

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, August 20, 2014

1. Attendance:
  - Commissioners Present: David Faulkner, Matt Disheroon, Joe Murfin, Buddy Wright
  - Commissioners Absent: Mark Kruger, David Lang
  - Staff Present: Allyson Twiggs Dyer, Frank Adase, Katelynn Cassidy, Erin Jernigan
  - Guests: None
2. Meeting Called to order: Buddy Wright
3. Public Comment: None
4. Action on June minutes
  - Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the financials. Tax collections were up 6.8% for 2014. Motion to accept by Faulkner. Second by Disheroon. Motion approved unanimously.
6. CEF Funding
  - a. Arkansas Women Bloggers – **Granted \$1500**
    - The Arkansas Women Bloggers requested \$1500 for their Annual Bloggers University. The Commission granted the group \$1500. Motion to accept by Wright. Second by Murfin. Motion approved unanimously
  - b. Poultry Federation-Arkansas Nutrition Conf– **Granted \$2000**
    - The Poultry Federation requested \$2000 for their Arkansas Nutrition Conf. in September. The Commission granted the group \$2000. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
7. Director's Report
  - Dyer reported on the website and social media stats. Unique visits were up 63% and page views were up 73% in June. The City of Rogers was the top referral page in June. Jernigan, the new Director of Convention Sales introduced herself. Adase and Cassidy reported on prospects they are working with.
8. Old Business
  - None.
9. New Business
  - a. 2015 FLW Contract
    - The 2015 FLW Contract was presented. Motion to accept by Faulkner. Second by Murfin. Motion approved unanimously.
  - b. Resignation of Commissioner Shelley Keeter
    - Dyer read the resignation letter of Shelley Keeter. The Commission will begin the application process for a replacement.
10. Adjourn
  - Motion to accept by Wright. Second by Murfin. Motion approved unanimously.

Respectfully Submitted,

*Katelynn Cassidy*

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