

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, March 14, 2012

1. Attendance:

Commissioners Present: Buddy Wright, David Lang, Mark Kruger,
David Faulkner, Joe Murfin, Matt Disheroon

Commissioners Absent: None

Staff Present: Allyson Twiggs Dyer, Rachael Miller

Guests: Raymond Burns, Martin Thoma, Shelley Keeter,
Annette Nichols

2. Meeting Called to order: Mark Kruger

3. Public Comment: None

4. Financial Report

Murfin reported on the financials. Taxes up 8.54% over January 2011. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

5. Action on February minutes

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

6. CEF Funding

a. –Poultry Federation Symposium, April 2012

i. This is a smaller Poultry Federation meeting. The commission gave \$2,000 in 2011 for this meeting. Group was awarded \$2,000 for the April 2012 meeting. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

b. –Department of Arkansas, Military Order of the Purple Heart

i. Rogers was privileged to host this group in 2009 and Rogers is the only city the MOPH has ever repeated for their convention. The group was given \$7,500 and picked up 1,352 rooms in 2009. Group was awarded \$9,500 for the convention. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

7. Director's Report

Dyer spoke to the commission about the new city street signs through the signage and way finding committee. The new meetings and sports brochures for marketing are completed and shown to commission. Miller reported on upcoming conventions. Shepherd's Chapel will be in Rogers March 29-April 1. Great Plains Leadership for Christ will be in Rogers April 6-8.

8. Ad Agency Report

Dyer and Thoma updated the Commission on the digital campaign aimed at capturing Crystal Bridges visitors. Thoma is in the final stages of completion and should launch site by early April. Dyer also reported that web analytics have increased since January on visitrogersarkansas.com.

9. New Business

a. Freedom of Information Handbook

Dyer handed out to Commission the 2012 Freedom of Information handbook.

10. Old Business

a. Rogers Public Schools Basketball Tournament

Chairman Kruger brought this funding request back to the commission for discussion. The commission decided to award \$3,000.00 to the tournament with \$1500 set aside for hotel rooms and \$1500 for tournament needs. The Embassy agreed to host the team rooms.

11. Commissioner Applications

Three hotel managers (Patrick Kulhman, Annette Nichols and Shelley Keeter) have applied for the vacant hotel manager position. The commission voted to nominate Shelley Keeter to the vacant position. Motion to accept by Wright. Second by Murfin. Motion approved unanimously. Pending approval from the Rogers City Council.

12. Adjourn

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

Respectfully Submitted,

Rachael Miller

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