

ROGERS ADVERTISING AND PROMOTIONS COMMISSION

MEETING MINUTES

Wednesday, June 14, 2017

1. Attendance:

Commissioners Present: Matt Disheroon, Kate Reeves, Buddy Wright, Joe Murfin, David Faulkner

Commissioners Absent: Mark Kruger, David Lang

Staff Present: J.R. Shaw, Erin Jernigan

Staff Absent: Kelly Parker

Guests: Raymond Burns, Tom Sissom

2. Meeting Called to order: Disheroon

3. Public Comment: None.

4. Action on March minutes

Motion to accept by Reeves. Second by Faulkner. Motion approved unanimously.

5. Financial Report

Murfin reported on the May financials and Shaw, Murfin, Faulkner and Burns made comments. Motion to accept by Faulkner. Second by Reeves. Motion approved unanimously.

6. Director's Report

Shaw reported on the hotel tax revenue and reviewed the dashboard. Hotel revenue tax was up 10.01% in for the month of May. Shaw also reported on social media and website stats. Blog views were up 1,033 views from April to May. Northwest Arkansas Tourism Authority website was the top referral page and Dallas was the top referral city again in May. Faulkner requested to see website stats from previous years compared to this year at July's meeting. Show said mobile users have increased and the new website launce with focus heavily on mobile. Visit Rogers hosted the NWA Travel & Meeting Professional meeting in May with over 60 in attendance. May meeting for Arkansas Parks and Tourism Commission was held in Bentonville, Shaw attended. CJRW and Miles partnerships were announced. Chihuly Exhibition at Crystal Bridges is officially open and has been a great draw for visitors. Visit Rogers photoshoot was conducted June 8-10 with Novo Studios. Many Rogers-Lowell Chamber partners participating. Photoshoot is on-going. Visit Rogers new website and CRM projected launch is mid-August. Outdoor articles from Roots Rated Media will publish on Friday, June 16. Articles are focused on outdoor activity, but will make a full circle to promote al businesses in Rogers, including hotels and restaurants. Jernigan mentioned upcoming Little Rock and Tulsa visits for sales efforts. Current and upcoming events are the 58<sup>th</sup> Poultry Festival and Daisy Competition. Shaw mentioned Parker's absence due to travel attendance at Travel Alliance Partners TAP Dance.

7. CEF Funding

a. 12<sup>th</sup> District African Methodist Episcopal Church, 2017 Christian Education & Youth Congress – \$6,000

i. Shaw presented information and gave history. Faulkner, Reeves & Disheroon made comments. Motion to accept \$10 per room by Murfin. Second by Reeves. Motion approved unanimously.

b. Arkansas Emergency Management Association, 2017 Fall Conference – \$5,000

i. Shaw presented information and gave history. Jernigan, Reeves, Faulkner and Disheroon made comments. Motion to accept \$10 per room by Murfin. Second by Reeves. Motion approved unanimously.

c. Mortgage Bankers Association of Arkansas, 2017 Fall Conference– \$500

i. Jernigan, Disheroon & Reeves made comments. Motion to accept \$10 per room by Faulkner. Second by Reeves. Motion approved unanimously.

8. Old Business

None.

9. New Business

None.

10. Adjourn

Next meeting is July 12, 2017 at 4pm. Disheroon adjourned meeting.

Respectfully Submitted,

*Erin Jernigan*

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