

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, June 24, 2015

1. Attendance:
  - Commissioners Present: Mark Kruger, Matt Disheroon, Joe Murfin, Kate Tidwell, Buddy Wright
  - Commissioners Absent: David Faulkner and David Lang
  - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
  - Guests: Raymond Burns, Jack Counihan, Brian White,
2. Meeting Called to order: Mark Kruger
3. Public Comment: Krueger welcomed guests.
4. Action on April minutes
  - Motion to accept by Murfin. Second by Tidwell. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the financials. 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. Wright asked about specifics for lost business. Shaw discussed reasoning behind some of the lost business. Shaw also reported on social media and website stats. Unique visits were up 8.44% and page views were up 9.2% in May. The City of Rogers website was the top referral page and Dallas was the top referral city in May. Shaw reported that the website home page changes have been made. Shaw reported on Infotrac and MINT training for staff. Staff will attend DMAI in July in Austin, Texas. Jernigan reported on her prospecting in the Kansas City market. Parker reported on NASC follow up.
7. CEF Funding.
  - a. United Pentecostal Youth Convention – \$10,000.
    - i. Shaw presented information and gave history. Wright, Disheroon, Kruger, and Tidwell made comments. \$10,000 motion to accept by Wright. Second by Murfin. Motion approved unanimously.
  - b. Shepherd's Chapel – \$15,000.
    - i. Shaw presented information and gave history. Disheroon, Tidwell, and Kruger made comments. \$12,500 and \$10 per room over \$12,500 motion to accept by Tidwell. Second by Disheroon. Motion approved unanimously.
  - c. Arkansas Osteopathic Medical Association – \$15,000.
    - i. Shaw presented information and gave history. Tidwell, Disheroon, Wright, Murfin, Kruger, and Burns made comments. \$10 per room for a motion to accept by Disheroon. Second by Tidwell. Motion approved unanimously.
  - d. National Guard Association of Arkansas – \$10,000.
    - i. Shaw presented information and gave history. Disheroon and Tidwell made comments. \$10 per room up to \$5,000 motion to accept by Tidwell. Second by Disheroon. Motion approved unanimously.
  - e. Daisy BB Gun National Championship – \$22,500.
    - i. Shaw presented information and gave history. Murfin, Tidwell, and Disheroon made comments. \$22,500 motion to accept by Disheroon. Second by Kruger. Motion approved unanimously.
8. Old Business – none
9. New Business
  - a. USSSA 2016 Regional Tournament Bid
    - i. Shaw presented information and gave history. \$10 per room up to \$10,000 that includes the \$5,000 bid fee and maintenance fee motion to accept by Tidwell. Second by Murfin. Motion approved unanimously.

b. Mid States Fire Conference Sponsorship

- i. Shaw presented information and have history. Comment to approve all sponsorships over \$500. \$1,000 sponsorship motion to accept by Disheroon. Second by Murfin. Motion approved unanimously.

10. Adjourn

Next meeting is July 8, 2015 at 9am. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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