

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, JUNE 11, 2014

1. Attendance:
 - Commissioners Present: Mark Kruger, David Faulkner, Matt Disheroon, Joe Murfin, David Lang
 - Commissioners Absent: Shelley Keeter, Buddy Wright,
 - Staff Present: Allyson Twiggs Dyer, Frank Adase, Katelynn Cassidy
 - Guests: Jack Counihan
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on May minutes
 - Motion to accept by Murfin. Second by Faulkner. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the financials. Tax collections were up 4.44% for 2014. Motion to accept by Faulkner. Second by Disheroon. Motion approved unanimously.
6. CEF Funding
 - a. Southwest Section American Water Works – **Granted \$10 per room night up to \$3,000**
 - The Southwest Section American Water Works Association requested \$2,500-\$3,000 for their 104th Annual Conference and Exposition. The Commission granted the group \$10 per room night up to \$3,000. Motion to accept by Murfin. Second by Disheroon. Motion approved unanimously.
 - b. Woodcarver’s of NWA – **Granted \$500 Sponsorship**
 - The Woodcarver’s of NWA requested \$1,000 for their 35th Annual Competition and Show, in September 2014. The Commission granted a \$500 sponsorship. Motion to accept by Disheroon. Second by Faulkner. Motion approved unanimously.
 - c. Elite 7 on 7 Football Showcase – **Granted \$10 per room night**
 - The Commission granted the Elite 7 on 7 group \$10 per room night, contingent upon the planner’s signature. Motion to accept by Murfin. Second by Disheroon. Motion approved unanimously.
7. Director’s Report
 - Dyer reported on the website and social media stats. Unique visits were up 95% and page views were up 42% in May. Visit Rogers was the top referral page in May. Adase and Cassidy reported on prospects they are working with.
8. Old Business
 - None.
9. New Business
 - There will be no A&P meeting in July.
10. Adjourn
 - Motion to accept by Murfin. Second by Faulkner. Motion approved unanimously.

Respectfully Submitted,

Katelynn Cassidy

Katelynn Cassidy