

ROGERS ADVERTISING AND PROMOTIONS COMMISSION

MEETING MINUTES

Wednesday, October 12, 2016

1. Attendance:
  - Commissioners Present: Mark Kruger, Joe Murfin, David Faulkner, David Lang, and Buddy Wright
  - Commissioners Absent: Matt Disheroon, Kate Reeves
  - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
  - Guests: Jack Counihan, Lance Duncan, Raymond Burns, April Robertson, Jennifer Peper, Laura Waliski, Jay Salyers, Randi Rogers, Matt Shull (via phone), Marla Johnson (via phone)
2. Meeting Called to order: Kruger
3. Public Comment: none
4. Action on September minutes
  - Motion to accept by Murfin. Second by Lang. Motion approved unanimously.
5. Financial Report
  - 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. Shaw also reported on social media and website stats. Unique visits were down 16.31% and page views were down 29.48% in September. Blog views were up from August to September. Visit Rogers website was the top referral page and Dallas was the top referral city in September. Shaw reported on Bike Magazine update in NWA. They will be in NWA for most of October filming and promoting their progress on social media. Bentonville, Eureka Springs, Fayetteville, Rogers, NWA Council, and the State Tourism Office are all involved and onboard to promote this project. Jernigan updated on Small Market Meetings that was held in Huntsville, Alabama. Parker updated on Connect Sports Marketplace, Bikes, Blues, & BBQ, The Color Run, and Group Tours.
7. CEF Funding
  - a. IMBA -
    - i. Shaw presented information and gave history. Comments by Faulkner, Kruger, Murfin, and Lang. Motion to accept the funding at \$5,000 by Lang. Second by Wright. Motion approved unanimously.
8. Sponsorship
  - None.
9. Old Business
  - None.
10. New Business
  - a. 2017 Budget Calendar
    - i. Draft is due to The City of Rogers by October 28, 2016. Final draft must be submitted by November 20, 2016.
  - b. Marketing Services Presentations
    - i. Aristotle
    - ii. Miles Media
11. Adjourn
  - Next meeting is November 9, 2016 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

*Kelly Parker*

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