

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, September 12, 2012

1. Attendance:
  - Commissioners Present: Shelley Keeter, Matt Disheroon, Joe Murfin, Buddy Wright
  - Commissioners Absent: David Lang, David Faulkner, Mark Kruger
  - Staff Present: Allyson Twiggs Dyer, Rachael Eichenberger, Frank Adase
  - Guests: Raymond Burns
2. Meeting Called to order: Matt Disheroon
3. Public Comment: None
4. Action on September minutes
  - Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the financials. Hotel Taxes were up 23.58% for the month of August. Taxes are up 13.38% for the year. Murfin reported the public relations line item was slightly over budget. Dyer reported that this was due to postage for the increase request for visitor guides. Motion to accept by Wright. Second by Keeter. Motion approved unanimously.
6. Director's Report
  - Dyer reported Rogers won the 2014 Governor's Conference. The victory was over Fort Smith and Fayetteville. Eichenberger reported that 35 groups have met in Rogers in 2012 resulting in 14,059 room nights. Eichenberger reported 50 leads were generated YTD resulting in 31 leads booked. Eichenberger also reported the CVB provided services for 54 groups making an impression on 22,898. Adase reported on the upcoming 7A State Volleyball Tournament and the Great 8 Classic Girls Basketball Tournament.
7. New Business
  - 2013 Budget – Dyer presented the 2013 budget for the Commission to review. Dyer wants the Commission to vote on the budget at the November meeting.
  - 2013 RLEDC Contract – Dyer presented the Commission with the yearly agreement with the Rogers-Lowell Economic Development Corporation. The contract will be voted on in the November meeting.
8. Adjourn
  - Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

Respectfully Submitted,

*Frank Adase*

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