

ROGERS ADVERTISING AND PROMOTIONS COMMISSION

MEETING MINUTES

Wednesday, November 9, 2016

1. Attendance:
 - Commissioners Present: Mark Kruger, Joe Murfin, David Faulkner, David Lang, Kate Reeves, and Buddy Wright
 - Commissioners Absent: Matt Disheroon
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Jack Counihan, Lance Duncan, April Robertson, Judy & Tom Brigham
2. Meeting Called to order: Kruger
3. Public Comment: none
4. Action on October minutes
 - Motion to accept by Lang. Second by Murfin. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the financials. Motion to accept by Wright. Second by Reeves. 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 up 22.24% and page views were down 6.37% in October. Blog views were up from September to October. 4029tv.com was the top referral page and Ashburn was the top referral city in October. Shaw reported on IMBA and the events happening in Northwest Arkansas. Visit Rogers partnered with the Rogers Parks & Recreation Department and The City of Rogers for the IMBA expo and Railyard event. Jernigan reported on PCMA. Parker reported on NASC Market Segment and sports updates.
7. CEF Funding
 - a. NWA Alumnae Chapter of Delta Sigma Theta – 2017 Arkansas State Summit – \$3,000
 - i. Shaw presented information and gave history. Comments by Reeves, Faulkner, Lang, Kruger, and Wright. Motion to accept \$10 per room night by Wright. Second by Reeves. Motion approved unanimously. Lang abstained from the vote.
 - b. Rotary International District 6110 – Rotary District 6110 Annual Conference – \$4,000
 - i. Judy Brigham presented information and gave history. Comments by Reeves, Faulkner, Shaw, and Wright. Motion to accept \$10 per room night by Faulkner. Second by Wright. Motion approved unanimously. Lang abstained from the vote.
 - c. National Guard Association of Arkansas – 65th General Conference & Exhibition – \$7,000
 - i. Shaw presented information and gave history. Comments by Lang, Reeves, Faulkner, and Wright. Motion to accept \$7,000, anything over is \$10 per room night by Faulkner. Second by Wright. Motion approved unanimously. Lang abstained from the vote.
8. Sponsorship
 - None.
9. Old Business
 - a. Marketing Agency Recommendation and Approval
 - i. Shaw reported and made recommendation for Visit Rogers to use Miles Media for 2017. Motion to approve the recommendation of Miles Media by Faulkner. Second by Murfin. Motion approved unanimously.
10. New Business
 - a. 2017 FLW Beaver Lake Contract
 - i. Kruger will need to sign contract on behalf of the A&P Commission. Motion to approve contract by Reeves. Second by Murfin. Motion approved unanimously
 - b. 2017 Budget Approval
 - i. Shaw reported on 2017 budget changes. Motion made to approve 2017 budget and agreement with RLEDL by Lang. Second by Faulkner. Motion approved unanimously
 - c. December Meeting

- i. Motion to not meet in December unless funding requests arise by Wright. Second by Reeves.
Motion approved unanimously

11. Adjourn

Next meeting is January 11, 2017 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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