

ROGERS ADVERTISING AND PROMOTIONS COMMISSION

MEETING MINUTES

Wednesday, March 9, 2016

1. Attendance:
  - Commissioners Present: Joe Murfin, Kate Tidwell, David Faulkner, David Lang, Buddy Wright
  - Commissioners Absent: Mark Kruger, Matt Disheroon
  - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
  - Guests: Raymond Burns, Jack Counihan, Lance Duncan, James Harris
2. Meeting Called to order: Murfin
3. Public Comment: none.
4. Action on February minutes
  - Motion to accept by Tidwell. Second by Lang. Motion approved unanimously.
5. Financial Report
  - a. Murfin reported on the financials. Lang, Tidwell, and Shaw made comments. Motion to accept by Wright. Second by Faulkner. 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. Shaw reported on the website changes that are coming in the first quarter. Unique visits were down 24.74% and page views were down 25.28% in February. Visit Rogers website was the top referral page and Dallas was the top referral city in February. Faulkner made comments. Shaw shared that Visit Rogers is working on updating photography for social media and print use. Shaw reported on Way Finding Signage and the Walton Family Foundation grant that will give new signage from the airport into the city of Rogers. Estimated time of completion is middle of 2017. Visit Rogers hotel meeting will be this Friday with Rogers hotel's General Managers and Director of Sales. Visit Rogers would like to host a tourism meeting with Rogers hospitality businesses. Arkansas Governor's Conference on Tourism is next week. It is being held in Springdale. Jernigan reported on convention sales market. Parker reported on sports and group tourism sales.
7. CEF Funding
  - a. Arkansas Society for Human Resource Management 2016 HR Conference & Expo – \$?
    - i. Shaw presented information and gave history. Lang, Tidwell, Murfin, and Faulkner made comments. Motion to accept \$10 per room night by Tidwell. Second by Wright. Motion approved unanimously with Lang abstaining.
  - b. Baptist Coalition for Children's & Families 2016 Annual Event – \$1,500
    - i. Shaw presented information and gave history. Lang made comments. Motion to accept \$1,500 by Wright. Second by Faulkner. Motion approved unanimously with Lang abstaining.
  - c. Susan G. Komen Ozark Race for the Cure 2016 Race – \$5,200
    - i. Shaw presented information and gave history. Tidwell, Lang, and Faulkner made comments. Motion to deny funding by Tidwell. Second by Faulkner. Motion approved unanimously with Faulkner abstaining.
  - d. Rush Running Company 2016 War Eagle Trail Run – \$500-\$10,000
    - i. Shaw presented information and gave history. Lang, Tidwell, Wright, and Faulkner made comments. Motion to deny funding by Tidwell. Second by Faulkner. Motion approved unanimously.
  - e. Poultry Federation 2016 57<sup>th</sup> Annual Poultry Festival – \$25,000
    - i. Shaw presented information and gave history. This would be a city wide event. Lang, Murfin, and Tidwell made comments. Motion to accept \$25,000 by Wright. Second by Faulkner. Motion approved unanimously with Lang abstaining.
  - f. 12<sup>th</sup> District American Methodist Episcopal Church 2016 Christian Education & Youth Conf. – \$6,000
    - i. Shaw presented information and gave history. Tidwell, Faulkner, and Murfin made comments. Motion to accept \$10 per room night by Faulkner. Second by Tidwell. Motion approved unanimously with Lang abstaining.

8. Sponsorship

None.

9. Old Business

None.

10. New Business

Shaw reported on the Visit Rogers CEF Funding procedures and application. Discussion took place between Faulkner, Tidwell, Lang, Wright, Murfin, and Burns.

11. Adjourn

Next meeting is April 13, 2016 at 4pm. Murfin adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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