

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, November 4, 2015

1. Attendance:
  - Commissioners Present: Matt Disheroon, David Faulkner, Joe Murfin, Buddy Wright
  - Commissioners Absent: Mark Kruger, David Lang, Kate Tidwell
  - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
  - Guests: Raymond Burns, Jack Counihan, Brian White, Amanda Webb, Lance Duncan
2. Meeting Called to order: Disheroon
3. Public Comment: Introductions
4. Action on October minutes
  - Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.
5. Financial Report
  - a. Murfin reported on the financials. 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. Faulkner and Disheroon made comments. Shaw also reported on social media and website stats. Faulkner, Disheroon, Murfin, Burns and Jernigan made comments. Unique visits were down 28.07% and page views were down 18.84% in October. The City of Rogers website was the top referral page and Dallas was the top referral city in October. Shaw reported on DMAI Sales Academy that Jernigan and Parker will be attending and that Parker will be attending TEAMS '15 sports conference next week. Aloft grand re-opening tonight, the Railyard Bike Park grand opening Saturday, November 7<sup>th</sup>, and next Wednesday, November 11<sup>th</sup> at 4pm will be the grand re-opening at Veterans Park.
7. CEF Funding
  - a. 2016 Arkansas President's Cup Soccer Tournament – \$2,500
    - i. Shaw presented information and gave history. Faulkner, Disheroon, and Murfin made comments. \$2,500 motion with an additional \$500 motion made if all rooms are booked in Rogers for a total of \$3,000 by Wright. Second by Murfin. Motion approved unanimously.
  - b. 2016 Arkansas Public Transportation Conference – \$4,000
    - i. Shaw presented information and gave history. Three hotels have been chosen by group for the event. Faulkner made comments. \$4,000 motion made by Murfin. Second by Faulkner. Motion approved unanimously.
8. Sponsorship
  - None.
9. Old Business
  - None.
10. New Business
  - a. 2016 Visit Rogers Budget
    - i. Shaw reported on the proposed budget for 2016. Wright, Faulkner, Disheroon, Burns, and Shaw made comments. Shaw reported on individual line items – marketing and advertising, public relations, and social media. Motion to approve the budget by Murfin. Second by Wright. Motion approved unanimously.
  - b. 2016 RLEDC – A&P 2016 Contract
    - i. Disheroon and Burns made comments. Motion to approve and have Kruger sign the contract by Murfin. Second by Wright. Motion approved unanimously.
  - c. December meeting
    - i. Keep meeting on December 9, 2015.

11. Adjourn

Next meeting is December 9, 2015 at 4pm. Disheroon adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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