

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, May 13, 2015

1. Attendance:
  - Commissioners Present: Mark Kruger, Matt Disheroon, David Faulkner, Kate Tidwell
  - Commissioners Absent: David Lang, Joe Murfin, Buddy Wright
  - Staff Present: JR Shaw, Erin Jernigan, Kelly Parker
  - Guests: Raymond Burns, Brian White, Bailie Phelan
2. Meeting Called to order: Mark Kruger
3. Public Comment: Kruger welcomed Kelly Parker. Parker made comments and Krueger welcomed guests.
4. Action on April minutes
  - Motion to accept by Disheroon. Second by Faulkner. Motion approved unanimously.
5. Financial Report
  - Shaw reported on the financials. Shaw discussed the line item: Incentive Funding expenses, said we are on track at 22% for this year to date. Contract line item includes software systems MINT, ARES and INFOtrac. Tax collections were up 15.2% for 2015. Motion to accept by Faulkner. Second by Tidwell. Motion approved unanimously.
6. Director's Report
  - Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw discussed how Visit Rogers will be improve at reporting and highlighting reasons for lost, booked and pending business. Jernigan commented on current reporting system and reasons why pending business has turned into lost. Faulkner inquired and made comments on room tax revenue. Shaw updated commissioners on the website improvements. Tidwell asked if there has been thought on commercials for the Northwest Arkansas area. Jernigan mentioned Rogers leisure videos on website. Shaw reviewed hotel tax collections and highlighted specific hotels who have not paid, but reassured everyone the City Rogers is proactive with collections.
  - Shaw reported on social media and website stats. Unique visits were up 0.08% and page views were up 17% in April. The City of Rogers website was the top referral page and Oklahoma was the top referral city in April. Disheroon, Tidwell and Shaw made multiple comments on visitor guide requests.
7. CEF Funding.
  - a. National Hispanic Corporate Council \$1,500.
    - i. Shaw presented information and gave history. Faulker, Tidwell and Disheroon made comments. \$10 per room motion to accept by Disheroon. Second by Tidwell. Motion approved unanimously.
  - b. Sprint the Bend Triathlon - \$2,499.
    - i. Shaw submitted the information and gave history. Tidwell, Kruger, Shaw, and Faulker made suggestions. Disheroon suggested a minimum dollar amount. \$10 per room with a \$500 minimum motion to accept by Faulker. Second by Tidwell. Motion approved unanimously.
  - c. Arkansas Association of Mutual Insurance Companies - \$1,000.
    - i. Shaw presented information and gave history. Disheroon and Tidwell made comments. Tidwell motion to deny funding. Second by Faulker. Motion approved unanimously.
8. Old Business - none
9. New Business
  - a. Comments on June/July meeting dates. Suggestion to move June meeting to the 24.
10. Adjourn
  - Next meeting is June 24, 2015 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Erin Jernigan*

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