



**Rogers Advertising and Promotions Commission
November Meeting Minutes
Wednesday November 8, 2023**

1. Attendance:

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

2. Meeting Called to order: Wolf

3. Public Comment: None

4. Action on October 2023 minutes

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

5. 2022 Audit Presentation

- a. John Evans of Landmark CPA presented the 2022 A & P Commission audit. All findings were satisfactory.
 - i. Motion to accept by Pomrenke. Second by Murfin. Motion approved unanimously.

6. Financial Report

- a. Pomrenke and Shaw reported on the September financials.
 - i. Motion to accept by Pomrenke. Second by Branch. 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 is supporting Destination Rogers.

8. CEF Funding

- a. VXV Events – 2024 NWA Comic Con--\$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 Branch. Motion approved unanimously.
- b. National Guard Association of Arkansas – 2024 Joint State Conference--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.



- iii. Branch motioned funding of \$10 per actualized room night in Rogers. Second by Murfin. Motion approved unanimously.
- c. Arkansas Athletes Outreach – 2024 Border War Tournament--\$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 Branch. Motion approved unanimously.
- d. Arkansas Electric Cooperatives Accountants Association – 2024 Region 8 Meeting--\$10 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Branch motioned funding of \$10 per actualized room night in Rogers. Second by Murfin. Motion approved unanimously.
- e. Arkansas Trucking Association – 2024 Conference & Vendor Showcase--\$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 Bare. Motion approved unanimously.
- f. Arkansas Trucking Association – 2024 Trucking Championships--\$15,000
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Branch motioned funding of \$15,000. Second by Murfin. Motion approved unanimously.
- g. Daisy Outdoor Products – 2024 Daisy National BB Gun Championship Match--\$22,500
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Branch motioned funding of \$22,500. Second by Murfin. Motion approved unanimously.

9. Old Business

10. New Business

- a. The Commission thanked retiring Commissioner Joe Murfin for his contributions, as this is his last meeting
- b. Destination Rogers is hiring a new Sales & Service Manager position, hoping to have on board at the beginning of 2024.

11. Adjourn

Next meeting is December 13th, 2023, at 4pm. Wolf adjourned meeting.

Respectfully Submitted,

Dane Clark