



**Rogers Advertising and Promotions Commission
January Meeting Minutes
Wednesday January 11, 2023**

1. Attendance:

Commissioners Present: Mark Kruger (Chair), Barney Hayes, Kasey Bare,
Joe Murfin, Laura Orr, David Faulkner
Commissioners Absent: Larry Cooper
Staff Present: J.R. Shaw, Raymond Burns, Luke Wiggins, Dane
Clark
Guests: None

2. Meeting Called to order: Kruger

3. Public Comment: None

4. Action on November 2022 minutes

- a. Motion to accept by Hayes. Second by Murfin. Motion approved.

5. Financial Report

- a. Shaw reported on the November financials.
 - i. Motion to accept by Murfin. Second by Orr. Motion approved unanimously.
- b. Shaw reported on the December financials.
 - i. Motion to accept by Murfin. Second by Hayes. Motion approved unanimously.
- c. Shaw presented line-item adjustments.
 - i. \$8,000 from line-item 511.
 - ii. \$4,900 to line-item 515.
 - iii. \$3,100 to line-item 516.
 - iv. Motion to accept by Hayes. Second by Murfin. Motion approved unanimously.

6. Director's Report

- a. Shaw reported on the hotel tax revenue, reviewed the dashboard, and the marketing report.
- b. Shaw reported sales team exceed all 2022 sales goals. 2022 had largest tax collections ever at \$1,469,434.
- c. Shaw reported web traffic.
- d. Wiggins reviewed sales activities and travel past few months.

7. CEF Funding

- a. Great Plains Leadership Training for Christ--\$10 per actualized room night
 - i. Shaw presented information and gave history.
 - ii. Hayes motioned to fund event at \$10 per actualized room night in Rogers. Discussion. Motion withdrawn.



- iii. Faulkner motioned \$6,000 and for every room picked up over 600 an additional 10\$ per actualized room night in Rogers. Second by Murfin. Cooper abstained Motion approved.
- b. Daisy National BB Gun Championships--\$22,500
 - i. Shaw presented information and gave history.
 - ii. Faulkner motioned to fund event at \$22,500 in Rogers and Hayes seconded. Motion approved unanimously.

8. Old Business

9. New Business

- a. Kruger discussed Larry Cooper leaving Rogers and going to Florida.

10. Adjourn

Next meeting is February 8th, 2023, at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Dane Clark