

ROGERS ADVERTISING AND PROMOTIONS COMMISSION

MEETING MINUTES

Wednesday, June 8, 2016

1. Attendance:
 - Commissioners Present: Mark Kruger, Matt Disheroon (via phone), Joe Murfin, Kate Reeves
 - Commissioners Absent: David Faulkner, David Lang, and Buddy Wright
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Jack Counihan, Brian White, Lance Duncan, Raymond Burns
2. Meeting Called to order: Kruger
3. Public Comment: none
4. Action on May minutes
 - No action presented. Quorum was not present.
5. Financial Report
 - Murfin reported on the financials. No action presented. Quorum was not present.
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 29.30% and page views were down 33.08% in May. Blog views were up from April to May. Visit Rogers website was the top referral page and Dallas was the top referral city in May. Shaw mentioned summer events, sporting events, and conventions coming to Rogers in the next few months. Shaw reported on tourism inquiries and website statistics. Visit Rogers has had several blog posts over the last month including a Vlog. Shaw reported on the summer promotion Visit Rogers is launching. Kruger, Reeves, and Murfin made comments. Visit Rogers will be a part of a 3rd party conference planner FAM in conjunction with the Embassy Suites. Jernigan reports on convention sales and upcoming events. Parker reported on sporting events and upcoming tradeshow for 2017.
7. CEF Funding
 - a. Arkansas Association of Alternative Educators (AAAE/ADE Summer Conference) – \$6,200
 - i. Shaw presented information and gave history. Reeves made comments. This will be a city wide event. Motion to accept \$10 per room night by Reeves. Second by Murfin. Motion approved unanimously. Quorum was then present.
 - b. Arkansas Recreation & Parks Association (ARPA Convention & Tradeshow) – \$5,000
 - i. Shaw presented information and gave history. Reeves, Murfin, and Kruger made comments. Motion to accept \$5,000 by Murfin. Second by Reeves. Motion approved unanimously. Quorum was then present.
8. Sponsorship
 - None.
9. Old Business
 - None.
10. New Business
 - None.
11. Adjourn
 - Next meeting is July 13, 2016 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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