

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

1. Attendance:

Commissioners Present: Buddy Wright, David Lang, Mark Kruger,
David Faulkner, Joe Murfin
Commissioners Absent: Matt Disheroon
Staff Present: Allyson Twiggs Dyer, Rachael Miller, Frank Adase
Guests: Raymond Burns

2. Meeting Called to order:

Allyson Twiggs Dyer

3. Public Comment:

None

4. Election of 2012 Officers

Kruger

Commission Re-elected Kruger as Chair, Disheroon as Vice Chair, and Murfin as Treasurer.
Motion to accept by Wright. Second by Lang. Motion approved unanimously.

5. Action on March minutes

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

6. Financial Report:

Murfin reported on the financials. Tax collections were up 7% over 2010 collections. Murfin reported that everything came in under budget except a few line items in December. Murfin also reported on the January budget which the miscellaneous was already at 98% for the year but this was due to the choral risers that were purchased for Great Plains. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

7. CEF Funding

a. -Rogers Public Schools Basketball Tourney - 2012

- i. This will be a girl's basketball tournament like the Arvest Hoopfest. The tournament will have 8 teams which 6 will be from out of town. Group requested \$3,000. Commission decided to grant the group \$1,500 for the tournament. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

b. -Ducks Unlimited - 2012

- i. This group will have between 150-175 rooms for the event. Group requested \$10,000 for the AR State Convention. The RCVB has helped the group with a mail out and registration. Commission decided to grant the group \$500. Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.

c. -Brumley Entertainment – 2012

- i. This group will put on a music concert in Rogers. They are requesting \$20,000 for the event. The commission decided to grant the group \$10,000 for the event. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

d. -K&K Veterinary Supply Inc – 2012

- i. This group has 2 events in Rogers, which result in over 1000 room nights. They are requesting \$7,000 for the event. The group will use \$2,000/Jan and \$5,000/Aug. The commission decided to grant the group \$7,000. Motion to accept by Murfin. Second by Faulkner. Motion approved unanimously.

e. -Arkansas Emergency Management – 2012

- i. There will be 600 room nights used for this event. The group has requested \$5,000 for event in Rogers. The commission decided to grant the group \$2,500 for the event. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

- f. -Arkansas Fire Conference - 2012
 - i. This is a conference started by our local firemen. The group requested \$5,000 to help with the event. The group would like to see this conference grow each year. The RCVB has helped the group with a mailing to firemen living up to 3hrs away and help create a conference logo. The commission decided to grant the group \$1,000 to help with the event. Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
8. Director's Report

Due to having a lot to cover in the meeting, Dyer informed the Commission that the Director and Sales Report are located in the book for the Commission to review.
9. Ad Agency Report

Dyer and Thoma presented to the Commission a plan to launch a digital campaign aimed at capturing Crystal Bridges visitors. Dyer told the commission that the funding for the plan would come from the advertising budget that has already been approved. The commission approved the plan, Thoma and staff will get to work on the digital campaign with a launch in mid March. Dyer presented to the Commission the Crystal Bridges six magazine insert opportunity by CJRW which would feature Crystal Bridges, the State, and some of the surrounding NWA cities. The ad insert would cost \$17,000 for shared space with other cities in the area. Dyer asked the commission to decide on whether they wanted to participate in this opportunity since the \$17,000 was not in the 2012 advertising budget. The Commission thought the price was too high. The Commission decided to revisit the opportunity if the cost was reduced. Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
10. New Business
 - a. FLW Bid Fee

Dyer reported on FLW Bid Fee. The CEF Funding the group receives goes to the \$20,000 bid fee. Dyer asked the Commission to approve the bid fee each year FLW is in the area. The Commission decided to approve the bid fee for FLW anytime they are in Rogers. Motion to accept by Wright. Second by Murfin. Motion approved unanimously
11. Monte Ne Research Project

Gaye Bland with the Rogers Historic Museum is requesting donations to help with a feasibility study to save Monte Ne. The group needs to raise \$10,000 for the study. The group wants to preserve the trail, refurbish the tower, and increase security in the area. The Commission decided to grant the group \$1,000 to help with the study. The Commission thought the preservation of Monte Ne would only help the tourism industry in NWA. Motion to accept by Lang. Second by Wright. Motion approved unanimously.
12. Smokin in the Ozarks

Group was granted \$10/room night at the last A&P meeting. Group requested the Commission give \$500 for the event instead of the \$10/room night. The Commission decided to grant the group \$500 to help with the event. The funds will come out of the sponsorship line item and not CEF funding. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
13. Commissioner Applications

Dyer reported to the Commission that she received 3 applications for the A&P. Annette Nichols with Hyatt Place, Shelle Keeter with Residence Inn, and Patrick Kulhman with Mainstay Suites. Dyer will invite them to the next meeting to meet the Commissioners.
14. Adjourn

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

Respectfully Submitted,

Frank Adase

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