

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, April 8, 2015

1. Attendance:
 - Commissioners Present: Mark Kruger, Matt Disheroon, David Faulkner, Kate Tidwell
 - Commissioners Absent: David Lang, Joe Murfin, Buddy Wright
 - Staff Present: JR Shaw, Erin Jernigan
 - Guests: Raymond Burns, Brian White, Bailie Phelen, Martin Thoma, Suzanne Sage
2. Meeting Called to order: Mark Kruger
3. Public Comment:
 - Krueger welcomed Thoma Thoma and other guests.
4. Action on March minutes
 - Motion to accept by Disheroon. Second by Kruger. Motion approved unanimously.
5. Financial Report
 - Shaw reported on the financials. Shaw answered a question from March's meeting; what does contract services include? It includes the software systems MINT, ARES and INFOtrac. Tax collections were up 8% for 2015. Motion to accept by Faulkner. Second by Disheroon. Motion approved unanimously.
6. Director's Report
 - Shaw reported on the hotel tax revenue; believes the collections are healthy. He reviewed sales practices and explained how Visit Rogers is taking action on the sales front by having attended the Travel South Showcase in late March. Shaw also attended the March NATA meeting and brought attention to the Arkansas State tourism website. A re-launched will occur in three to six months. Show reported the hiring process for the Sports Marketing Manager position is still in progress. Shaw commented on House Bill 1941; hotels are no longer required to report individual property hotel tax collections. This takes effect August 2015. Comments from Disheroon, Faulkner and Burns were made on House Bill 1941 and hiring process.
 - Jernigan reported on website and social media stats. Unique visits were up 20% and page views were up 40% in March. The City of Rogers website was the top referral page and New Orleans was the top referral city in March. Disheroon, Faulkner and Thoma also made comments on visitor guide requests.
7. CEF Funding – none submitted for April meeting.
8. Ad Agency Report
 - Thoma reported on web traffic for 2015 vs 2014. History says views increased from 2012-2014. Visitor Guides requests are a main focus for 2015. Greatest numbers of visitors are going to the What To Do page. Visitors are coming from out of the local market – Oklahoma, Texas, Missouri and Louisiana. Thoma reported on meeting planner tactics for 2015, sports planner tactics and leisure traveler tactics. Shaw, Thoma, Tidwell and Sage added a few comments on the leisure traveler and thoughts on how to generate more leisure business.
9. Old Business - none
10. New Business - none
11. Adjourn
 - Next meeting is May 13th at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Erin Jernigan

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