

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
Wednesday, January 11, 2017

1. Attendance:
 - Commissioners Present: Mark Kruger, Joe Murfin, David Lang, Buddy Wright, Kate Reeves, David Faulkner
 - Commissioners Absent: Matt Disheroon
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Jack Counihan, Lance Duncan, Raymond Burns, April Wallace, Sanaida Goodner, David Jones, Ben Snyder, Mahdi Keck, Wendy Jones, Joe Wilson, Dan Judd
2. Meeting Called to order: Kruger
3. Public Comment: none
4. Action on November minutes
 - Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the November financials. Motion to accept by Wright. Second by Reeves. Motion approved unanimously.
 - Murfin reported on the December financials. Motion to accept by Reeves. 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 4.8% and page views were down 27.79% in December. Blog views were up from November to December. Visit Rogers website was the top referral page and Dallas was the top referral city in December. Shaw reported on a 2016 overview with final numbers for the year, marketing highlights for the year, convention and meeting highlights, sports and group tours highlights, and why tourism is important to Arkansas and the region. Jernigan reported on convention sales and new business booked. Parker reported on American Bus Association tradeshow and upcoming sporting events.
7. CEF Funding
 - a. Grilling in the Ozarks Steak Cook-Off - 2017 NWA Cook-Off - \$2,000
 - i. Wilson presented information and gave history. Comments by Faulkner, Reeves, Wright, Murfin, Kruger, and Lang. Motion to accept a \$500 sponsorship and motion to accept \$10 per room night by Murfin. Second by Lang. Motion not approved unanimously.
 - ii. Motion to accept funding at \$1,000 and then \$10 for every room night over 100 room nights by Murfin. Second by Faulkner. Motion approved unanimously.
 - b. 2017 National Association for Interpretation - Region 6 Annual Workshop - \$2,000
 - i. Shaw presented information and gave history. Comments by Murfin, Faulkner, and Lang. Motion to accept \$10 per room night by Faulkner. Second by Murfin. Motion approved unanimously. Lang abstained.
 - c. Pentecostal Youth of Arkansas - 2016 Holiday Youth Convention - \$10,000
 - i. Shaw presented information and gave history. Comments by Lang, Wright, and Murfin. Motion to accept the funding at \$10,000 by Reeves. Second by Faulkner. Motion approved unanimously. Lang abstained.
 - d. US Corporate Game - 2017 Regional Corporate Games - \$25,000
 - i. Shaw, Snyder, and Jones presented information and gave history. Comments by Lang, Murfin, Reeves, Shaw, Faulkner, Parker, and Kruger. Motion to accept the funding at \$25,000 with the understanding that Visit Rogers staff, Rogers city attorney, and one Rogers A&P hotelier commissioner to approve the contract between Visit Rogers and US Corporate Games by Faulkner. Second by Wright. Motion approved unanimously.
 - e. Walmart - 2017 Sustainability Summit - \$5,000
 - i. Shaw presented information and gave history. Comments by Reeves, Kruger, Lang, Jernigan, Shaw, and Murfin. Motion to accept the funding at \$5,000 by Wright. Second by Murfin. Motion approved unanimously. Lang abstained.
8. Sponsorship
 - None.
9. Old Business
 - None.

10. New Business

a. Pioneer Network 2021 National Conference

i. Shaw presented information and gave history. Lang, Reeves, and Faulkner made comments.

b. 2017 Meeting Schedule

i. Schedule announced.

11. Adjourn

Next meeting is February 8, 2017 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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