

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, April 11, 2012

1. Attendance:
 - Commissioners Present: Buddy Wright, David Lang, Mark Kruger,
David Faulkner, Shelley Keeter, Matt Disheroon
 - Commissioners Absent: Joe Murfin
 - Staff Present: Allyson Twiggs Dyer, Rachael Miller, Frank Adase
 - Guests: Raymond Burns,
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on March minutes
Motion to accept by Wright. Second by Lang. Motion approved unanimously.
5. Financial Report
Dyer reported on the financials. Taxes up 28% over February 2011. February collections were largest Feb collections in RCVB history. Taxes are up 18.13% over 2011. Motion to accept by Wright. Second by Lang. Motion approved unanimously.
6. CEF Funding
 - a. –Pentecostal Youth of Arkansas
 - i. This group has been coming to Rogers since 2008. Each year the group increases room pickup. The group meets at the end of December, which is a very slow time. The group was awarded \$10,000 for 2012. Motion to accept by Wright. Second by Lang. Motion approved unanimously.
 - b. –Arkansas Annual Conference United Methodist Church
 - i. This group met in Rogers in 2009, which 1221 rooms were picked up. The group wants to come back to Rogers in 2014. The group requested \$25,000. The commission decided to grant the group \$15,000 or \$10 per room, whichever number is greater. This will help encourage the group to build attendance. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
 - c. Shepherd’s Chapel
 - i. This group has been coming to Rogers since 2010. The group was awarded \$10,000 each year. The group requested an additional \$2,500 for 2013 and 2014. The room pick up has grown each year. The commission granted the group \$12,500 for 2013/2014. Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.
7. Director’s Report
Dyer reported to the commission that the RCVB and City will partner again on the banners for LPGA. Additional banners will be purchased and placed on Pinnacle Hills Pkwy. Faulkner mentioned that we could put banners through the promenade. Dyer also mentioned purchasing banners for FLW and the Daisy Airgun Competition in the future. Dyer presented data from our Inquiries Software. This software allows Katie to log all visitors’ guides she sends out. In March, 138 people requested a visitor guide.
8. Ad Agency Report
Dyer updated the Commission on the digital campaign aimed at capturing Crystal Bridges visitors. Thoma should launch site in a few weeks. Dyer also reported that web analytics shows a decrease in bounce rate on the CVB website.
9. New Business
Dyer provided the commission with the updated CEF Funding Forms. The commission will review the changes and vote on the changes next meeting.
10. Adjourn
Motion to accept by Wright. Second by Disheroon. Motion approve unanimously.

Respectfully Submitted,

Frank Adase

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