

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, May 14, 2014

1. Attendance:
 - Commissioners Present: Mark Kruger, Shelley Keeter, Buddy Wright, David Faulkner
 - Commissioners Absent: Matt Disheroon, Joe Murfin, David Lang
 - Staff Present: Allyson Twiggs Dyer, Frank Adase, Katelynn Cassidy
 - Guests: None
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on April minutes
 - Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.
5. Financial Report
 - Dyer reported on the financials. Tax collections were up 3.33% for 2014. Motion to accept by Wright. Second by Keeter. Motion approved unanimously.
6. CEF Funding
 - a. Walmart FLW Tour – **Granted \$20,000**
 - FLW requested \$22,000 for their April 2015 event. The Commission had concerns about the decrease in room nights over the last few years. The Commission granted the group \$20,000. Motion to accept by Keeter. Second by Wright. Motion approved unanimously.
 - b. Arkansas State HOG Rally – **Granted \$10 per room night up to \$10,000**
 - Arkansas State HOG Rally requested \$10,000 per 1,000 rooms for their 2015 event. The Commission granted \$10 per room night up to \$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 51% and page views were up 42% in April. Visit Rogers was the top referral page in April. Adase and Cassidy reported on prospects they are working with.
8. Old Business
 - None.
9. New Business
 - Dyer reported that Rachael Eichenberger resigned from Visit Rogers. Dyer has started the hiring process to find Rachael's replacement.
10. Adjourn
 - Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

Respectfully Submitted,



Frank Adase