

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, May 8, 2013

1. Attendance:
  - Commissioners Present: Mark Kruger, Joe Murfin, Matt Disheroon, Shelly Keeter
  - Commissioners Absent: David Lang, David Faulkner and Buddy Wright
  - Staff Present: Allyson Twiggs Dyer
  - Guests: Raymond Burns, Michael Lindsey, David Capps
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Financial Interest Form:
  - Michael Lindsey with the RLACC visited with the commissioners about the new financial disclosure form and that it will be due by January 31, 2014 to the city clerk.
5. Action on March minutes
  - Motion to accept by Murfin. Second by Disheroon. Motion approved unanimously.
6. Financial Report
  - Murfin reported on the financials. Hotel Taxes were up 8.78% for the month of March and up 4.78% for the year. Motion to accept by Disheroon. Second by Keeter. Motion approved unanimously.
7. CEF Funding
  - a. Poultry Spring Symposium – **Granted \$2,000.00**
    - The Poultry Federation requested \$2,000.00 for their spring symposium. The Commission decided to grant the group \$2000.00. Motion to accept by Murfin. Second by Disheroon. Motion approved unanimously.
  - b. Arkansas Conference of the United Methodist Church – **Granted \$4,500.00**
    - The group requested \$4,500 for their 2014 event. The event will be held at the John Q Hammons center February 28-March 2 2014. The Commission decided to grant the group \$4,500. Motion to accept by Disheroon. Second by Murfin. Motion approved unanimously.
  - c. Shepherd’s Chapel - **Granted \$12,500.00**
    - This group has been in Rogers many years and the room nights continue to grow. The Commission decided to grant the group a \$12, 500. Motion to accept by Disheroon. Second by Murfin. Motion approved unanimously.
  - d. Great Plains – **Granted \$10 per room not to exceed \$10,000.00**
    - This group has been in Rogers for many years but the room nights have been declining the last two years. The Commission decided to grant the group \$10 per room no to exceed \$10,000 for 2014 and 2015. Motion to accept by Murfin. Second by Keeter. Motion approved unanimously.
  - e. FLW – **Granted \$22,000**
    - The Commission decided to grant the group \$22,000. Motion to accept by Murfin. Second by Disheroon. Motion approved unanimously.
  - f. NW Arkansas Passing Academy – **Granted \$2500.00**
    - This is a new event for Rogers and will be at Heritage High School for two days. The Commission decided to grant this event \$2500.00 Motion to accept by Murfin, Second by Keeter. Motion approved unanimously.
8. Director’s Report
  - Dyer reported that staff sent out 12 leads in April vs one lead being sent out last April. Bookings are looking good as well as room nights booked. June will be very busy and March was a record month for hotel tax collections. Website visits are up 116% and tourism inquiries are up considerably as well.
9. Old Business
10. New Business

11. Adjourn

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

Respectfully Submitted,

*Allyson Dyer*

Allyson Dyer