



Rogers Advertising and Promotions Commission
May Meeting Minutes
Wednesday, May 9, 2018

1. Attendance:

Commissioners Present: Mark Kruger, Joe Murfin, David Faulkner, Buddy Wright, Annette Nichols

Commissioners Absent: David Lang, Laura Orr

Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins

Guests: None

2. Meeting Called to order: Kruger

3. Public Comment:

a. None

4. Action on April minutes

a. Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.

5. Financial Report

a. Murfin reported on the April financials and Shaw made comments.

i. Motion to accept by Wright. Second by Nichols. Motion approved unanimously.

6. Director's Report

a. Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw also reported on social media and website stats off of the dashboard

b. Shaw reported on the media report from Miles Partnership.

c. Shaw reported on the last hotelier meeting. Kevin Trainor from the University of Arkansas spoke on NCAA tournaments and events.

d. Shaw reported on larger conventions that Visit Rogers is going after.

e. Visit Rogers exhibited at the ASAE tradeshow.

f. The Rogers-Lowell Area Chamber of Commerce has put together a political advocacy group for the next legislative session.

g. Increase in Occupancy and REVPAR year to date.

h. Wiggins reported on HelmsBriscoe Annual Conference. He attended and met with 43 representatives.

i. Parker reported on National Association of Sports Commissions. She attended and had 36 face to face appointments with sport planners.

7. CEF Funding

a. Poultry Federation - 59th Annual Poultry Festival - \$25,000

i. Shaw presented information and gave history.

ii. Motion to accept \$25,000 by Wright. Second by Murfin. Motion approved unanimously.

b. Arkansas Pharmacists Association - 2018 Annual Conference - \$10 per room night

i. Shaw presented information and gave history.

ii. Motion to accept \$10 per room night by Faulkner. Second by Wright. Motion approved unanimously.

8. Sponsorship

a. None

9. Old Business

a. None

10. New Business

a. July meeting date conflict. Nothing proposed at this time. Will discuss in June.

11. Adjourn

Next meeting is June 13, 2018 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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