



**Rogers Advertising and Promotions Commission
December Meeting Minutes
Wednesday December 13, 2023**

1. Attendance:

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

2. Meeting Called to order: Wolf

3. Public Comment: None

4. Action on November 2023 minutes

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

5. Financial Report

- a. Pomrenke and Shaw reported on the November financials.
 - i. Motion to accept by Wolfe. 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. Raza Dance – 2024 Dance Festival--\$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 Branch. Motion approved unanimously.
- b. East Initiative – 2024 Summer Seminar--\$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 Branch. Motion approved unanimously.
- c. Arkansas Athletes Outreach – 2024 Border War Tournament--\$7,000
 - i. Shaw presented information and gave history.
 - ii. Wolf motioned funding of a base of \$7,000 and additional \$10 per actualized room night in Rogers over 700 rooms. Second by Branch. Motion approved unanimously.



8. Old Business

9. New Business

- a. Shaw presented the 2024 RLEDC AP Commission contract. Branch motioned to approve. Second by Wolf. Motion approved unanimously.

10. Adjourn

Next meeting is January 10th, 2023, at 4pm. Hayes adjourned meeting.

Respectfully Submitted,

Dane Clark