

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

1. Attendance:
  - Commissioners Present: Mark Kruger, Shelley Keeter, Matt Disheroon, Joe Murfin, Buddy Wright, David Faulkner, David Lang
  - Commissioners Absent: None
  - Staff Present: Allyson Twiggs Dyer, Rachael Eichenberger
  - Guests: None
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on November minutes
  - Motion to accept by Wright. Second by Lang. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the financials. Hotel Taxes were up 19% for the month of September. Taxes are up 14% for the year. Dyer reported that February and August were the largest tax collection months yet.
  - Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
6. CEF Funding
  - a. **FLW Outdoors College Tournament – Requested \$10,000**
    - FLW Outdoors has requested \$10,000 for the College Fishing Tournament. This would be the first time the tournament has been in Rogers. They would have 25 teams with 50 competitors that would stay for 3 nights. The Commission decided to grant the group \$10 a room up to \$10,000.
    - Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
7. Director's Report
  - Dyer reported that we updated Check into Rogers with the new holiday packages. Our website visits are growing in number this month. The staff has generated 58 leads and booked 35 groups. Dyer also reported that the 2013 travel schedule is completed for the staff.
8. Ad Agency Report
  - Martin Thoma gave a review of 2012 and what to expect in 2013. Martin reviewed our advertising approaches and the benefits for each.
9. Old Business
  - 2013 Budget – Dyer presented the 2013 budget for the Commission to approve. The tax collections have increased by 2%. The overall budget for 2013 has increased \$700 over the 2012 budget. Motion to accept by Murfin. Second by Faulkner. Motion approved unanimously.
  - 2013 RLEDC Contract – Dyer presented the Commission with the yearly agreement with the Rogers-Lowell Economic Development Corporation. Motion to accept by Wright. Second by Lang. Motion approved unanimously.
10. Adjourn
  - Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

Respectfully Submitted,

*Rachael Eichenberger*

Rachael Eichenberger