

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, March 11, 2015

1. Attendance:
 - Commissioners Present: Joe Murfin, Buddy Wright, Mark Kruger, Matt Disheroon, David Lang, Kate Tidwell
 - Commissioners Absent: David Faulkner
 - Staff Present: JR Shaw, Erin Jernigan
 - Guests: Raymond Burns
2. Meeting Called to order: Mark Kruger
3. Public Comment:
 - Welcomed JR Shaw. Wright and Murfin added a few welcoming comments.
4. Action on January minutes
 - Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the financials. Murfin questioned the contract services line; clarification was confirmed. Tax collections were up 10.26% for 2015. Motion to accept by Wright. Second by Disheroon. Motion approved unanimously.
6. CEF Funding
 - a. NWA Lacrosse Club/LAX Fest – **Granted \$10/per room night**
NWA Lacrosse Club/LAX Fest requested \$1,300 for their April 2015 event. The Commission granted the group \$10/per room night for 2015. Disheroon and Shaw made few comments. Motion to accept by Lang. Second by Wright. Motion approved unanimously.
 - b. Arkansas Department of Rural Services – **Granted \$10/per room night up to \$4,000.**
Arkansas Department of Rural Services requested \$4,000 for May 2016 conference. Lang, Tidwell, Disheroon and Shaw made comments. Motion to accept by Murfin. Second by Wright. One abstention, Lang. Motion approved unanimously.
 - c. Southeast Chapter of the American Association of Airport Executives – **Granted \$10/per Rogers hotel room night up to \$5,000.**
Southeast Chapter of the American Association of Airport Executives requested \$5,000 for 2015. Lang, Tidwell, Kruger, Shaw, Murfin, Burns and Disheroon made comments. Motion to accept by Disheroon. Second by Tidwell. One abstention, Lang. Motion approved unanimously.
7. Director's Report
 - Shaw reported on Visit Rogers staff attending the 41st Annual Governors Conference and the progress of the website. Commented on Jernigan attending ASAE March meeting and Shaw attending Group Tour Meeting at the end of March. Shaw mentioned the official job posting for the Visit Rogers Sports Marketing Manager position. Lang, Disheroon and Shaw made comments on current hotel taxes and current/upcoming summer events. Jernigan reported on website and social media stats. Unique visits were up 34% and page views were up 47% in February. Tulsa was the top city in February. Jernigan also reported on prospects she is working with.
8. New Business
 - a. Lang inquired what timeframe the sports complex and fields are opening. Lang and Disheroon made comments on low weekend business for hotels.
 - b. Disheroon said Raymond team no longer owns Fairfield Inn and MCR now manages it.
 - c. Tidwell commented on renovation date for Candlewood Suites is July 2015.
 - d. Possible new Betonville hotel, Home Too Suites, opening in 2016.
9. Adjourn
 - Kruger adjourned meeting.

Respectfully Submitted,

Erin Jernigan

Erin Jernigan