

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, October 14, 2015

1. Attendance:
 - Commissioners Present: Mark Kruger David Faulkner, David Lang, Kate Tidwell, Buddy Wright
 - Commissioners Absent: Joe Murfin, Matt Disheroon
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Raymond Burns, Jack Counihan, Brian White
2. Meeting Called to order: Kruger
3. Public Comment: none
4. Action on September minutes
 - Motion to accept by Tidwell. Second by Wright. Motion approved unanimously.
5. Financial Report
 - a. Shaw reported on the financials. Lang 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 8.88% and page views were down 0.85% in September. The City of Rogers website was the top referral page and Dallas was the top referral city in September. Shaw reported on the hotel General Manager meeting in September. NWA Film Council has met twice and the group will be forming a 501(c)3 and working with the Arkansas Film Commission. Shaw reported on the Arkansas Hospitality Association meeting and what print materials Visit Rogers will be participating in. Lang and Tidwell made comments. Shaw reported on International Mountain Biking Association (IMBA). IMBA will be hosting an event at the Railyard Bike Park next November during their convention. Shaw reported on meetings over the last month to partner with local organizations and businesses in the area. Shaw reported on the publications that Visit Rogers will have ads in 2016. Jernigan reported on conventions booked, lost, and in progress. Parker reported on NASC Market Segment follow-up, booked business, and TEAMS '15.
7. CEF Funding
 - a. 2017 Arkansas Parks & Recreation Association Convention – \$2,500
 - i. Shaw presented information and gave history. Tidwell, Lang, and Kruger made comments. \$2,500 motion to accept by Lang. Second by Wright. Motion approved unanimously.
8. Sponsorship
 - None.
9. Old Business
 - None.
10. New Business
 - a. Commissioner Appointments – David Faulkner and Joe Murfin
 - i. Motion to re-appoint Faulkner and Murfin by Tidwell. Second by Wright.
 - b. November meeting date conflict
11. Adjourn
 - Next meeting is November 4, 2015 at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Kelly Parker

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