



**Rogers Advertising and Promotions Commission
June Meeting Minutes
Wednesday June 21, 2023**

1. Attendance:

Commissioners Present: Barney Hayes, Joe Murfin, Kraig Pomrenke, Marge Wolf
Commissioners Absent: Laura Orr, Kasey Bare. **Note** – Commissioner Orr attempted but was unable to attend virtually
Staff Present: J.R. Shaw, Raymond Burns, Dane Clark, Luke Wiggins
Guests: Andrew Branch, Northwest Arkansas National Airport

2. Meeting Called to order: Hayes

3. Public Comment: None

4. Swearing In

- a. Marge Wolf was sworn into the vacant City Council position expiring November 2024.

5. Action on April 2023 minutes

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

6. Financial Report

- a. Pomrenke and Shaw reported on the April and May financials.
 - i. Motion to accept by Murfin. Second by Pomrenke. 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 what Destination Rogers is currently doing to further sell Rogers.
- b. Wiggins discussed his role and upcoming business.
- c. Clark discussed his role and how he has been supporting Wiggins and Destination Rogers.

8. CEF Funding

- a. Arkansas Trucking Association – 2023 Trucking Championship--\$15,000
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Murfin motioned funding of \$15,000. Second by Wolf. Motion approved unanimously.
- b. Arkansas Seed Dealers Association – 2023 Summer Convention--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Murfin motioned funding of \$10 per actualized room night in Rogers. Second by Wolf. Motion approved unanimously.



- c. Arkansas Aerospace & Defense Alliance - 2023 Mid-America Summit--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Wolf motioned \$10 per actualized room night in Rogers. Second by Murfin. Motion approved unanimously.
- d. Global Cynergies – Miller-Hollaway Wedding--\$10 per room night
 - i. Shaw and Wiggins presented information.
 - ii. Pomrenke abstained.
 - iii. After discussion the funding application failed due to lack of a motion. No action taken.
- e. Arkansas Association of Student Assistance Programs – 2023 AASAP Conference--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Wolf motioned \$10 per actualized room night in Rogers. Second by Murfin. Motion approved unanimously.
- f. Cardinal Scale Co. – 2023 Dealer Sales Meeting--\$5,000
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Murfin motioned funding at \$5,000. Second by Wolf. Motion approved unanimously.
- g. The Burlsworth Foundation – 2023 Burlsworth Trophy Award Ceremony--\$10,000
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Murfin motioned \$10 per actualized room night in Rogers. Second by Wolf. Motion approved unanimously.
- h. Jack & Jill of America – 2024 Teen Leadership Conference--\$10,000
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Wolf motioned funding at \$10,000. Second by Murfin. Motion approved unanimously.
- i. Arkansas Farm Bureau – 2023 Southern Region Underwriting Conference--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Wolf motioned \$10 per actualized room night in Rogers. Second by Murfin. Motion approved unanimously.

9. Old Business

- a. None

10. New Business

- a. Election of commissioned officers. Need to elect chair and treasurer.
 - i. Pomrenke elected as Treasurer
 - ii. Hayes elected as Chair
- b. Commissioner Vacancy Update



- i. Open tourism industry position was posted, Andrew Branch from Northwest Arkansas National Airport is sole applicant.
- ii. Wolf motioned to accept Branch application for position and that his name be sent to council for approval. Second by Pomrenke. Motion approved unanimously.

11. Adjourn

Next meeting is July 12th, 2023, at 4pm. Hayes adjourned meeting.

Respectfully Submitted,

Dane Clark