



**Rogers Advertising and Promotions Commission
April Meeting Minutes
Wednesday April 12, 2023**

1. Attendance:

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

2. Meeting Called to order: Hayes

3. Public Comment: None

4. Swearing In

- a. Kraig Pomrenke was sworn into the vacant hotelier position expiring November 2026.

5. Action on March 2023 minutes

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

6. Financial Report

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

7. Director's Report

- a. Shaw reported on the 2023 sales goals, reviewed the dashboard, hotel tax revenue, the marketing report, web traffic, and Destination Rogers events.
- b. Wiggins discussed his travels to Little Rock and upcoming travels to Denver.
- c. Clark reported how he has been supporting Wiggins and Destination Rogers.

8. CEF Funding

- a. 2023 Arkansas Asphalt Pavement Association Annual Convention--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Murfin motioned \$10 per actualized room night in Rogers. Second by Faulkner. Motion approved unanimously.
- b. 2023 Poultry Federation Poultry Festival--\$25,000
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Faulkner motioned funding of \$25,000. Second by Murfin. Motion approved unanimously.
- c. 2023 K+K Fall Trade Show--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Murfin motioned \$10 per actualized room night in Rogers. Second by Faulkner. Motion approved unanimously.



- d. 2024 K+K Spring Buyer's Market Conference--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Murfin motioned \$10 per actualized room night in Rogers. Second by Faulkner. Motion approved unanimously.
- e. 2023 USSSA 13AA State Championships--\$1,500
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Faulkner motioned \$10 per actualized room night for every room night in excess of 150 room nights with a minimum base funding of \$1,500 in Rogers. Second by Murfin. Motion approved unanimously.
- 9. Old Business**
 - a. None
- 10. New Business**
- 11. Adjourn**

Next meeting is May 10th, 2023, at 4pm. Hayes adjourned meeting.

Respectfully Submitted,

Dane Clark