

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
Wednesday, May 10, 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, Kelly Parker
 - Guests: April Wallace
2. Meeting Called to order: Kruger
3. Public Comment: None.
4. Action on April minutes
 - Motion to accept by Lang. Second by Murfin. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the March financials and Shaw made comments. Lang made comments. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
6. Director's Report
 - Shaw reported on the hotel tax revenue and reviewed the dashboard. Hotel revenue tax was up 10.61% in for the month of April. Shaw also reported on social media and website stats. Blog views were up 822 views from March to April. The City of Rogers website was the top referral page and Dallas was the top referral city in April. Jernigan is in Little Rock attending ASAE. Shaw reported on conventions recently in Rogers and the HelmsBriscoe convention that Jernigan. Shaw reported on the leads obtained while at HelmsBriscoe. Lang asked for feedback about the MAKO conference. Shaw reported all positive words from the planners and attendees. Shaw reported on the NWA Travel and Meeting Professional that Visit Rogers and The Walmart AMP will host tomorrow for 75 attendees. Jernigan will be attending PCMA Heartland Chapter meeting later this week while meeting face-to-face with multiple meeting planners. Shaw reported on FLW recap. Despite the rain, everyone was very happy with the turnout of the event. This week is National Tourism Week. New LPGA banners will be displayed around Pinnacle this year. Arkansas CVB meeting will be next week in Bentonville. Shaw will attend on behalf of Visit Rogers. Shaw reported that CJRW and Miles Partnerships will be the State's marketing and creative agencies. Shaw reported on the new CRM system. SimpleView was chosen for Visit Rogers CRM. Photo shoot for new stock photography will be held in June. Parker reported on Missouri Bank Travel Exchange, USSSA Baseball cancellations due to rain, updates on open RFPs. Lang asked about Bikes, Blues, & BBQ trending in the hotel room pickup. Shaw will speak with other CVB executives to see what the trend is looking like for 2017.
7. CEF Funding
 - a. Arkansas Bankers Association - 2017 Central States Conference - \$2,650
 - i. Shaw presented information and gave history. Reeves, Lang, and Shaw made comments. Motion to accept funding at \$10 per room night by Faulkner. Second by Murfin. Motion approved unanimously. Lang abstained.
 - b. Arkansas Association of Teacher Educators - 2017 Southeast Regional Association (SRATE) Conference - \$2,500
 - i. Shaw presented information and gave history. Faulkner, Reeves, Lang, and Kruger made comments. Motion to accept funding at \$10 per room night by Reeves. Second by Faulkner. Motion approved unanimously. Lang abstained.
 - c. Senior Softball-USA - 2018 Midwest Championships - \$10,000
 - i. Shaw presented information and gave history. Lang, Reeves, and Faulkner made comments. Motion to accept funding at \$10,000 by Reeves. Second by Murfin. Motion approved unanimously. City wide event throughout Rogers.
 - d. Shepherd's Chapel - Passover Events (2018 through 2021) - \$10 per room night
 - i. Shaw presented information and gave history. Reeves, Murfin, Faulkner, and Kruger made comments. Motion to accept funding at \$10 per room night for 2018 by Murfin. Second by Wright. Motion approved unanimously. Group will be able to reapply each year for funding for the convention. Lang abstained.

- e. FLW - 2018 Beaver Lake Tournament - \$22,000
 - i. Shaw presented information and gave history. Lang, Wright, Faulkner, Reeves, and Kruger made comments. Motion to accept funding at \$22,000 by Lang. Second by Reeves. Motion approved unanimously.
- 8. Sponsorship
None.
- 9. Old Business
None.
- 10. New Business
None.
- 11. Adjourn
Next meeting is June 14, 2017 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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