

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, August 8, 2012

1. Attendance:

Commissioners Present: Buddy Wright, Shelley Keeter, Matt Disheroon, Joe Murfin, David Faulkner

Commissioners Absent: David Lang, Mark Kruger

Staff Present: Allyson Twiggs Dyer, Frank Adase, Rachael Eichenberger

Guests: Raymond Burns, Martin Thoma, Barbara Tillman, Micah Whitfield

2. Meeting Called to order: Matt Disheroon

3. Public Comment: None

4. Action on April minutes

Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

5. Financial Report

Murfin reported on the financials. Taxes are up 15.23% over June 2011. June collections were the largest in the Rogers A&P Commission history. Taxes for the year are up 12.75% over 2011. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

6. CEF Funding

a. Daisy BB Gun Competition – **Requested \$20,000 for July 2013, 2014, 2015**

Daisy requested to increase their funding for the next 3 years from \$15,000 to \$20,000 for 2013, 2014, and 2015. The event has grown the last 3 years from 1,153 room nights to 1,736 room nights in 2012. The group meets during a slow 4th of July week. Joe Murfin abstained from voting. The Commission decided to grant the group the \$20,000 over the next 3 years. Motion to accept by Wright. Second by Keeter. Motion approved unanimously.

b. Poultry Federation Nutrition Conference – **Requested \$2,000 for Sept 2012**

Poultry Federation requested \$2,000 for their smaller meeting in September 2012. The meeting will produce anywhere from 175-200 room nights. The Poultry Federation is a very important group to Rogers. The Commission decided to grant the group the \$2,000. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

c. Arkansas Economic Developers Annual Convention – **Requested \$5,000 for Aug 2012**

The AED requested \$5,000 for their upcoming convention on August 26, 2012. The group will be at the Embassy Suites. This is a 3 day conference, which we host every 5 years. The convention produces 135 room nights. Staff recommended the Commission give a \$1,000 sponsorship for the event. The money will come out of the sponsorship budget. The Commission decided to grant the group a \$1,000 sponsorship. Motion to accept by Wright. Second by Murfin. Motion approved unanimously.

d. Arkansas State Master Gardeners – **Requested \$7,000 for 2013**

The Master Gardeners were granted \$4,000 in September 2010. The group requested additional funding, due to the increase in attendees at the conference. The group expects there to be 700 room nights in May 2013. The increase in funding will help with the extra transportation cost. The group requested their funding to be increased to \$7,000. The Commission agreed to grant the group an extra \$3,000 making the total funding \$7,000. Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.

7. Director's Report

Dyer reported that 27 groups have met in Rogers in 2012 resulting in 10,873 room nights. Dyer also reported that the Rogers CVB website continues to grow. The page visits increased from 2,557 in January to 4,604 in July. Eichenberger reported on her upcoming trip to Connect Marketplace. Adase updated the Commission on the New Sports Park.

8. Ad Agency Report

Thoma updated the Commission on their websites. Thoma reported that 80% of web visits are from new visitors. 25% of visitors are using a mobile device. Thoma also updated the Commission on the checkintorogers website.

9. Old Business

CEF Funding Document

Dyer presented the Commission with the updated CEF Funding document. The city attorney looked over the document and approved it. The Commission voted to approve the document. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

10. New Business

FLW Contract

Dyer presented the Commission with the 2013 FLW Contract. This is an agreement we sign with FLW every year. The Commission voted to accept the contract. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

11. Adjourn

Motion to accept by Wright. Second by Murfin. Motion approved unanimously.

Respectfully Submitted,



Frank Adase