

ROGERS ADVERTISING AND PROMOTIONS COMMISSION

MEETING MINUTES

Wednesday, September 7, 2016

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, Erin Jernigan
 - Guests: April Robertson, Jamaikhan Dickey, Martin Thoma, Suzanne Sage
2. Meeting Called to order: Kruger
3. Public Comment: none.
4. Action on August minutes
 - Motion to accept by Lang. Second by Murfin. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the August financials and Shaw made comments. Motion to accept by Wright. Second by Reeves. Motion approved unanimously.
6. Director's Report
 - Shaw reported on the hotel tax revenue and reviewed the dashboard. Hotel bookings are at 67% and room nights are at 71% of the goal. Shaw also reported on social media and website stats. Unique visits were down 39.38% and page views were down 41.23% in August. Blog views were up 1,721 views from July to August. Visit Rogers website was the top referral page and Dallas was the top referral city in August.
 - Sales Report: Jernigan reported on convention market and travels to Connect Marketplace. Shaw announced possible FAM tours he wants to host in Fall 2016 or 2017. All destinations in Northwest Arkansas are involved. Shaw commented on Parker attending the Arkansas Hospitality Association Showcase in Little Rock week of September 12. Shaw also mentioned meeting with representatives from IMBA to discuss their upcoming offsite event held in Rogers at The Railyard November 11.
 - Marketing Report: Thoma presented information on marketing update with the Visit Rogers website. He discussed their creative suggestions and messages. Thoma addressed the website traffic issues and decreases. Sage reviewed items currently happening, things that are changing and future ideas to the website. The fall promotion was distributed to contacts. Remarketing campaign has launched. The weekender (e-newsletter) has been given a facelift, fall e-weekender is set to send out on September 8. Sage said the Rendezvous in Rogers will be revamped. She elaborated on how the marketing will be more specific to niches and leisure groups. Lan, Reeves, Faulkner and Wright made comments. Sage discussed updates to mobile site and technical improvements across the board. Sage mentioned using more video on website. Lang and Thoma made comments. Shaw brought up making a decision before 2017 on what marketing agencies Visit Rogers will use 2017 and beyond. The other agencies will make an appearance at the October meeting.
7. CEF Funding
 - a. Arkansas State Parks Annual Superintendents Conference - \$775
 - i. Shaw presented information and gave history. Land, Wright & Krueger made comments. Motion to accept \$775 night by Lang. Second by Murfin. Motion approved unanimously.
 - b. Northwest Arkansas Textured Hair Affair - \$4,000
 - i. Shaw presented information and gave history. Murfin and Dickey made comments. Motion to fund at \$500 sponsorship level by Faulkner. Second by Wright. Motion approved unanimously.
 - c. Rogers Public Schools Athletic Department Great 8 Girls Basketball Tournament – \$2,000
 - i. Shaw presented information and gave history. Lang made comments. Motion to accept \$2,000 request by Wright. Second by Reeves. Motion approved unanimously.
 - d. 2017 FLW Tour Beaver Lake Bass Tournament – \$22,000
 - i. Shaw presented information and gave history. Krueger, Murfin, Lang, Burns and Wright made comments. Motion to approve \$22,000 request by Wright. Second by Lang. Motion approved unanimously.

8. Sponsorship
None.
9. Old Business
None.
10. New Business
Shaw announced budget adjustments. Krueger made suggestions. Land added comments. More discussion from Faulkner, Shaw, Burns and Reeves. Motion to approve updated budget request by Wright. Second by Murfin. Motion approved unanimously.
11. Adjourn
Next meeting is October 12, 2016 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,



Erin Jernigan