

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
Wednesday, February 8, 2017

1. Attendance:
 - Commissioners Present: Joe Murfin, David Faulkner, Matt Disheroon, and Buddy Wright
 - Commissioners Absent: Kate Reeves, Mark Kruger, David Lang
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Lance Duncan, April Wallace, Jennifer Waymack, Mahdi Keck
2. Meeting Called to order: Disheroon
3. Public Comment: none
4. Action on January minutes
 - Motion to accept by Faulkner. Second by Murfin. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the financials. Motion to accept by Disheroon. Second by Faulkner. Motion approved unanimously.
6. Director's Report
 - Shaw reported on the hotel tax revenue and reviewed the dashboard. Disheroon, Parker, Duncan, Keck, Jernigan, and Faulkner made comments. Shaw also reported on social media and website stats. Unique visits were down 6.06% and page views were down 22.11% in January. Blog views were up from December to January. Visit Rogers website was the top referral page and Dallas was the top referral city in January. Visit Rogers and the Walmart AMP will be hosting the 2nd quarter NWA Meeting Professionals luncheon. Jernigan reported on the PCMA Heartland Chapter meeting. Parker reported on American Bus Association, Travel South, and National Association of Sports Commissions. NWA was featured in the Bike Magazine "Bible of the Bikes". Visit Rogers is updating the trail maps to distribute to residents and visitors in the area. Shaw updated on his legislative trip to Little Rock. Shaw updated on the US Corporate Games.
7. CEF Funding
 - a. Rogers Athletic Department: 2017 Great 8 Girls Basketball Classic - \$2,000
 - i. Shaw presented information and gave history. Motion to accept the funding at \$2,000 by Murfin. Second by Wright. Comments by Disheroon, Murfin, and Faulkner. Motion approved unanimously.
 - b. K&K Veterinary Supply: 2017 Spring Buyer's Market - \$3,000
 - i. Shaw presented information and gave history. Comments by Faulkner, Disheroon, and Shaw. Motion to accept the funding at \$3,000 by Murfin. Second by Faulkner. Motion approved unanimously.
 - c. K&K Veterinary Supply: 2017 Fall Tradeshow - \$7,000
 - i. Shaw presented information and gave history. Motion to accept the funding at \$7,000 by Faulkner. Second by Murfin. Motion approved unanimously.
 - d. Great Plains: 2017 Spring Leadership Training Conference - \$10,000
 - i. Shaw presented information and gave history. Motion to accept \$10 per room by Faulkner. Second by Murfin. Comments by Shaw, Duncan, Faulkner, Disheroon, and Murfin. Motion approved unanimously. This would be a city-wide event.
8. Sponsorship
 - None.
9. Old Business
 - None.
10. New Business
 - a. Proposed 2017 Budget Adjustments from Reserve
 - i. Section 1: Adjustment of line 70289, City Wide Incentive Funding, from \$80,000 to \$100,000; and adjustment of line 70287, A&P Incentive Funding, from \$100,000 down to \$80,000.
 1. Shaw presented information. Motion to approve the adjustment of line item 70289 from \$80,000 to \$100,000 and line item 70287 from \$100,000 to \$80,000 made by Murfin. Second by Faulkner. Motion approved unanimously.
 - ii. Section 2: Appropriation of \$50,000 from Reserve Account 30100 to be moved into 70287 A&P Incentive Funding.
 1. Shaw presented information. Comments by Murfin. Motion to approve the appropriation of \$50,000 from the Reserve Account 30100 to be moved into

70287 A&P Incentive Funding by Murfin. Second by Wright. Motion approved unanimously.

iii. Section 3: Appropriation of \$50,000 from Reserve Account 30100 to be moved into 70830 Contract Services

1. Shaw presented information. Comments by Disheroon. Motion to approve the appropriation of \$50,000 from the Reserve Account 30100 to be moved into 70830 Contract Services by Faulkner. Second by Murfin. Motion approved unanimously.

iv. Section 4: Appropriation of \$50,000 from Reserve Account 30100 to be moved into 70257 Website Design & Maintenance.

1. Shaw presented information. Motion to approve the appropriation of \$50,000 from the Reserve Account 30100 to be moved into 70257 Website Design & Maintenance by Wright. Second by Faulkner. Motion approved unanimously.

11. Adjourn

Next meeting is March 8, 2017 at 4pm. Disheroon adjourned meeting.

Respectfully Submitted,

Kelly Parker

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