

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, January 15, 2014

1. Attendance:
 - Commissioners Present: Mark Kruger, Shelley Keeter, Matt Disheroon, Buddy Wright, David Lang
 - Commissioners Absent: Joe Murfin
 - Staff Present: Allyson Twiggs Dyer, Rachael Eichenberger, Frank Adase
 - Guests: Raymond Burns, Thoma, John Gore
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Election of 2014 Officers
 - Commission decided to keep the officers the same for 2014. Murfin will remain Treasurer. Disheroon will remain Vice Chairman, and Kruger will remain Chairman. Motion to accept by Lang. Second by Wright. Motion approved unanimously.
5. Action on November minutes
 - Motion to accept by Wright. Second by Lang. Motion approved unanimously.
6. Financial Report
 - Dyer reported on the financials. Tax collections are up 3.49% for the year. Motion to accept by Disheroon. Second by Wright. Motion approved unanimously.
7. Director's Report
 - Dyer reported on the December and Year End Reports. Unique visits were up 105% and page views were up 215% for the year. Eichenberger reported on the booking report. Adase reported on upcoming sporting events in January.
8. Ad Agency Report
 - Thoma presented the Commission with the new logo for Visit Rogers. Thoma also reported on the direction of the 2014 communication program.
9. Old Business
 - Online Booking System – The Commission discussed the ARES online booking system. The Commission decided to use ARES for a one year commitment. Commission will reevaluate at the end of 2014. Motion to accept by Lang. Second by Disheroon. Motion approved unanimously.
10. Adjourn
 - Motion to accept by Wright. Second by Disheroon. Motion approved unanimously.

Respectfully Submitted,

Frank Adase

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