



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

1. Attendance:

Commissioners Present:	Barney Hayes, Joe Murfin, Kraig Pomrenke, Marge Wolf, Kasey Bare, Andrew Branch
Commissioners Absent:	Laura Orr
Staff Present:	J.R. Shaw (virtual), Raymond Burns, Luke Wiggins, Meredith Alvarez
Staff Absent:	Dane Clark
Guests:	

2. Meeting Called to order: Hayes

3. Public Comment: None

4. Action on June 2023 minutes

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

5. Financial Report

- a. Pomrenke and Shaw reported on the June financials.
 - i. Motion to accept by Wolf Second by Pomrenke Motion approved unanimously.

6. 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.

7. CEF Funding

- a. TOAL Educational Procurement – 2023 Annual Meeting--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Wolf motioned funding of \$10 per actualized room night in Rogers. Second by Murfin Motion approved unanimously.
- b. Restored Church of God – 2023 Feast of the Tabernacles--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Wolf motioned funding of \$10 per actualized room night in Rogers. Second by Murfin Motion approved unanimously.
- c. Raza Dance Studios - 2023 Raza Dance Festival--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Branch motioned \$10 per actualized room night in Rogers. Second by Wolf. Motion approved unanimously.

8. Old Business

9. New Business

10. Adjourn



Next meeting is August 9th, 2023, at 4pm. Hayes adjourned meeting.

Respectfully Submitted,

Meredith Alvarez