symposium – \$2,500
 - i. Shaw presented information and gave history. Murfin made comments. Motion to fund \$2,500 by Faulkner. Second by Wright. Motion approved unanimously. Lang abstained.
 - c. International Association of Fire Chiefs - 2017 Board Meeting – \$1,500
 - i. Shaw presented information and gave history. Burns, Lang, Faulkner, and Jernigan made comments. Motion to fund \$1,500 by Wright. Second by Faulkner. Motion approved unanimously. Lang abstained.
8. Sponsorship
 - None.
9. Old Business
 - None.

10. New Business

a. Website Beta Preview

i. Miles Partnership talked through the new website that is still in Beta stage. Updates will continue to be made and will launch in late August/early September.

b. Special Recognition

i. Recognition of Erin Jernigan for her service to the Rogers-Lowell Area Chamber of Commerce and Visit Rogers

c. September and October Meeting Date Changes

i. We will cancel September meeting and move the October meeting to the 4th at 4pm.

11. Adjourn

Next meeting is September TBA, 2017 at 3:30pm. Murfin adjourned meeting.

Respectfully Submitted,

Kelly Parker

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