

ROGERS ADVERTISING AND PROMOTIONS COMMISSION

MEETING MINUTES

Wednesday, July 13, 2016

1. Attendance:
  - Commissioners Present: Mark Kruger, Kate Reeves, David Faulkner, David Lang, Buddy Wright
  - Commissioners Absent: Matt Disheroon, Joe Murfin
  - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
  - Guests: Jack Counihan, Jeffery Compton, Raymond Burns, April Robertson
2. Meeting Called to order: Kruger
3. Public Comment: Introduction of guests
4. Action on May minutes
  - Motion to accept by Reeves. Second by Faulkner. Motion approved unanimously.Action on June minutes
  - Motion to accept by Faulkner. Second by Reeves. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the May financials. Motion to accept by Wright. Second by Reeves. Motion approved unanimously.
  - Murfin reported on the June financials. Motion to accept by Wright. Second by Reeves. Motion approved unanimously.
  - Motion to resend financial approval by Wright. Second by Reeves. Motion approved unanimously.
  - Motion to approve May financials by Wright. Second by Faulkner. Motions 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. Unique visits were down 48.05% and page views were down 46.80% in June. Blog views were up 2,451 views from May to June. Guest bloggers have increased our blog views. Visit Rogers website was the top referral page and Dallas was the top referral city in June. Shaw reported on booking goals and tracking for the year. Inquiries are up from last year due in large part to our insert from the paper and the Arkansas fulfillment website. One-third of the requests are from out of state. Shaw reported on the media fan that Visit Rogers partnered with the NWA Council bringing in two bloggers from California. Visit Rogers hosted a hotel managers meeting for all Rogers hoteliers in June. Visit Rogers will be going through sales training partnering with the Embassy Suites – in talks to open to other Rogers hotels as well. Shaw reported on the cycling events coming up in July and August. Jernigan reported on ASAE convention and prospecting leads. Jernigan reported on a FAM Tour hosted in partnership with Embassy Suites. Jernigan reported on site visits lined up for July. Parker reported on July sporting events, Connect Sports Marketplace, and prospecting opportunities. Parker reported on the social media promotions statistics from the LPGA, 4<sup>th</sup> of July, and Miranda Lambert promotions. Shaw reported on the promotions from the website, radio, digital remarketing, and print. Shaw reported on economic impact, room night, and ROI for 2016 thus far.
7. CEF Funding
  - a. Shepherd's Chapel Passover 2017 Conference – \$10,000
    - i. Shaw presented information and gave history. Reeves and Faulkner made comments. This will be a city wide event. Motion to accept \$10 per room night by Reeves. Second by Faulkner. Motion approved unanimously.
  - b. Arkansas Department of Veterans of Foreign Wars Southern Conference – \$12,000
    - i. Shaw presented information and gave history. Reeves made comments. Motion to accept \$10 per room night by Wright. Second by Reeves. Motion approved unanimously.
  - c. American Association of Justice, National College of Advocacy, Trial Advocacy College: Depositions – \$7,000
    - i. Shaw presented information and gave history. Reeves and Faulkner made comments. Motion to accept \$10 per room night with a minimum of \$1,000 by Faulkner. Second by Wright. Motion approved unanimously.
8. Sponsorship
  - None.

9. Old Business

None.

10. New Business

None.

11. Adjourn

Next meeting is August 10, 2016 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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