



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

1. Attendance:

Commissioners Present:	Mark Kruger (Chair), Barney Hayes, Kasey Bare, Joe Murfin, Laura Orr, David Faulkner
Commissioners Absent:	Larry Cooper
Staff Present:	J.R. Shaw, Raymond Burns, Luke Wiggins, Dane Clark
Guests:	None

2. Meeting Called to order: Kruger

3. Public Comment: None

4. Action on January 2023 minutes

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

5. Financial Report

- a. Faulkner and Shaw reported on the January financials.
 - i. Motion to accept by Hayes. Second by Murfin. Motion approved unanimously.
- b. Shaw reported on the 2022 financials amendments.

6. Director's Report

- a. Shaw reported on the 2023 sales goals, reviewed the dashboard, hotel tax revenue, the marketing report, and web traffic.
- b. Shaw discussed upcoming Governors Conference and tourism talk.
- c. Wiggins reviewed sales activities and upcoming events.
- d. Clark reported how he has been supporting Wiggins.

7. CEF Funding

- a. 2023 Veritas Worship Conference--\$10 per actualized room night
 - i. Shaw presented information and gave history.
 - ii. Faulkner motioned \$10 per actualized room night in Rogers. Second by Murfin. Motion approved unanimously.
- b. 2023 Arkansas Knights of Columbus State Conference--\$10 per actualized room night
 - i. Shaw presented information and gave history.
 - ii. Murfin motioned \$10 per actualized room night in Rogers. Second by Hayes. Motion approved unanimously.
- c. 2023 6A Highschool State Basketball Championship--\$10 per actualized room night
 - i. Shaw presented information and gave history.
 - ii. Hayes motioned \$10 per actualized room night in Rogers. Second by Faulkner. Motion approved unanimously.

8. Old Business

- a. No old business to report.



9. New Business

- a. No new business to report.

10. Adjourn

Next meeting is March 8th, 2023, at 4pm. Kruger adjourned meeting.

Respectfully Submitted,

Dane Clark