

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, July 8, 2015

1. Attendance:
 - Commissioners Present: Mark Kruger, David Faulkner, David Lang, Joe Murfin, Buddy Wright
 - Commissioners Absent: Matt Disheroon, Kate Tidwell,
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Raymond Burns, Chris Griffin
2. Meeting Called to order: Mark Kruger
3. Legislative Update:

City of Rogers Staff Attorney Chris Griffin reported on FOI legislation Act 1102. Effective date is July 23rd of 2015, and then only hotel tax collection information released to Visit Rogers will be in a total monthly amount – no longer individual hotel tax reporting. Lang, Kruger, and Shaw made comments. Individual tax information will not be released from the city to anyone. Griffin reported that the city is developing enforcement provisions for negligent tax reporting that may include business license revocation and fines up to \$500 per day.
4. Public Comment: none
5. Action on June minutes

Motion to accept by Lang. Second by Murfin. Motion approved unanimously.
6. Financial Report
 - a. Murfin reported on the financials. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
 - b. Shaw requested 2015 budget amendments from the commission. Shaw requested a \$21,700 decrease from advertising; an addition of \$10,000 into contract labor for new Executive Director relocation expenses; an addition of \$1,550 to continuing education Jernigan and Parker attendance at DMAI Sales Academy, and Parker at NASC Market Segment Training; an addition of \$10,150 into travel/tradeshow/meals for Parker to attend TEAMS Marketplace and Jernigan to attend Small Market Meetings Marketplace. Net change to overall budget is \$0.00. Comments made by Lang, Burns, and Wright. Shaw reported that Visit Rogers will report results and progress back to commission after these events. Motion to accept by Murfin. Second by Faulkner. Motion approved unanimously.
7. Director's Report

Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw reported on reasons for lost business. Lang commented on disparity of state per diem rates in NWA and the rest of the state, proposed effort to get per diem raised to competitive rates. Shaw reported on groups coming in during July. Shaw issued an invitation to all commissioners for the ASAE reception that Visit Rogers and Embassy Suites is co-hosting Monday night, July 13th. Shaw also reported on social media and website stats. Unique visits were up 31.39% and page views were up 25.33% in June. The City of Rogers website was the top referral page and Dallas was the top referral city in June. Faulkner, Lang, and Kruger made comments.
8. CEF Funding.
 - a. Frank Lloyd Wright Building Conservancy – \$1,500.
 - i. Shaw presented information and gave history. Faulkner and Lang made comments. \$10 per room night up to \$1,500 motion to accept by Lang. Second by Wright. Motion approved unanimously.
9. Old Business – none
10. New Business
 - a. Rogers Public Schools Great 8 Basketball Tournament – \$2,000
 - i. Shaw presented information and gave history. Wright, Kruger, and Lang made comments. \$2,000 motion to accept by Murfin. Second by Wright with an abstaining vote from Lang. Motion approved unanimously.
11. Adjourn

Next meeting is August 12, 2015 at 4am. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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