



**Rogers Advertising and Promotions Commission
March Meeting Minutes
Wednesday March 8, 2023**

1. Attendance:

Commissioners Present:	Mark Kruger (Chair), Barney Hayes, Joe Murfin, Laura Orr, David Faulkner, Larry Cooper
Commissioners Absent:	Kasey Bare, Laura Orr
Staff Present:	J.R. Shaw, Raymond Burns, Dane Clark
Staff Absent:	Luke Wiggins
Guests:	Kraig Pomrenke

2. Meeting Called to order: Kruger

3. Public Comment: None

4. Action on February 2023 minutes

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

5. Financial Report

- a. Faulkner and Shaw reported on the February financials.
 - i. Motion to accept by Murfin. Second by Hayes. Motion approved unanimously.

6. Director's Report

- a. Shaw reported on the 2023 sales goals, reviewed the dashboard, hotel tax revenue, the marketing report, and web traffic.
- b. Shaw discussed attending AR governor's conference, release of leisure and business newsletters, upcoming FAM, and tourism talk.
- c. Clark reported how he has been supporting Wiggins and Destination Rogers.

7. CEF Funding

- a. 2023 TRS Healthcare Team Retreat--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Cooper abstained.
 - iii. Murfin motioned \$10 per actualized room night in Rogers. Second by Faulkner. Motion approved unanimously.
- b. 2023 Arkansas Ophthalmological Society Table Rock Regional Roundup--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Cooper abstained.
 - iii. Hayes motioned \$10 per actualized room night in Rogers. Second by Faulkner. Motion approved unanimously.
- c. 2023 Arkansas Medical Society Annual Meeting--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Cooper abstained.
 - iii. Faulkner motioned \$10 per actualized room night in Rogers. Second by Murfin. Motion approved unanimously.
- d. 2024 Southern Association of Highway Transportation Officials Annual Conference--\$40,000



- i. Shaw presented information and gave history.
- ii. Cooper motioned \$10 per actualized room night in Rogers. Second by Faulkner. Motion approved unanimously.

8. Old Business

- a. No old business to report.

9. New Business

- a. Burns recognized Cooper's service to the commission as begins new position in Florida
- b. Shaw recommended new Embassy Suites GM Kraig Pomrenke for vacant hotel position
 - i. Murfin motioned. Second by Hayes. Motion approved unanimously. Pomrenke nomination sent to City Council for approval
- c. Orr could not join due to technical difficulties.
- d. Faulkner announced he is leaving the Promenade Mall and April meeting will be his last.

10. Adjourn

Next meeting is April 12th, 2023, at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Dane Clark