

ROGERS ADVERTISING AND PROMOTIONS COMMISSION

MEETING MINUTES

Wednesday, November 8, 2017

1. Attendance:
 - Commissioners Present: Mark Kruger, Matt Disheroon, Laura Orr, Buddy Wright, Joe Murfin, David Faulkner, David Lang
 - Commissioners Absent: None
 - Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
 - Guests: Kasey Bare, David Trapp, Raymond Burns, Justin Freeman
2. Meeting Called to order: Kruger
3. Public Comment: None.
4. Action on October minutes
 - Motion to accept by Lang. Second by Wright. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the October financials. Shaw commented about the 2% to 3% increase in hotel tax that was approved starting September 1, 2017, and noted the difference in Quickbooks reporting style from previous methods. Lang and Disheroon made recommendations to future reports to include prior year budget and performance data. Commissioners agreed with this recommendation. Motion to accept by Wright. Second by Lang. Motion approved unanimously.
6. Director's Report
 - Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw also reported on social media and website stats. Blog views were up 1,540 views from October to November. Google organic search was the top referral page and Dallas was the top referral city in October. Shaw reported on Miles Partnership monthly report from October. Shaw and Wiggins attended a luncheon with HelmsBriscoe to introduce our new team member, Wiggins. Shaw and Wiggins attended ASAE in Little Rock with the Embassy Suites team. Shaw thanked the commissioners for attending the meet and greet with new state tourism director, Jim Dailey. Shaw reported on an additional photoshoot Visit Rogers did last week to showcase the south and west parts of town. Visit Rogers will host a hotel meeting next week with General Managers and Directors of Sales. Visit Rogers is also in the planning stages of another Tourism Talk next spring. It will be here that the new visitor and relocation guide will be revealed. Wiggins reported on attending ASAE each month, PCMA meeting next week, Connect Association follow-up, hotel sales meetings to learn our market in more detail, and Simpleview cleanup. Parker reported on attending NASC 4S Summit and the educational sessions, ABA coming up in January, TEAMS report – 60 appointments with 8 cities and the state, USSSA Baseball report, and NCAA bids.
7. CEF Funding
 - a. Rogers Public Schools – 2017 Great 8 Girls' Basketball Tournament – \$3,000
 - i. Shaw presented information and gave history. Disheroon, Lang & Kruger made comments. Motion to accept \$3,000 as presented by Faulkner. Second by Murfin. Motion approved unanimously.
 - b. 12th District AME Church – 2017 Convocation & Planning Conference – \$4,000
 - i. Shaw presented information and gave history. Lang, Disheroon, Kruger, Faulkner, Wright & Murfin made comments. A verbal commitment was given to the planner of 12th District AME Church early in 2017 that the group would receive funding, but application was not filed before event. Group may look to move two events out of Rogers next year, funding could affect decision. Motion to accept \$10 per room night from the actual room nights picked up in 2017 by Faulkner. Second by Murfin. Motion defeated, abstention by Lang. Disheroon and Lang then made additional comments. Motion to fund at \$10 per room night, with incentive of full \$4,000 funding awarded if contracts are signed now for 2018 in Rogers. Second by Disheroon. Motion approved unanimously. Abstention by Lang.

8. Sponsorship
None.
9. Old Business
None.
10. New Business
 - a. 2018 Visit Rogers Budget
 - i. Shaw presented the proposed 2018 budget. Wright, Disheroon, Lang, Faulkner, Murfin & Kruger made comments regarding budget and accompanying marketing plan to be presented at December meeting. Shaw introduced a new part-time team member, Justin Freeman, who will help with writing for the website, articles, and blogs. He will be a fulltime employee shared equally with Visit Rogers and the Chamber. Motion to accept 2018 budget as presented by Faulkner. Second by Lang. Motion approved unanimously.
 - b. 2018 RLEDC Contract
 - i. Shaw presented the 2018 RLEDC contract. Lang & Burns made comments. As per the contract, Rogers-Lowell Area Chamber of Commerce will manage all A & P finances according to established Chamber policies and procedures, including collection of HMR taxes. Signees for accounts will be the Executive Director of Visit Rogers, A&P Commission Chair and A & P Commission Treasurer, Rogers-Lowell Area Chamber of Commerce CEO, and Rogers-Lowell Area Chamber of Commerce COO, with dual signatures required for all checks over \$2,500. Rogers A & P will conduct independent audit separate from the Rogers-Lowell Area Chamber of Commerce beginning in 2019. Motion to accept the contract as presented by Disheroon. Second by Wright. Motion approved unanimously.
11. Adjourn
Next meeting is December 13, 2017 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,



Kelly Parker