

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, December 9, 2015

1. Attendance:
 - Commissioners Present: Mark Kruger David Faulkner, Joe Murfin, Kate Tidwell
 - Commissioners Absent: Matt Disheroon, David Lang, Buddy Wright
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Raymond Burns, Jack Counihan, Ali Miller, Amanda Webb, Brian White
2. Meeting Called to order: Kruger
3. Public Comment: none
4. Action on November minutes
 - Motion to accept by Tidwell. Second by Murfin. Motion approved unanimously.
5. Financial Report
 - a. Murfin reported on the financials. Shaw, Murfin, and Tidwell made comments. Motion to accept by Faulkner. Second by Tidwell. 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. Tidwell, Murfin, Kruger, and Faulkner made comments. Unique visits were down 30.24% and page views were down 17.59% in November. The City of Rogers website was the top referral page and Dallas was the top referral city in November. Shaw reported on organizations that Visit Rogers is a part of locally. The tournament committee at Rogers Parks Department met and finalized the scheduled through July. NICA is growing in the area, Visit Rogers met with them in November. Shaw attended the AACVB meeting in November with other CVBs from the state. Jernigan reported on convention prospects and site visits. Parker reported on past sporting events. Shaw reported that in 2016 the funding will be split into two line items – A&P Funding and City Funding. A city wide event will be defined as two or more hotels for an event.
7. CEF Funding
 - None.
8. Sponsorship
 - None.
9. Old Business
 - None.
10. New Business
 - a. January meeting date. Propose for an amended date.
11. Adjourn
 - Next meeting is January 20, 2016 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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