

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, February 13, 2013

1. Attendance:
 - Commissioners Present: Mark Kruger, Buddy Wright, David Faulkner, Joe Murfin
 - Commissioners Absent: Shelly Keeter, Matt Disheroon, David Lang
 - Staff Present: Allyson Twiggs Dyer, Rachael Eichenberger, Frank Adase
 - Guests: None
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on January minutes
 - Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the financials. Hotel Taxes were up 4.99% for the month of December. Taxes are up 11.55% for the year. Dyer reported 2012 was a record year. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
6. Director's Report
 - Eichenberger reported on upcoming events in Rogers. Adase reported he will be in Little Rock February 17-19 for Travel South. Dyer reported the website has almost double the page views over January 2012. Dyer also reported on the Bring It Home Campaign.
7. Old Business
 - Dyer updated the commission on NATA. Dyer reported that NATA has not hired a new executive director. The commission decided to table the discussion until a new executive director is hired.
8. Adjourn
 - Motion to accept by Wright. Second by Murfin. Motion approved unanimously.

Respectfully Submitted,

Frank Adase

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