

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
Wednesday, December 13, 2017

1. Attendance:
 - Commissioners Present: Mark Kruger, Matt Disheroon, Laura Orr, Joe Murfin, Buddy Wright, David Faulkner
 - Commissioners Absent: David Lang
 - Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
 - Guests: Jerry Carmichael, Kasey Bare, David Trapp
2. Meeting Called to order: Kruger
3. Public Comment: None.
4. Action on November minutes
 - Motion to accept by Disheroon. Second by Murfin. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the November financials. Shaw made comments on November financials.
 - Motion to accept by Disheroon. 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. Google organic search was the top referral page and Dallas was the top referral city in October. Shaw reported on Tyson Foods meeting that was held at the Embassy Suites at the beginning of December. Carmichael made comments about Tyson event. Orr, Faulkner, and Disheroon made comments about hotel tax revenue. Shaw reported on the website statistics from Miles Partnership. Shaw reported on a successful hotel meeting last month. NWA Travel Professionals meeting was held in Bentonville last month. Great meeting networking with our peers. Wiggins reported on sales mission in Little Rock with Embassy Suites staff member. He also attended ASAE while in Little Rock and will be attending again next week and attending their annual Christmas Party. Shaw and Luke attended PCMA in Kansas City for their most recent networking event. Parker reported on Simpleview updates, website updates and articles being written, and tradeshow updates. Parker reported on Travel South International. Between the State booth and the NWA, Little Rock, and the Delta booth, we had over 60 face-to-face meetings with planners. Parker reported on sports updates and lead she is working on. Shaw presented on overview in to the 2018 Marketing Plan for Visit Rogers.
7. CEF Funding
 - a. Senior Softball USA - 2018 Midwest Championships - \$10,000
 - i. Shaw presented information and gave history. Disheroon, Murfin & Parker made comments. Motion to accept \$10,000 as presented by Faulkner. Second by Murfin. Motion approved unanimously.
 - b. Arkansas Department of Transportation - 2018 Southeastern Regional Equipment Operators Rodeo - \$10,000
 - i. Shaw presented information and gave history. Disheroon made comments. Motion to fund at \$10 per room night up to \$10,000 by Wright. Second by Murfin. Motion approved unanimously.
 - c. Sugar Creek Model Railroad & Historical Society - 2018 Great NWA Model Train Show - \$1,000
 - i. Shaw presented information and gave history. Kruger, Murfin, and Disheroon made comments. Motion to accept \$1,000 as presented by Faulkner. Second by Wright. Motion approved unanimously.
8. Sponsorship
 - None.
9. Old Business
 - None.
10. New Business
 - Disheroon announced that he will be resigning from the A&P Commission.
11. Adjourn
 - Next meeting is December 13, 2017 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker