



**Rogers Advertising and Promotions Commission
October Meeting Minutes
Wednesday October 11, 2023**

1. Attendance:

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

2. Meeting Called to order: Hayes

3. Public Comment: None

4. Action on September 2023 minutes

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

5. Financial Report

- a. Shaw reported on the August financials.
 - i. Motion to accept by Wolf. Second by Branch. 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. Rogers Public School – 2023 Great 8 Girls Basketball--\$3,000
 - i. Shaw presented information and gave history.
 - ii. Wolf motioned funding of \$3,000. Second by Murfin. Motion approved unanimously.
- b. Arkansas Pentecostal Church – 2023 Holiday Youth Convention--\$10,000
 - i. Shaw presented information and gave history.
 - ii. Wolf motioned funding of \$10 per actualized room night in Rogers. Second by Branch. Motion approved unanimously.
- c. Premier Baseball – 2024 Youth Baseball Tournaments--\$11,000
 - i. Shaw presented information and gave history.
 - ii. Murfin motioned funding of \$11,000. Second by Wolf. Motion approved unanimously.
- d. Perfect Timing Baseball – 2024 Chad Wolf Classic--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Murfin motioned funding of \$10 per actualized room night in Rogers. Second by Wolf. Motion approved unanimously.
- e. Rotary District 6110 – 2024 District Conference--\$10 per room night



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

8. Old Business

9. New Business

- a. Shaw presented and proposed the 2024 budget. Branch motioned to approve the budget. Murfin seconded approval. Motion approved unanimously.

10. Adjourn

Next meeting is November 8th, 2023, at 4pm. Hayes adjourned meeting.

Respectfully Submitted,

Dane Clark