

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, June 13, 2012

1. Attendance:
 - Commissioners Present: Buddy Wright, Mark Kruger, Shelley Keeter, Matt Disheroon, Joe Murfin, David Faulkner
 - Commissioners Absent: David Lang
 - Staff Present: Allyson Twiggs Dyer, Frank Adase, Rachael Miller
 - Guests: Raymond Burns, Lindsay Holloman, Martin Thoma, Melissa Thoma
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on April minutes
 - Motion to accept by Disheroon. Second by Wright. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the financials. Taxes are up 3.75% over April 2011. Taxes for the year are up 10.07% over 2011. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
6. CEF Funding
 - a. Walmart FLW Tour
 - Dyer and Adase met with Chris Hoover during the 2012 event in Rogers. Chris requested an increase in the bid amount. Rogers bid fee is \$20,000 for the event. Rogers has the lowest bid fee out of all the stops on the tour. FLW loves coming to Rogers since Walmart is the sponsor of the tour. Chris requested to increase the bid fee to \$30,000. The Commission decided to grant the group an increase to \$22,000 and re-evaluate the fee each year. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
7. Director's Report
 - Dyer reported that 18 groups have met in Rogers YTD which resulted in 5,367 room nights. Dyer also reported on her signage program meetings. Rogers is working with the NWA Council and Walton Family on the signage program. Dyer also reported on the LPGA Banners that will be located throughout Pauline Whitaker Pkwy and Pinnacle Hills Pkwy. Dyer mentioned that other groups will have banners in the future.
8. Ad Agency Report
 - Thoma updated the Commission on the Check into Rogers website. In the first few weeks, 23 visitors have clicked through to the hotel websites. Thoma believes the search engine optimization will improve and we should make more progress in the next few months. Thoma also reported that the mobilization of our websites have been completed. 20% of website traffic was from a mobile device.
9. New Business
 - None
10. Old Business
 - Dyer updated the Commission on the CEF Funding Forms. The City Attorney was unable to review the documents before the meeting. Dyer will have an update for the next meeting
11. Adjourn
 - The commission decided not to meet in July. Motion to accept by Wright. Second by Murfin. Motion approved unanimously.

Respectfully Submitted,

Frank Adase

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