

Advertising and Promotions Commission  
February Meeting Minutes  
Wednesday, February 14, 2018

**1. Attendance:**

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

Commissioners Absent: None

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

Guests: Kasey Bare, Annette Nichols

**2. Meeting Called to order:**

Kruger

**3. Public Comment:**

- a. None

**4. Action on January minutes**

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

**5. Financial Report**

- a. Murfin reported on the January financials and Shaw made comments.
  - i. Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.
- b. Shaw reported on a comparison of 2017 financials with 2% from the remainder of the year since the 3% increase began in September 2017. We finished with a 3.5% increase at the 2% figures for 2017, with our goal being 2%.

**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 goals for Visit Rogers sales team. The dashboard has been updated to reflect these goals and the actuals that will incur throughout the year.
- c. Shaw reported on the recent & upcoming events with room nights.
- d. Tourism inquiries were strong in January.
- e. Shaw reported on the monthly website and social media report from Miles Partnership.
- f. Faulkner made comments about inquiries and Lang made comments on newsletters and the dashboard.
- g. Shaw reported on the 2018 Visit Rogers Tourism Talk on Friday, March 9th at 8:30am at Embassy Suites in the Commerce Ballroom. The 2018-19 Destination Guide will be debuted, industry take aways will be announced, and a Google Workshop will be available. This is free and open to the community.
- h. Shaw reported on the NWA Film Commission. He reported on the HBO series being filmed here in NWA. They will film from Fayetteville to Eureka Springs and will film through August 2018.
- i. Parker reported on ABA tradeshow in January. Working on NCAA bids, larger sports bids, and booking group tour business for 2018 and 2019.
- j. Wiggins reported on PCMA event in Nashville last month. He was in Tulsa yesterday at a PMCA Heartland Chapter event. Reported on a site visits from the last month. New meetings content has been constructed for the website.
- k. Shaw reported on the Longwoods International Survey that was done on Rogers for 2016.

**7. CEF Funding**

- a. Arkansas Association Alternative Educators - 2018 AAAE Summer Conference - \$5,440
  - i. Shaw presented information and gave history. Lang made comments.
  - ii. Motion to accept \$10 per actualized room night by Murfin. Second by Wright. Motion approved unanimously. Lang abstained.
- b. Rogers Public Schools - 2018 Great 8 Girls Basketball Tournament - \$3,000
  - i. Shaw presented information and gave history. Lang, Kruger, Faulkner & Parker made comments.
  - ii. Motion to accept the full \$3,000 request by Faulkner. Second by Wright. Motion approved unanimously.
- c. Poultry Federation - 2018 Symposium for Production & Processing - \$3,000
  - i. Shaw presented information and gave history. Faulkner, Lang & Kruger made comments.
  - ii. Motion to accept the full \$3,000 request by Wright. Second by Murfin. Motion approved unanimously. Lang abstained.

**8. Sponsorship**

- a. None

**9. Old Business**

- a. None

**10. New Business**

- a. March Meeting Date
  - i. Meeting date will be moved to Thursday, March 15, 2018 at 4pm.
- b. A&P Commission Applicants
  - i. Open position must be filled by a Rogers hotelier that lives in Benton County.
  - ii. Motion to go into executive session by Faulkner. Second by Murfin. Motion approved unanimously.
- c. Appoint New Commissioner
  - i. Motion from Faulkner to appoint Annette Nichols to the A&P Commission. Second by Laura Orr. Motion approved unanimously.

**11. Adjourn**

Next meeting is March 15, 2018 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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