

ROGERS ADVERTISING AND PROMOTIONS COMMISSION

MEETING MINUTES

Wednesday, March 9, 2016

1. Attendance:
 - Commissioners Present: Matt Disheroon, Joe Murfin, David Faulkner, Buddy Wright
 - Commissioners Absent: Mark Kruger, David Lang, Kate Tidwell
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Lance Duncan
2. Meeting Called to order: Disheroon
3. Public Comment: none.
4. Action on March minutes
 - Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
5. Financial Report
 - a. Murfin reported on the financials. Shaw, Faulkner, Wright, and Disheroon 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. Shaw also reported on social media and website stats. Shaw reported on the website changes that are coming in the first quarter. Unique visits were down 27.46% and page views were down 23.55% in March. Visit Rogers website was the top referral page and Dallas was the top referral city in March. Shaw reported on the e-weekender, convention, and sports newsletters. Visit Rogers will be adding blog posts each month. Shaw reported on the Rogers hotel meeting that was held in March. Governor's Conference was held in March. The Razorback Greenway won a Henry Award at Governor's Conference. Shaw reported on aRes partnership and logistics of how they will work with Visit Rogers and Rogers hotels. Shaw reported on the Regional Sports Committee that was formed. They will be traveling to Indianapolis for the NCAA Hosting Symposium in May. Jernigan reported on updates from the convention sales market and ASAE. Parker reported on NASC follow up and sports market updates.
7. CEF Funding
 - a. Rogers River Bassin' Tournament - \$2,000
 - i. Shaw presented information and gave history. Wright made comments. Motion to accept \$10 per room night by Faulkner. Second by Wright. Motion approved unanimously.
 - b. Arkansas USSSA 12AA State Baseball Tournament - \$1,500
 - i. Shaw presented information and gave history. Wright, Faulkner, Disheroon, and Murfin made comments. Motion to accept \$1,500 by Murfin. Second by Faulkner. Motion approved unanimously.
 - c. 12th District AME Fall Convocation & Planning Conference - \$3,500
 - i. Shaw presented information and gave history. Wright, Disheroon, Murfin, and Faulkner made comments. Motion to fund at \$10 per room night by Faulkner. Second by Murfin. Motion approved unanimously.
 - d. Pinnacle Sports 3v3 Live Soccer Tour - \$5,000
 - i. Shaw presented information and gave history. Disheroon and Murfin made comments. Motion to fund \$10 per room night by Murfin. Second by Wright. Motion approved unanimously.
8. Sponsorship
 - a. Ozark Off-Road Cyclist Battle for Townsends Ridge Mountain Bike Store - \$500
 - i. Shaw presented information and gave history. Faulkner, Murfin, and Wright made comments.
9. Old Business
 - None.
10. New Business
 - None.
11. Adjourn
 - Next meeting is May 11, 2016 at 4pm. Disheroon adjourned meeting.

Respectfully Submitted,

Kelly Parker

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