

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, April 9, 2014

1. Attendance:
  - Commissioners Present: Mark Kruger, Shelley Keeter, Matt Disheroon, Buddy Wright, David Lang, David Faulkner, Joe Murfin
  - Commissioners Absent: None
  - Staff Present: Allyson Twiggs Dyer
  - Guests: Raymond Burns
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on February minutes
  - Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the financials. Tax collections were up 7.24% for 2014. Dyer reported that the city will deposit the CEF funds into the A&P account next week. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
6. CEF Funding
  - a. President's Cup Soccer – **Granted \$2,500 for 275+ room nights**
    - The NWA Lightning requested \$2,500 for 275+ room nights, \$2,000 for 200-274 room nights or \$1,500 for less than 200 room nights. The Commission approved the sliding scale of funding based on room nights booked. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
  - b. NWA LaCrosse Club – **Granted \$10 per room night booked**
    - NWA LaCrosse Club requested \$10 per room for all rooms booked during their three LaCrosse events. The Commission granted \$10 per room. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
  - c. F.O.O.L.S. International Conference – **Granted \$10 per room night booked**
    - F.O.O.L.S. requested \$3,000 for their 2014 convention. The Commission granted \$10 per room night booked. Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.
7. Director's Report
  - Dyer reported on the website and social media stats. Unique visits were up 23% and page views were up 7% in March. Visit Rogers blog page was the top referral page in March and the blog post about the AMP had 7,000 views. Sales efforts are ahead of this time period last year and sports events are growing in room nights. Dyer showed commissioners the new Ares room booking widget on the Visit Rogers website. Thoma will help Visit Rogers survey meeting planners on why they meet in Rogers.
8. Old Business
  - None.
9. New Business
  - None.
10. Adjourn
  - Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

Respectfully Submitted,

*Allyson Twiggs Dyer*

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