



**Rogers Advertising and Promotions Commission
August Meeting Minutes
Wednesday August 9, 2023**

1. Attendance:

Commissioners Present:	Barney Hayes, Joe Murfin, Kraig Pomrenke, Marge Wolf, Andrew Branch
Commissioners Absent:	Laura Orr, Kasey Bare
Staff Present:	J.R. Shaw, Luke Wiggins, Dane Clark, Raymond Burns (Virtual)
Staff Absent:	None
Guests:	None

2. Meeting Called to order: Hayes

3. Public Comment: None

4. Action on July 2023 minutes

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

5. Financial Report

- a. Pomrenke and Shaw reported on the July financials.
 - i. Motion to accept by Wolf. Second by Murfin. 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.
- c. Clark discussed his role and how he is supporting Destination Rogers.

7. CEF Funding

- a. Arkansas Self Storage Association – ARSSA 2023 State Convention Expo--\$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.

8. Old Business

9. New Business

- a. Burns and Shaw discussed remodeling building.
- b. Pomrenke brought up competitive rates, prospecting NE Arkansas, creating a historical wall at the Embassy, and local art.
- c. Hayes recommended Wolf to fill the vice chair position. Motion to accept by Pomrenke. Second by Murfin. Motion approved unanimously.

10. Adjourn

Next meeting is September 13th, 2023, at 4pm. Hayes adjourned meeting.



Respectfully Submitted,

Dane Clark