

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
Wednesday, March 8, 2017

1. Attendance:
Commissioners Present: Mark Kruger, Kate Reeves, Buddy Wright, Joe Murfin, David Faulkner, David Lang
Commissioners Absent: Matt Disheroon
Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
Guests: April Wallace, Jennifer Waymack, Lance Duncan, Sanaida Goodner, Mahdisen Keck, Amber Forma
2. Meeting Called to order: Kruger
3. Public Comment: none.
4. Action on February minutes
Motion to accept by Lang. Second by Murfin. Motion approved unanimously. Kruger abstained.
5. Financial Report
Murfin reported on the February financials and Shaw made comments. Motion to accept by Wright. Second by Reeves. Motion approved unanimously.
6. Director's Report
Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw reported on sales leads, social media, tourism inquiries, and website stats. Lang, Faulkner, Kruger, Reeves, and Murfin. Blog views were up 1,029 views from January to February. Visit Rogers website was the top referral page and Dallas was the top referral city in February. Shaw reported on updates with new marketing company, Miles Media. Shaw reported on the strategic plan and reports from Miles. Shaw reported on Visit Rogers getting a new CRM system. Visit Rogers is currently researching systems. Shaw reported on the legislative session he attended in Little Rock. Arkansas Governor's Conference will be held in Little Rock next week. Tourism Talk will be on March 24th from 8:30 to 10am. Jernigan reported on convention sales and upcoming events. Parker reported on group tour and sports market.
7. CEF Funding
 - a. 2017 Arkansas Funeral Directors Annual Convention - \$500
 - i. Shaw presented information and gave history. Lang made comments. Motion to accept \$10 per room night by Faulkner. Second by Murfin. Motion approved unanimously. Lang abstained.
 - b. MAKO Annual Conference - \$3,800
 - i. Shaw presented information and gave history. Lang and Goodness made comments. Motion to fund at \$10 per room night by Reeves. Second by Wright. Motion approved unanimously. Lang abstained.
 - c. 2017 National School Plant Management Association Conference & Tradeshow - \$3,000
 - i. Shaw presented information and gave history. Lang, Goodner, Reeves, and Wright made comments. Motion to accept \$3,000 request by Murfin. Second by Wright. Motion approved unanimously. Lang abstained.
 - d. 2017 Arkansas Seed Dealers Association Annual Summer Convention - \$1,500
 - i. Shaw presented information and gave history. Lang, Reeves, Faulkner, and Goodner made comments. Motion to approve \$1,500 request by Wright. Second by Faulkner. Motion approved unanimously. Lang abstained.
8. Sponsorship
None.
9. Old Business
2017 US Corporate Games
Visit Rogers decided to move at looking dates in 2018.
10. New Business
HelmsBriscoe Promotional Offer
Shaw presented background and promotion offer information for 2017. Lang, Murfin, Faulkner, Goodner, Kruger, Waymack, Wright, and Forga. Motion for staff to develop a document to be approved via email due to a time constraint by Lang. Second by Faulkner. Motion approved unanimously.
11. Adjourn
Next meeting is April 12, 2017 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

Kelly Parker