

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

1. Attendance:

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

2. Meeting Called to order: Mark Kruger

3. Public Comment: None

4. Action on January minutes

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

5. Financial Report

Murfin reported on the financials. Hotel Taxes were down .04% for the month of January. Dyer reported 2012 was a record year. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

6. CEF Funding

a. NWA Lacrosse Club – **Granted \$10 per room**

NWA Lacrosse Club requested \$10 per room for two weekends in April. Lacrosse is a growing sport in NWA. The club held a tournament in NWA in 2012. The tournaments will be April 6-7 and April 27-28, 2013. The Commission decided to grant the group \$10 a room. Motion to accept by Disheroon. Second by Murfin. Motion approved unanimously.

b. Automobile License Plate Collectors Association – **Granted \$4,000**

The group requested \$4,000 for their 2015 event. The event will be held at the John Q Hammons center July 14-18, 2015. The group was in Charleston WV in 2011 and Des Moines in 2012. The group expects 580 room nights. The Commission decided to grant the group \$4,000. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

c. Smokin in the Ozarks - **Granted a \$500 Sponsorship**

Smokin in the Ozarks will hold a BBQ event in Rogers on April 27-28, 2013. The event will be at Pig Trail Harley Davidson. The host hotel will be the Candlewood Suites. The Commission decided to grant the group a \$500 sponsorship. Motion to accept by Faulkner. Second by Lang. Motion approved unanimously.

d. 7A State Girls and Boys Golf Tournament – **Granted \$500 per weekend**

Rogers Public Schools won the bid for the 7A State Girls and Boys State Golf Tournament. The events will be September 30- October 2 and October 7-9, 2013. The group requested \$5,000 for the tournament. The Commission decided to grant the group \$500 each weekend minimum and \$10 per room over 50 rooms. Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.

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

Aspire Gymnastics requested \$5,000 for their 2013 event. The meet will be on January 3-5, 2014. The group had 225 room nights in 2012. The Commission decided to grant the group \$10 per room up to \$5,000. Motion to accept by Faulkner. Second by Disheroon. Motion approved unanimously.

7. Director's Report

Eichenberger reported the booking report and upcoming events. Dyer reported the website updates, which include the integration on CheckintoRogers.com. Dyer also reported on the new CVB Blog and handed out the 2013 marketing plan.

8. Thoma Report

Thoma reported on different landing pages for special packages. These packages would include a \$25 gift card per hotel room booked. Thoma also reported on a new mobile site for tournaments and showed an updated ad for FLW.

9. Old Business

Dyer updated the commission on NATA. Dyer had a meeting with US Airways. The meeting provided NATA with a great advertising opportunity. NATA would be able to advertise in US Airway June issue, which would reach 6.5 million people. The Commission decided to grant NATA the funds owed, if the funds are used for the magazine project. Motion to accept by Wright. Second by Lang. Motion approved unanimously.

10. New Business

The Commission decided to forgo the April meeting. The next meeting will be May 11<sup>th</sup>. 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