

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, September 9, 2015

1. Attendance:
 - Commissioners Present: David Faulkner, David Lang, Joe Murfin, Kate Tidwell, Buddy Wright
 - Commissioners Absent: Mark Kruger, Matt Disheroon
 - Staff Present: J.R. Shaw, Erin Jernigan, Kelly Parker
 - Guests: Raymond Burns, Christopher Crane, Jack Counihan, Brian White
2. Meeting Called to order: David Lang
3. Public Comment: none
4. NWA Film Commission Presentation: Christopher Crane
 - a. Crane presented on bringing a NWA film and entertainment coalition to the area. Crane presented on the Arkansas Film Commission. Wright, Shaw, Lang, Tidwell, and Faulkner made comments.
5. Action on August minutes
 - Motion to accept by Lang. Second by Faulkner. Motion approved unanimously.
6. Financial Report
 - a. Murfin reported on the financials. Motion to accept by Wright. Second by Tidwell. Motion approved unanimously.
7. Director's Report
 - Shaw reported on the hotel tax revenue and reviewed the dashboard. Shaw also reported on social media and website stats. Lang, Tidwell, and Faulkner made comments. Unique visits were up 14.94% and page views were up 11.68% in August. The City of Rogers website was the top referral page and Dallas was the top referral city in August. Shaw updated on convention prospects, lost, and booked business. Shaw reported on future publications and Visit Rogers site tours for leisure groups for potential future bookings. Shaw updated on FLW for 2016. Jernigan updated on site visits and convention sales prospects. Parker updated on sports marketing prospects.
8. CEF Funding
 - None.
9. Sponsorship
 - None.
10. Old Business
 - a. 2016 Arkansas Image Book
 - i. Shaw updated on the city's involved in the 2016 book.
 - b. NWA Film Commission
 - i. \$1,000 buy-in for 2015 and \$2,500 for 2016 motion to accept by Wright. Second by Lang. Motion approved unanimously.
11. New Business
 - a. 2016 Budget
 - i. Shaw updated on the city's commitment to support Visit Rogers event funding for 2016 budget.
12. Adjourn
 - Next meeting is October 14, 2015 at 4am. Murfin adjourned meeting.

Respectfully Submitted,

Kelly Parker

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