

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, February 10, 2016

1. Attendance:
 - Commissioners Present: Mark Kruger, Matt Disheroon, David Faulkner, David Lang, Buddy Wright
 - Commissioners Absent: Joe Murfin, Kate Tidwell
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Raymond Burns, Jack Counihan, Brian White
2. Meeting Called to order: Kruger
3. Public Comment: none.
4. Action on December minutes
 - Motion to accept by Lang. Second by Wright. Motion approved unanimously.
5. Financial Report
 - a. Shaw reported on the financials. Two or more hotels will be considered a city wide. Lang and Burns made comments. Motion to accept by Faulkner. Second by Wright. 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. Unique visits were down 26.83% and page views were down 22.19% in January. Visit Rogers website was the top referral page and Dallas was the top referral city in January. Main Street Rogers will host a fish fry in downtown Rogers the Friday night before the FLW Tournament in April 2016. Visit Rogers will be hosting a FAM Tour tomorrow in Rogers. Kane Webb will be in Rogers on February 25th and at the Governor's Conference. Visit Rogers is helping to plan a media FAM Tour for the NWA area. Jernigan reported on current prospects, site visits, ASAE, and client visits. Parker reported on Select Traveler Conference and prospects. Shaw reported that Visit Rogers will be attending NASC in April 2016. Shaw reported on Bike Magazine. Lang, Disheroon, Kruger, Burns, and Faulkner made comments.
7. CEF Funding
 - a. Great Plains Leadership Training for Christ 2016 Annual Convention - \$10,000
 - i. Shaw presented information and gave history. Disheroon and Lang made comments. This will be a city wide event. Motion to accept the \$10 per room night up to \$10,000 by Faulkner. Second by Wright. Motion approved unanimously.
 - b. National FFA Foundation Sponsors Board Meeting - \$500
 - i. Shaw presented information and gave history. Lang made comments. Motion to accept the \$500 by Faulkner. Second by Disheroon. Motion approved with Lang abstaining.
 - c. Arkansas Emergency Management Association 2016 Annual Conference - \$5,000
 - i. Shaw presented information and gave history. Faulkner and Lang made comments. Motion to accept a \$5,000 by Wright. Second by Faulkner. Motion approved with Lang abstaining.
 - d. Teach Them Diligently Annual Convention - \$26,000
 - i. Shaw presented information and gave history. This would be a city wide event for 2017 and 2018. Lang, Faulkner, Kruger, and Disheroon made comments. Motion to accept \$20,000 for 2017 and \$20,000 for 2018 Disheroon. Second by Wright. Motion approved unanimously.
 - e. 2016 Arkansas Trauma Education & Research Foundation (ATERF) Trauma Update Conference - \$75,687
 - i. Shaw presented information and gave history. Wright, Lang, Faulkner, Kruger made comments. Motion to accept \$10 per room night by Wright. Second by Faulkner. Motion approved with Lang abstaining.
8. Sponsorship
 - None.
9. Old Business
 - None.
10. New Business
 - None.

11. Adjourn

Next meeting is March 9, 2016 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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