

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
Wednesday, October 4, 2017

1. Attendance:
 - Commissioners Present: Mark Kruger, Matt Disheroon, David Faulkner, Joe Murfin, Laura Orr, Buddy Wright
 - Commissioners Absent: David Lang
 - Staff Present: J.R. Shaw, Kelly Parker, Luke Wiggins
 - Guests: Mike Greninger, April Wallace
2. Meeting Called to order: Kruger
 - a. Public Comment: Welcome to new commissioner Laura Orr from the Holiday Inn & Suites where she is the General Manager. Welcome to a new Visit Rogers team member, Luke Wiggins who will be the Meetings & Conventions Sales Manager. Greninger reported on Premier Baseball and gave background and history for the tournament that they would like to bring to Rogers in 2018 and to Northwest Arkansas in future years as the tournament grows.
3. Action on August minutes
 - Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
4. Financial Report
 - Murfin reported on the August and September financials and Shaw made comments. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
5. 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 1,515 views from August to September. Google/CPC website was the top referral page and Dallas was the top referral city in September. Shaw reported on the regional tourism meeting in Little Rock. Visit Rogers attended the Arkansas Hospitality Association meeting in Little Rock. Visit Rogers had the opportunity to submit collateral and giveaways to Interbike via Oz Trails attending. Shaw reported on Bikes on the Bricks that was held during Bikes, Blues, & BBQ. Great first year event that hopes to grow year over year. Parker reported on past tradeshow, Parks & Recreation updates, group tours in house over the last two months, site visits, and upcoming tradeshow. Parker reported on working on the new website and new CRM system, Simpleview. Wiggins reported on working leads and cleaning up Simpleview and working hot leads. Shaw reported on data from Miles Partnership from August, September, and Year-To-Date.
6. CEF Funding
 - a. The Poultry Federation: 2017 Processor Workshop - \$2,500
 - i. Shaw presented information and gave history. Motion to accept \$1,500 by Faulkner. Second by Murfin. Motion approved unanimously.
 - b. Arkansas Youth for the Pentecostal Church: 2017 Holiday Convention - \$10,000
 - i. Shaw presented information and gave history. Wright, Disheroon & Murfin made comments. Motion to accept \$10,000 by Wright. Second by Murfin. Motion approved unanimously.
 - c. Walmart: 2018 Planning Year Beginning Meeting - \$10,000
 - i. Shaw presented information and gave history. Disheroon and Faulkner made comments. Motion to accept \$10,000 by Disheroon. Second by Murfin. Motion approved unanimously.
 - d. Arkansasans for Gifted and Talented Education (AGATE): 2018 Annual Conference - \$23,000
 - i. Shaw presented information and gave history. Murfin made comments. Motion to accept \$10 per tracked room night by Wright. Second by Murfin. Motion approved unanimously.
 - e. Great Plains Leadership for Christ: 2018 Youth Training - \$10,000
 - i. Shaw presented information and gave history. Disheroon made comments. Motion to accept \$10 per room night by Faulkner. Second by Murfin. Motion approved unanimously.
 - f. American Premier Baseball Association: 2018 13U Championships - \$12,000
 - i. Shaw presented information and gave history. Parker, Murfin, Greninger & Disheroon made comments. Motion to accept \$10 per tracked room night by Wright. Second by Murfin. Motion approved unanimously.

- g. United Methodist Renewal Services Fellowship: 2020 Aldersgate Renewal Ministries Conference - \$15,000
 - i. Shaw presented information and gave history. Disheroon, Kruger, Wiggins & Faulkner made comments. Motion to accept the \$15,000 funding and any room nights picked up over 1,500 will be awarded by \$10 per room night by Faulkner. Second by Murfin. Motion approved unanimously.

7. Sponsorship

None.

8. Old Business

None.

9. New Business

None.

10. Adjourn

Next meeting is November 8, 2017 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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