

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

1. Attendance:
  - Commissioners Present: Shelley Keeter, Matt Disheroon, Joe Murfin, David Lang
  - Commissioners Absent: Buddy Wright, David Faulkner, Mark Kruger
  - Staff Present: Allyson Twiggs Dyer, Rachael Eichenberger
  - Guests: Raymond Burns, Martin Thoma, Melissa Thoma
2. Meeting Called to order: Matt Disheroon
3. Public Comment: None
4. Action on August minutes
  - Motion to accept by Lang. Second by Murfin. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the financials. Taxes were down -3.31% for July due to the following hotel taxes not turned in; Mainstay Suites, Staybridge, Town & Country, Razorback Inn & Microtel. Motion to accept by Lang. Second by Keeter. Motion approved unanimously.
6. CEF Funding
  - a. 7A State Baseball – **Requested \$1,500**
    - Mark Holderbaum with Rogers High School requested \$1,500 for the 7A State Baseball tournament. This tournament would bring in several teams & families that would stay the night. The Commission decided to grant the group the requested \$1,500. Motion to accept by Lang. Second by Murfin. Motion approved unanimously.
7. Director's Report
  - Dyer reported that 31 groups have met in Rogers in 2012 resulting in 13,692 room nights. Dyer also reported that the Rogers CVB website & the Check into Rogers website continues to grow. Dyer reported that there are 5 new sports bookings for the new fields, 4 of which Adase booked.
8. Ad Agency Report
  - Thoma updated the Commission on their websites. Thoma reported that the number one site for visits to our page is from the recently opened Cabela's in Rogers.
9. Old Business
  - Pitching Mounds
    - Dyer presented the Commission with the opportunity to split the cost of the pitching mounds for the new fields with the Rogers Parks & Rec Department. Motion to accept costs of \$5,419.82 by Murfin. Second by Lang. Motion approved unanimously.
10. Adjourn
  - Motion to accept by Murfin. Second by Lang. Motion approved unanimously.

Respectfully Submitted,

*Rachael Eichenberger*

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