

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
Wednesday, April 12, 2017

1. Attendance:
  - Commissioners Present: Mark Kruger, Matt Disheroon, Kate Reeves, Buddy Wright, Joe Murfin, David Faulkner, David Lang
  - Commissioners Absent: None
  - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
  - Guests: April Wallace, Jennifer Waymack, Mahdi Keck, Sanaida Goodner
2. Meeting Called to order: Kruger
3. Public Comment: None.
4. Action on March minutes
  - Motion to accept by Murfin. Second by Faulkner. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the March 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. Shaw reported that the hotel revenue tax is up 9.87%. Shaw also reported on social media and website stats. Blog views were up 1,360 views from February to March. Blog post content calendar has been updated for the rest of 2017. Shaw, Jernigan, and Parker reported on social media numbers. The City of Rogers website was the top referral page and Dallas was the top referral in March. Jernigan reported on convention sales, site visits, and hot prospects. Jernigan will be attending HelmsBriscoe tradeshow next week to meet face-to-face with meeting planners. Parker reported on group tour updates from Travel South and sports updates from National Association of Sports Commissions. Shaw reported on the Visit Rogers Tourism Talk event, over 68 attendees were present. Shaw reported on Rogers hosting the MAKO conference in late April, FLW, and the then updated on his time at the Arkansas Governor's Conference. Shaw gave an update with Miles Partnership and a new CRM system.
7. CEF Funding
  - a. The Poultry Federation – 2017 Poultry Festival – \$25,000
    - i. Shaw presented information and gave history. Reeves and Lang made comments. Motion to accept \$25,000 by Wright. Second by Reeves. Motion approved unanimously.
  - b. Arkansas USSSA Sports – 2017 12AA Tournament – \$1,500
    - i. Shaw presented information and gave history. Lang, Faulkner, and Reeves made comments. Motion to accept \$1,500 by Wright. Second by Lang. Motion approved unanimously.
8. Sponsorship
  - None.
9. Old Business
  - None.
10. New Business
  - Congratulations to commissioner Joe Murfin on his retirement from Daisy Outdoor.
11. Adjourn
  - Next meeting is May 10, 2017 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,



Kelly Parker