



Advertising and Promotions Commission
March Meeting Minutes
Wednesday, March 15, 2018

1. Attendance:

Commissioners Present: Mark Kruger, Joe Murfin, David Faulkner, David Lang, Laura Orr, Annette Nichols
Commissioners Absent: Buddy Wright
Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
Guests: Lauren Marquette, Mayor Greg Hines

2. Meeting Called to order:

3. Public Comment:

- a. None

4. Action on February minutes

- a. Motion to accept by Lang. Second by Murfin. Motion approved unanimously.

5. Financial Report

- a. Murfin reported on the February financials and Shaw made comments.
 - i. Motion to accept by Lang. Second by Nichols. Motion approved unanimously.

6. Director's Report

- a. Shaw welcomed Annette Nichols to her first meeting as a commissioner. Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw also reported on social media and website stats. In February, Dallas was the top referral city, Visit Rogers homepage was the top landing page, and Facebook/CPC was the top traffic source.
- b. Faulkner asked about social media stats.
- c. Shaw reported on Miles Partnership monthly report - website stats, traffic source, social media sources, referral sources and cities, and newsletter stats.
- d. Shaw thanked all commissioners for their support of the Rogers-Lowell Area Chamber of Commerce Annual Celebration in February.
- e. Shaw reported on Tourism Talk last week. Thank you to Embassy Suites for hosting. Industry analysis preceded the Google Destination Content Workshop presented by Miles Partnership.
- f. Shaw reported on Arkansas Governor's Conference on Tourism held in West Memphis earlier this week.
- g. Parker reported on Google analytics and Rogers being named 16 Great Places to Visit in 2018.
- h. Parker reported on group tour site visit, upcoming tradeshows, and leads distributed to hotels, attractions, and restaurants.
- i. Wiggins reported on site visits with potential and upcoming clients, PCMA event coming to NWA in Fayetteville which he will attend, he will be attending MAKO in April, and he updated on the updated Cvent website.

7. CEF Funding

- a. Susan G. Komen - Ozark Affiliation - 2018 Race for the Cure - \$5,000
 - i. Shaw presented information and gave history. Marquette presented about the 2018 event being held in Rogers at the Pinnacle Hills Promenade. Krugers, Lang, Faulkner & Nichols made comments.
 - ii. Motion to accept \$5,000 by Faulkner. Second by Orr. Motion approved unanimously.
- b. Be Your Own Label - 2018 Fashion/Comedy Show - \$6,000
 - i. Shaw presented information and gave history. Faulkner, Lang & Murfin made comments.
 - ii. Motion to deny funding request by Murfin. Second by Nichols. Motion approved unanimously.
- c. National Title Boxing - 2018 USA Boxing Championships - \$10,000
 - i. Shaw presented information and gave history. Nichols, Faulkner, Orr & Murfin made comments.
 - ii. Motion to accept \$5,000 and \$10 per room night for every room over 500 by Faulkner. Second by Murfin. Motion approved unanimously. Lang abstained.



- d. Aldersgate - 2021 Aldersgate Renewal Western Regional Conference - \$20,000
 - i. Shaw presented information and gave history. Lang, Nichols & Murfin made comments.
 - ii. Motion to accept \$20,000 by Murfin. Second by Faulkner. Motion approved unanimously. Lang abstained.
- 8. Sponsorship
 - a. None
- 9. Old Business
 - a. None
- 10. New Business
 - a. Mayor Hines swore in all commissioners present.
- 11. Adjourn
 - Next meeting is April 11, 2018 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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