

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
Wednesday, July 12, 2017

1. Attendance:
  - Commissioners Present: Mark Kruger, David Faulkner, David Lang, Joe Murfin, Kate Reeves, Buddy Wright
  - Commissioners Absent: Matt Disheroon
  - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
  - Guests: Tom Sissom
2. Meeting Called to order: Kruger
3. Public Comment: None.
4. Action on June minutes
  - Motion to accept by Reeves. Second by Murfin. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the June financials and Shaw made comments. Motion to accept by Reeves. Second by Faulkner. Motion approved by unanimously.
  - Shaw reported on line items to be updated. Shaw made a recommendation for line item adjustments to the 2017 A&P budget as follows:
    - Transfer \$5,000 from line item 70005 to line item 70008
    - Transfer \$5,000 from line item 70288 to line item 70008
    - Transfer \$5,000 from line item 70830 to line item 70008
    - Transfer \$5,000 from line item 70830 to line item 70184
  - Motion to approve by Lang. Second by Faulkner second.
6. New Business
  - HMR Tax Discussion - Wright moved to moved new business to the top of the report. Second by Lang. Motion approved unanimously. Shaw presented a recommendation that the A&P Commission request Rogers hotel tax be increased from 2% to 3%. Comments made by Reeves, Kruger, Faulkner, and Lang. Motion to request city council increase hotel tax from 2% to 3% made by Faulkner. Second by Murfin. Motion approved by unanimously.
7. Director's Report
  - Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw also reported on social media and website stats. Blog views were up 1,727 views from May to June. Google was the top referral page and Dallas was the top referral city in June. Inquiries are tracking well and social media is steadily increasing. Shaw reported on Miles Partnership year to date report on website statistics. Shaw reported on the new website and CRM system, Simple View. Both have a launch date of August 2017. Shaw reported on Bikes on the Bricks in conjunction with Bikes, Blues, & BBQ during September 2017. Jernigan reported on ASAE, Daisy BB Gun Championship, Poultry Festival, and convention updates. Parker reported on tradeshow updates, Senior Softball USA, NCAA Baseball Regional room pick, local softball and baseball tournaments. Shaw reported on the Natural State criterium.
8. CEF Funding
  - a. Teach Them Diligently - 2019 Annual Conventions - \$24,000
    - i. Shaw presented information and gave history. Lang, Jernigan, Faulkner, Murfin, Wright, Parker, and Reeves made comments. Motion to accept \$20,000 paired with a percentage sliding scale by Faulkner based on 1,250 room nights (i.e. funding amount decreases by percentage of rooms not picked up). Second by Wright. Motion approved unanimously. Lang abstained.
  - b. Teach Them Diligently - 2020 Annual Conventions - \$24,000
    - i. Shaw presented information and gave history. Lang, Jernigan, Faulkner, Murfin, Wright, Parker, and Reeves made comments. Motion to accept \$20,000 paired with a percentage sliding scale by Faulkner based on 1,250 room nights (i.e. funding amount decreases by percentage of rooms not picked up). Second by Reeves. Motion approved unanimously. Lang abstained.
  - c. Walmart/HelmsBriscoe - 2017 Store Planning and Construction In-Meeting - \$5,000
    - i. Shaw presented information and gave history. Reeves, Lang, and Faulkner made comments. Motion to accept \$10 per room night by Wright. Second by Faulkner. Motion approved unanimously. Lang abstained.

- d. Walmart/HelmsBriscoe - 2018 HVAC General Meeting and Expo - \$5,000
  - i. Shaw presented information and gave history. Reeves, Lang, and Faulkner made comments. Motion to accept \$10 per room night by Faulkner. Second by Wright. Motion approved unanimously. Lang abstained.
9. Sponsorship  
None.
10. Old Business  
None.
11. Adjourn  
Next meeting is August 9, 2017 at 3:30pm. Murfin adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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