

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, August 14, 2013

1. Attendance:
  - Commissioners Present: Joe Murfin, Matt Disheroon, Shelly Keeter, Buddy Wright, David Faulkner, David Lang, Mark Kruger
  - Commissioners Absent: None
  - Staff Present: Allyson Twigg Dyer, Frank Adase
  - Guests: Raymond Burns, Whitney Yoder, Suzanne Juneau
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Daisy Presentation
  - Murfin and Juneau did a presentation for the Commission. They presented the history of the Daisy Airgun Competition and the highlights of the 2013 event.
5. Action on June minutes
  - Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
6. Financial Report
  - Murfin reported on the financials. Hotel Taxes were up 1.83% for the month of June and up 5.53% for the year. Motion to accept by Wright. Second by Lang. Motion approved unanimously.
7. CEF Funding
  - a. United Pentecostal Youth – **Granted \$10,000**
    - United Pentecostal Youth requested \$10,000 for their December 2013 Convention. The Commission decided to grant the group \$10,000. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
  - b. Shepherd’s Chapel – **Granted \$12,500**
    - Shepherd’s Chapel requested \$12,500 for their April 2014 Conference. The Commission decided to grant the group \$12,500. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
  - c. Arkansas Nutrition Conference – **Granted \$2,000**
    - The Poultry Federation requested \$2,000 for their September 2013 Arkansas Nutrition Conference. The Commission decided to grant the group \$2,000. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
  - d. Poultry Festival – **Granted \$25,000 for 2014/2015**
    - The Poultry Federation requested \$25,000 for their June 2014 and 2015 Poultry Festival. The Commission decided to grant the group \$25,000 for each year. Motion to accept by Faulkner. Second by Murfin. Motion approved unanimously.
  - e. Arkansas Association of Alternative Educators – **Granted \$5,500**
    - The Arkansas Assoc of Alt Educators requested \$5,500 for their July 2014 Convention. The Commission decided to grant the group \$5,500. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
8. Director’s Report
  - Dyer reported on the Blogger weekend in Rogers. Dyer also presented Thoma’s report. Adase reported on the groups he has been prospecting. Adase also reported on recent convention and sporting events in Rogers.

9. New Business

a. FLW Contract

Dyer presented the 2014 contract for FLW to the Commission. Commission approved of Dyer signing the new contract. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

b. Ad Agency Contract

Dyer reported that Thoma's contract will end on December 31, 2013. Dyer reminded the commission that they can go out for new bids for an ad agency or ask Thoma to present a new letter of understanding for the commission to review. After discussion the commission agreed to allow Thoma to submit a new letter of understanding for another 3 yr contract

10. Adjourn

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

Respectfully Submitted,



Frank Adase