

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, MAY 9, 2012

1. Attendance:
 - Commissioners Present: Buddy Wright, David Lang, Mark Kruger, Shelley Keeter, Matt Disheroon, Joe Murfin
 - Commissioners Absent: David Faulkner
 - Staff Present: Allyson Twiggs Dyer, Frank Adase
 - Guests: Raymond Burns
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on April minutes
 - Motion to accept by Wright. Second by Lang. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the financials. Taxes are up 3.97% over March 2011. Taxes for the year are up 12.61% over 2011. Motion to accept by Lang. Second by Wright. Motion approved unanimously.
6. CEF Funding
 - a. Arkansas Rural Development Conference
 - This group has held their conference in Hot Springs or Eureka Springs. The group is looking at Rogers for 2014. The group requested \$40,000 for the conference. The group has numerous sponsors. The commission decided to grant the group \$10/night up to \$4,000. Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
 - b. Elite 7v7 Showcase
 - This is a 7on7 football event held in Springdale but the room nights are at the Embassy Suites. The group likes the Embassy since all the teams can stay at the same hotel and attend meetings. The event has grown every year. The group requested \$5,000 for the event. The commission decided to grant the group \$10/night up to \$2,000. 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 5,292 room nights. Dyer also reported on the recently held events in Rogers: Walmart FLW Tour, Knights of Columbus, Poultry Spring Symposium South Central Powerlifting Competition, Vintage Car Rally, and the 7A State Track Meet. Adase reported on his trip to the National Association of Sports Commission Tradeshow. Adase shared with the Commission several prospects that he met with at the show.
8. Ad Agency Report
 - Dyer and Thoma updated the Commission on the digital campaign aimed at capturing Crystal Bridges visitors. Dyer also updated the Commission about advertising details with Razorback Sports Properties.
9. New Business
 - None
10. Old Business
 - Dyer made the changes for the CEF Funding Forms from last month's meeting. The Commission likes the updated forms but would like the city attorney to review them. Dyer will have the city attorney review the form and the Commission will approve the form at the next meeting.
11. Adjourn
 - Motion to accept by Wright. Second by Murfin. Motion approved unanimously.

Respectfully Submitted,

Frank Adase

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