

ROGERS ADVERTISING AND PROMOTIONS COMMISSION
MEETING MINUTES
WEDNESDAY, November 13, 2013

1. Attendance:
 - Commissioners Present: Mark Kruger, Shelley Keeter, Matt Disheroon, Buddy Wright, David Faulkner, Joe Murfin
 - Commissioners Absent: David Lang
 - Staff Present: Allyson Twiggs Dyer, Rachael Eichenberger, Frank Adase
 - Guests: Raymond Burns, Thoma
2. Meeting Called to order: Mark Kruger
3. Public Comment: None
4. Action on October minutes
 - Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
5. Financial Report
 - Murfin reported on the financials. Tax collections are up 2.05% for the year. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
6. Director's Report
 - Dyer reported on the website stats and social media. October had 15,512 unique visits, which is up 166% over last year. The website goal was 10,000 unique visits. Eichenberger reported on the booking report. Adase provided the 2014 Sports Schedule.
7. Ad Agency Report
 - Thoma gave a review of 2013 and reported on the 2014 Strategy Planning.
8. New Business
 - Visit Rogers – Dyer discussed changing Rogers Convention & Visitor Bureau to Visit Rogers. Dyer provided the Commission with examples of other CVBs changing their names. The Commission decided to change the name to Visit Rogers. Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
 - 2014 Budget – Dyer presented the 2014 budget with a 4% tax increase. Dyer also reported hiring a part time staff person in 2014. The new staff member would be responsible for group services. Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.
 - Online Booking Systems- Dyer presented the idea of adding an online booking system to the website. Dyer shared an example of ARES Travel and Jack Rabbit. The Commission decided to use ARES Travel but wanted to find out more information. Dyer will follow up with ARES and report at the next meeting.
 - RLEDC Contract – Dyer presented the Commission with the yearly agreement with the Rogers-Lowell Economic Development Corporation. Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
9. Adjourn
 - The Commission decided not to have a December meeting. The next meeting will take place January 15th. Motion to accept by Wright. Second by Disheroon. Motion approved unanimously.

Respectfully Submitted,

Frank Adase

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