

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, August 12, 2015

1. Attendance:
 - Commissioners Present: Mark Kruger, Matt Disheroon, David Faulkner, David Lang, Joe Murfin, Kate Tidwell, Buddy Wright
 - Commissioners Absent: None
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Raymond Burns, Jack Counihan, Brian White
2. Meeting Called to order: Mark Kruger
3. Public Comment: none
4. Action on June minutes
 - Motion to accept by Disheroon. Second by Wright. Motion approved unanimously.
5. Financial Report
 - a. Murfin reported on the financials. Shaw reported on financials with an update of where we are for the year. 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 reported on Daisy BB Gun Competition, ASAE, Lake Atalanta ground-breaking, City Council Meeting, NATA, and a site inspection at War Eagle Mill. Shaw also reported on social media and website stats. Unique visits were down 2.88% and page views were down 3.17% in July. The City of Rogers website was the top referral page and Dallas was the top referral city in July. Jernigan reported on prospects that she is working on for conventions. Parker reported on the LAX tournament prospect from NASC.
7. CEF Funding
 - a. Senior Babe Ruth SW Regional Tournament – \$1,000.
 - i. Shaw presented information and gave history. Disheroon, Tidwell, Faulkner, Wright, Kruger, and Lang made comments. \$1,000 motion to accept by Disheroon. Second by Faulkner. Motion approved unanimously. Communicate the \$10 per room night for next year for pickup in Rogers hotels.
 - b. Wal-Mart FLW Beaver Lake Tournament – \$22,000
 - i. Shaw presented information and gave history. Lang, Tidwell, Faulkner, Wright, Kruger, Disheroon, and Burns made comments. \$22,000 motion to accept by Wright. Second by Murfin. Motion approved unanimously. Stipulation for funding is for FLW to use the JQH Center or other location, such as a Wal Mart parking lot, in Rogers for the weigh-in.
 - c. The Poultry Federation Nutrition Conference – \$3,500
 - i. Shaw presented information and gave history. Lang and Tidwell made comments. \$3,500 motion to accept by Murfin. Second by Tidwell. Motion approved unanimously.
8. Sponsorship
 - a. War Eagle Mill Fall Craft Fair – \$1,000
 - i. Shaw presented information and gave history. Murfin, Lang, Disheroon, Burns, and Wright made comments. Motion to decline the \$1,000 request by Murfin. Second by Wright. Motion approved unanimously.
9. Old Business – none
10. New Business
 - a. 2016 Arkansas Image Book
 - i. Shaw reported that a new image book for 2016 will be printed and is to be used as economic development for the state. Sponsorship opportunities are available per each CVB. Wright, Kruger, Faulkner, Disheroon, Tidwell, Lang, and Burns made comments. \$5,000 motion to accept by Lang. Second by Wright. Motion approved unanimously. \$2,500 from 2015 budget and \$2,500 from 2016 budget.
 - b. NWA Film Commission

- i. Shaw reported on the start of the commission. NWA Film Commission would be asking Rogers for \$1,000 for 2015 and \$2,500 for 2016. Kruger, Wright, Faulkner, Tidwell, Murfin, and Lang made comments. Shaw will ask NWA Film Commission to come and present at the September Rogers A&P Commission meeting.
 - c. Visit Rogers Budget
 - i. Shaw has begun to work on the 2016 budget. Will be reaching out to commissioners for input.
- 11. Adjourn
 - Next meeting is September 9, 2015 at 4am. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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