

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, January 16, 2013

1. Attendance:

Commissioners Present: Mark Kruger, Shelley Keeter, Matt Disheroon, Buddy Wright, David Faulkner, David Lang

Commissioners Absent: Joe Murfin

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

Guests: Martin Thoma, Melissa Thoma

2. Meeting Called to order: Mark Kruger

3. Public Comment: None

4. Action on November minutes

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

5. Election of 2013 Officers

The Commission voted to keep Mark Kruger as Chairman, Matt Disheroon as Vice Chairman, and Joe Murfin as Treasurer in 2013. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

6. Financial Report

Dyer reported on the financials. Hotel Taxes were up 1.22% for the month of November. Taxes are up 12.23% for the year. Dyer reported that February and September were record months. Dyer also reported 2012 was a record year. Motion to accept by Lang. Second by Wright. Motion approved unanimously.

7. CEF Funding

a. AR GIS Users Forum – **Granted \$10 per room up to \$5,000**

AR GIS Users Forum requested \$5,000. The group meets every two years. The meeting was at the Clarion in Bentonville until they closed down in 2011. The event will be September 2013. The group had 417 room nights in 2011. The Commission decided to grant the group \$10 a room up to \$5,000. Motion to accept by Wright. Second by Disheroon. Motion approved unanimously.

b. Aspire Gymnastics Academy – **Granted \$10 per room up to \$5,000**

Aspire Gymnastics requested \$5,000 for a gymnastics meet. The meet will be in January 2013. The group was in Fayetteville in 2011 & 2012. The group expects 550 Participants from 4 states. The group expects a minimum of 205 room nights will be used for the meet. The Commission decided to grant the group \$10 a room up to \$5,000. Motion to accept by Disheroon. Second by Faulkner. Motion approved unanimously.

c. International Mission Board – **Granted \$10 per room up to \$6,250**

The International Mission Board requested \$6,250. The meeting will be in May 2013. The group was in Nashville in 2012 and Orlando in 2011. The group expects 625 room nights. The Commission decided to grant the group \$10 a room up to \$6,250. Motion to accept by Disheroon. Second by Wright. Motion approved unanimously.

d. USSSA Baseball – **Granted \$1,500**

USSSA Baseball requested funds to dual sanction the Rogers Baseball League. Dual sanctioning the league allows Rogers to bid on any USSSA baseball tournaments. The 9AAA tournament will be in June 2013. The Commission decided to grant the group \$1,500 to dual sanction the league. Motion to accept by Lang. Second by Disheroon. Motion approved unanimously.

e. K&K Veterinary Supply Inc – **Granted \$2,000 and \$5,000 for Jan/Aug events**

K&K Vet Supply requested \$2,000 for their January event and \$5,000 for their August event. The group has been in Rogers over the past few years. The Commission decided to grant the group the funding for \$2,000/\$5,000. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

8. Director's Report

Dyer reported that the sales team met or exceeded all goals in 2012.

9. Ad Agency Report

Martin Thoma gave an overview of the 2013 Marketing Plan. Martin reviewed the advertising approaches and goals for the year.

10. New Business

Dyer brought up that the \$5,000 NATA dues were due but that NATA would be hiring a new Executive Director soon. The commission discussed the value of the \$5,000 investment and decided to table the discussion until a new executive director is hired. Motion to accept by Wright. Second by Disheroon. Motion approved unanimously.

11. Adjourn

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

Respectfully Submitted,

*Frank Adase*

Frank Adase