



**Rogers Advertising and Promotions Commission
March Meeting Minutes
Wednesday March 13, 2024**

1. Attendance:

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

2. Meeting Called to order: Hayes

3. Public Comment: None

4. Oath of office for Commissioner Hamm

5. Action on February 2024 minutes

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

6. Financial Report

- a. Shaw reported on the February financials and made comments.
 - i. Motion to accept by Branch. Second by Wolf. Motion approved unanimously.

7. Director's Report

- a. Shaw reported on the 2024 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.
- d. Rojas discussed her role and how she is supporting Destination Rogers.

8. CEF Funding - Update

- a. Petroleum Accountants Society- 2025 COPAS National Conference - \$10 per room night.
 - i. Wiggins presented information and gave history.
 - ii. Branch motioned funding of \$10 per actualized room night in Rogers. Second by Wolf. Motion approved unanimously.
- b. The Poultry Federation - 2024 Poultry Festival - \$25,000
 - i. Wiggins presented information and gave history.
 - ii. Wolf motioned funding of \$25,000. Second by Branch. Motion approved unanimously.
- c. TRS Healthcare - 2024 Spring Retreat -- \$10 per room night.
 - i. Wiggins presented information and gave history.
 - ii. Hamm motioned funding of \$10 per actualized room night in Rogers. Second by Wolf. Motion approved unanimously.



- d. Christian Witness Center - 2024 Winter Retreat - \$20,000
 - i. Wiggins presented information and gave history.
 - ii. Wolf motioned funding of \$20,000 plus \$10 for every actualized room night in excess of 1,000. Second by Hamm. Motion approved unanimously.
- e. Arkansas Association of Alternative Educators - 2024 Annual Conference - \$10 per room night.
 - i. Wiggins presented information and gave history.
 - ii. Branch motioned funding of \$10 per actualized room night in Rogers. Second by Wolf. Motion approved unanimously.

9. Old Business

- a. None

10. New Business

- a. Shaw suggested A&P meeting start time to switch to 11AM.
 - i. Wolf motioned to move time. Second by Orr. Motion approved unanimously.

11. Adjourn

Next meeting is April 10th, 2024, at 11am. Hayes adjourned meeting.

Respectfully Submitted,

Samantha Rojas