

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, February 12, 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, Rachael Eichenberger, Frank Adase, Katelynn Cassidy
 - Guests: Raymond Burns
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on January minutes
 - Motion to accept by Lang. Second by Faulkner. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the financials. Tax collections were up 2.21% for 2013. Motion to accept by Disheroon. Second by Faulkner. Motion approved unanimously.
6. CEF Funding
 - a. K&K Vet Supply – **Granted \$2,000 and \$5,000**
 - K&K requested \$2,000 and \$5,000 for their Jan/Aug 2014 Conference. Group picked up 880 rooms in Aug 2013 and 335 rooms in Jan 2014. The Commission granted \$2,000/\$5,000. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
 - b. Poultry Spring Symposium – **Granted \$2,000**
 - Poultry requested \$2,000 for their Spring Symposium in Apr 2014. The group picked up 195 rooms in 2013. The Commission granted \$2,000. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
 - c. Pentecostal Youth Convention – **Granted \$10,000**
 - Pentecostal Youth requested \$10,000 for their Dec 2014 convention. The group continues to grow each year. They picked up 706 room nights in December. The Commission granted \$10,000. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
7. Director's Report
 - Dyer reported on the website and social media stats. Unique visits were up 37% and page views were up 138% in January. Visit Rogers blog page was the top referral page in January. Eichenberger and Adase reported on prospects they been working with. Katelynn Cassidy was introduced as the new Group Sales Coordinator.
8. Old Business
 - Online Booking System –Dyer reported that ARES wants a 2 year commitment instead of 1 year. The Commission decided to use ARES for the 2 year commitment. Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
9. New Business
 - Arkansas Governor's Conference on Tourism - Dyer discussed the upcoming Governor's Conference and handed out the registration information.
10. Adjourn
 - Motion to accept by Murfin. Second by Wright. Motion approved unanimously.

Respectfully Submitted,



Frank Adase