



Advertising and Promotions Commission
January Meeting Minutes
Wednesday, January 10, 2018

1. Attendance:

Commissioners Present: Mark Kruger, Joe Murfin, Laura Orr, Buddy Wright
Commissioners Absent: David Lang, David Faulkner
Staff Present: J.R. Shaw, Kelly Parker
Staff Absent: Luke Wiggins
Guests: Kasey Bare

2. Meeting Called to order: Kruger

3. Public Comment:

a. None

4. Action on December minutes

a. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

5. Financial Report

a. Murfin reported on the December financials and Shaw made comments. Comments by Orr, Murfin, Wright, Kruger, and Shaw.
i. Motion to accept by Wright. Second by Orr. Motion approved unanimously.

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. Dallas was the top city outside of Northwest Arkansas and Google/Organic was the top web referral.
b. Shaw reported on presenting sales goals for 2018 in February to commissioners.
c. Shaw reported on December room night pickup from Tyson and United Pentecostal.
d. Kruger, Wright, Murfin, and Parker made comments about the Great 8 Classic Tournament.
e. Shaw reported on December hotel tax revenue.
f. Shaw reported on the Miles Partnership December Monthly Report & Visit Rogers newsletters.
g. Shaw reported on downtown development conversations, signage conversations for additional signage in Rogers, he reported on Wiggins attending ASAE in December.
h. Shaw reported on his time at Winter Institute.
i. Visit Rogers submitted a bid to host 2021 Arkansas Governor's Conference. Staff will be in Little Rock to present to the commissioners.
j. Parker reported on sports leads she is working on, group tours, and trade shows.
k. Shaw reported on our new partnership with Google in a pilot program for content management and information that populates when searched.

7. CEF Funding

- a. 2018 K&K Veterinary Supply Spring Buyer's Market - \$3,500
 - i. Shaw presented information and gave history. Murfin, Orr, Wright & Kruger made comments.
 - ii. Motion to accept the funding at \$3,500 as requested by Murfin. Second by Wright. Motion approved unanimously.
- b. 2018 K&K Veterinary Supper Summer Tradeshow - \$7,500
 - i. Shaw presented information and gave history. Murfin, Orr, Wright & Kruger made comments.
 - ii. Motion to accept the funding at \$7,500 as requested by Murfin. Second by Wright. Motion approved unanimously.

8. Sponsorship

- a. None

9. Old Business

- a. None

10. New Business

- a. February meeting may be moved to 3:30pm if Miles Partnership is able to attend to bring a report.

11. Adjourn

Next meeting is February 14, 2018 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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