

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, January 20, 2016

1. Attendance:
 - Commissioners Present: Mark Kruger, David Faulkner, Kate Tidwell, Buddy Wright
 - Commissioners Absent: Matt Disheroon, David Lang, Joe Murfin
 - Staff Present: J.R. Shaw, Kelly Parker
 - Guests: Jack Counihan, Brian White, Suzanne Sage, Martin Thoma
2. Meeting Called to order: Kruger
3. Public Comment: Counihan suggested adding The Railyard to the state signs on the highway.
4. Action on December minutes
 - Motion to accept by Tidwell. Second by Faulkner. Motion approved unanimously.
5. Financial Report
 - a. Shaw reported on the financials. Tidwell and Faulkner made comments. Motion to accept by Wright. 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 26.17% and page views were down 21.66% in December. The City of Rogers website was the top referral page and Dallas was the top referral city in December. Visit Rogers will increase amount of blog posts for 2016. Shaw reported on Jernigan's site visits over the last month and on the IMBA conference's event at The Railyard in November. Exploring Arkansas filmed at The Railyard. It will air in March 2016. Shaw reported on FAM Tours, ABA, and prospects for Rogers.
7. CEF Funding
 - a. Arkansas Trauma Education & Research Foundation 2016 AR Trauma Update Seminar - \$75,687
 - i. Shaw presented information and gave history. Tidwell, Faulkner, Kruger, and Wright made comments. Motion to table decision until February's meeting by Tidwell. Second by Wright. Motion approved unanimously.
 - b. K&K Veterinary 2016 Spring Buyer's Market/Fall Trade Show - \$3,000/\$7,000
 - i. Shaw presented information and gave history. Tidwell made comments. Motion to accept the \$3,000 and \$7,000 by Tidwell. Second by Faulkner. Motion approved unanimously.
 - c. Society of Women Engineers 2016 Region "C" Conference - \$2,500
 - i. Shaw presented information and gave history. Faulkner and Tidwell made comments. Motion to accept a \$10 per room night or \$2,500 if the group books again in Rogers within the next 2 years (by 2017) by Faulkner. Second by Tidwell. Motion approved unanimously.
 - d. Baptist Missionary Association of America 2019 Annual Meeting - \$15,000
 - i. Shaw presented information and gave history. Tidwell and Faulkner made comments. Motion to accept \$15,000 by Tidwell. Second by Tidwell. Motion approved unanimously.
8. Sponsorship
 - None.
9. Old Business
 - None.
10. New Business
 - a. Marketing plan for 2016 presented by Suzanne Sage and Martin Thoma.
11. Adjourn
 - Next meeting is February 10, 2016 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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