

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
Wednesday, May 11, 2016

1. Attendance:
 - Commissioners Present: Mark Kruger, Joe Murfin, David Faulkner, David Lang, Kate Tidwell
Buddy Wright
 - Commissioners Absent: Matt Disheroon
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Jack Counihan, Jeffrey Compton, Raymond Burns
2. Meeting Called to order: Kruger
3. Public Comment: Burns introduced Compton to the commission.
4. Action on April minutes
 - Motion to accept by Murfin. Second by Tidwell. Motion approved unanimously.
5. Financial Report
 - a. Murfin reported on the financials. Kruger and Burns 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. Unique visits were down 11.63% and page views were down 19.23% in April. Blog views were up from March to April. Visit Rogers website was the top referral page and Dallas was the top referral city in April. Shaw reported on travel predictions statewide for the summer months. Lang, Tidwell, Wright, Burns, and Faulkner made comments. Jernigan updated on the convention market and pickup for events in April. Jernigan reported on the ASAE tradeshow that was held in Little Rock. Parker reported on the sports market and group tour market. Parker made updates about site visits, tradeshow, and summer sporting events. Shaw reported on Travel South FAM Tour for March 2017. Visit Rogers has partnered with Novo Studios for updated stock photography. Visit Rogers will be sending out additional visitor's guides from tourism inquiries. Shaw reported on upcoming cycling events occurring in Rogers for the remainder of 2016. Counihan made comments about signage for The Railyard. Shaw updated on summer out-of-state promotions that Visit Rogers will participate in. Visit Rogers will be partnering with new bloggers and Vloggers for 2016. Shaw reported on the NCAA Hosting Symposium. Visit Rogers will be partnering with NWA cities and the University of Arkansas Athletic Department to bid on upcoming events. Shaw started the conversation about the 2017 initiatives. Lang, Wright, Faulkner, and Burns made comments.
7. CEF Funding
 - None.
8. Sponsorship
 - None.
9. Old Business
 - None.
10. New Business
 - None.
11. Adjourn
 - Next meeting is June 8, 2016 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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